

# A NEW PURPOSE

**SINGPOST LAUNCHED ITS NEW PURPOSE STATEMENT IN MARCH 2022, IN THE FIRST EVER EMPLOYEE IN-PERSON EVENT SINCE THE PANDEMIC HELD AT THE FULLERTON HOTEL. THE EVENT WAS ALSO ATTENDED VIRTUALLY BY MORE THAN 1,000 EMPLOYEES AROUND THE WORLD, INCLUDING AUSTRALIA, HONG KONG, MALAYSIA, AND JAPAN.**



*Launch event of SingPost's new purpose – Making Every Delivery Count for People and Planet*

The event saw the launch of SingPost's brand-new purpose – Making Every Delivery Count for People and Planet – as well as a refreshed set of six values: Top Execution, Trust, Transformation, One Team, Total Customer, and Safety.

Beyond launching with a video to showcase the new Purpose and Values, the Management team also shared their personal views through an active discussion on how SingPosters can live these values through their work.





**PURPOSE: MAKING EVERY DELIVERY COUNT FOR PEOPLE AND PLANET**



**TRUST**

We are trusted by our customers, partners, as well as stakeholders and we deliver on this trust. As one integrated team across subsidiaries and regions, we work with integrity, trust, as well as respect each other.



**TOTAL CUSTOMER**

We are fully committed to our customers. We listen to them, understand their needs, as well as provide them with our full range of value adding and innovative services. We are empowered to achieve customer excellence.



**SAFETY**

We have a right to work in a safe environment. This means having both a safe physical space to work at and a protected psychological space for employees to voice their workplace concerns, challenges, conflicts, and also ideas for improvement. We give employees a trusted channel to be heard and have their ideas to be acted upon. We will do this inclusively as well as respect diversity.



**ONE TEAM**

We ensure that everyone in our team is empowered to perform at their best. We commit ourselves to drive performance in whatever we do. We hold one another accountable to do what is in the best interest of the Group.



**TOP EXECUTION**

We make execution our strength. We follow lean processes, be accountable to our stakeholders, and ensure that everything is transparent. We strive to be proactive and respond quickly. We follow up until it is done. We adopt practices that ensure sustainability, minimising waste.



**TRANSFORMATION**

Continuous change is in our DNA. We need to constantly innovate, think out of the box, and take calculated risks. We leverage technology to leapfrog and stay relevant.