

UPS's Values, Mission,
and Strategy

UPS's values, mission, and strategy statements provide guidance regarding our daily decisions. They make clear our priorities and encourage us to seize new opportunities. By following these principles, our actions are aligned to meet the needs of our company, people, customers, shareowners, and communities.

Values: Our Enduring Beliefs

- Integrity—It is the core of who we are and all we do.
- Teamwork—Determined people working together can accomplish anything.
- Service—Serving the needs of our customers and communities is central to our success.
- Quality and Efficiency—We remain constructively dissatisfied in our pursuit of excellence.
- Safety—The well-being of our people, business partners, and the public is of utmost importance.
- Sustainability—Long-term prosperity requires our continued commitment to environmental stewardship and social responsibility.
- Innovation—Creativity and change are essential to growth.

Mission: What We Seek to Achieve

- Grow our global business by serving the logistics needs of customers, offering excellence and value in all that we do.
- Maintain a financially strong company—with broad employee ownership—that provides a long-term competitive return to our shareowners.
- Inspire our people and business partners to do their best, offering opportunities for personal development and success.
- Lead by example as a responsible, caring, and sustainable company making a difference in the communities we serve.

UPS Enterprise Strategy

Create Value, Transform, and Invest to Grow

Create value for customers using our superior portfolio of logistics capabilities

- Demonstrate how the power of logistics can create a competitive advantage for our customers.
- Offer products and services that expand our customers' access to global markets.
- Configure our broad portfolio of solutions for targeted industries.
- Offer industry-leading technology that simplifies and improves our customers' business processes.

Continually transform to strengthen our leadership position

- Deliver an exceptional customer experience.
- Apply marketing and sales excellence to drive profitable growth.
- Enhance performance through quality, efficiency, and technology.

Invest to accelerate growth in key markets and new opportunities

- Accelerate growth by leveraging our global network and scale.
- Build our infrastructure and presence in key emerging markets.
- Expand our offerings of integrated logistics solutions.