



What is One Dot?

One Dot is our internal mantra that serves as the **foundation of our business strategy**. It reinforces that our values set the tone for everything we do. It serves as a subtle reminder that we're *all in this together, leveraging our differences, and working towards a common goal*.

You. Me. All of us—We are **One Dot**.

VISION: *Where are we going?*

Our vision is to improve lives by enhancing choice for everyone, everywhere.

MISSION: *What is our purpose?*

Our mission is to significantly contribute to the success of our business partners.

BRAND PROMISE: *What is our personal commitment to our business partners?*

TRUSTED VALUES

We treat everyone like family and reflect our values in everything we do.

INNOVATIVE SOLUTIONS

Dot is always looking ahead, seeking out new business concepts, and investing in technology to solve problems for our business partners.

SHARED GROWTH

Your success is our success. We are committed to growing together.

VALUES: *What are our guiding principles?*

FAMILY

We support everyone as though they are part of a family. We build genuine relationships where all are valued and respected—giving everyone the benefit of the doubt.

DEPENDABILITY

We're passionately focused on exceeding expectations and honoring our commitments.

INCLUSION

We believe everyone matters. Everyone is valued for their individual contributions to our success.

CURIOSITY

We encourage an ongoing, self-motivated pursuit of knowledge.

HUMILITY

We're modest, empathetic, and open to input from others.

CULTURE: *How do we live out our values?*

Welcome everyone with open hearts and minds.

Gain trust and respect by following through on promises.

Make everyone a part of the conversation.

Treat each challenge as an opportunity to learn.

Think big, act small.

What is We **POWER** Dot?

We POWER Dot is a summary of Dot's five-year strategic plan. It illustrates how we're going to advance our business towards our vision. Over the next five years it will serve as our roadmap. It will provide us with a sense of direction and tell the story of how each Dot employee impacts and powers the business.

POWER DOT *Working together, we'll go further.*

PEOPLE

Put **people** first.

RT taught us many years ago that if you take care of your people, they'll take care of your customers, which takes care of your business. This approach has been and will continue to be a key to our success.

OPERATIONS

Achieve **operational** excellence.

Operational excellence calls for us to provide our customers with what they want, when they want it, and how they want it at a cost they can accept.

WIN

Win with technology.

We need to think like a technology company that happens to be an expert in logistics and supply chain. Our future is about enhancing choice by facilitating transactions through information technology.

EXPAND

Expand customer options.

Our customers—and their customers—are demanding more choices. It's up to us to come up with innovative solutions, which puts them in a position to say "yes" more often.

RETAIL

Retail growth.

We have a significant opportunity to double our business by adjusting our go-to market strategy to meet our retail customers' needs more effectively.