



Creating a Positive Impact on All People's Lives – Standing up to Social Injustice

Team,

Next week will mark a new era for BEST as we help our valued clients and their guests return to their campuses and places of work under a new normal. I believe this will also provide us with a unique opportunity as leaders in our communities to speak up about an important social issues that unfairly impacts us all.

Over the last 6 months there has been a lot of uncertainty around COVID-19 combined with a notable increase in awareness to racial injustice in our communities. It has become clear that as a society, we still have a long way to go to eliminate race-based discrimination. There are many layers of systemic racism that will need to be eliminated to ensure that people are treated with dignity no matter what their ethnicity, cultural background, religion, gender, ability, age, or socioeconomic status.

The one thing that does remain certain during these uncertain times is that BEST is committed to our aligned core values. Our shared goal is zero tolerance towards all layers of prejudices, both hidden and overt. Let's create a workplace that accepts and respects all of our unique differences.

I want to take this opportunity to thank all those who were candid, brave, and honest enough to point out the flaws in BEST and encouraged the change in our journey to becoming a better company. A company committed to the success of all team members and our purpose in *"Creating a positive impact on all people's lives"*.

Our purpose speaks directly to how we can again take this time in creating BEST's history to truly be "different in a good way" and setting a new industry standard. Over the last 10 years we've been committed to building on the roots of inclusion and fairness that our founder, Ulf von Dehn, planted back in 1956. I encourage every team member to stand-up to all forms of racism to help create a workplace based on these founding roots.

As our sites reopen, let's demonstrate our acceptance of all by living our core values and doing what's right. All of us have the power to be more than a bystander. It will take courage to act, seek opportunities to improve as a society and level the playing field, while being respectful in all of our interactions and partake in our purpose of "creating a positive impact on all people's lives".

If you witness or experience discriminatory behaviour, notify your supervisor immediately or call our confidential help line.

A big thanks to all our team members in advance for joining me in our commitment to doing what's right and helping us move forward on this goal.

Sincerely,

Kevin McCrum
CEO - BEST Service Pros