

# REX VALUE STATEMENT

What does it profit a company if it gains the whole world and loses its soul?

## CUSTOMER

- We are committed to providing our customers with safe and reliable air travel with heartfelt hospitality.
- We constantly strive to keep fares low through our commitment to simplicity, efficiency and good value.
- We are committed to treating our customers as individuals and will endeavour to respond to all their comments and complaints.

## COMPANY

Staff members are part of the Rex family. This comes with both privileges and responsibilities.

- We expect every staff member to take ownership of issues encountered:
  - Ownership means that if something is wrong then it is everyone's job to fix it.
  - Matters that cannot be handled by the staff member ought to be pursued further with senior management.
  - We accept that sometimes staff may make mistakes while trying to act in the best interest of the Company.
- We strive to be a learning organisation where we actively seek to identify systemic issues no matter how small in order to continually transform ourselves to a better organisation:
  - This entails a culture where issues are highlighted as learning experiences, even though they may place our colleagues in a bad light.
  - An excellent airline is one that is outstanding in a thousand small ways.
- We believe that we can only count on ourselves for our continued success:
  - All staff members must embrace the 'can do' and 'will do' spirit that has been the defining characteristic of our initial success. Past experiences, while helpful, must not limit or define the future
  - Hard work is the cornerstone of our work ethic – all staff share in the profits and so all staff are expected to contribute their fair share. Slackers that do not contribute their fair share not only rob the Company but also their co-workers.
- We value open communication and will strive to create an environment that removes silo mentalities by embracing full transparency:
  - Staff members have a right to be heard regardless of their position.
  - Staff members are encouraged to contact directly the members of the Management Committee and Board if they feel their immediate supervisors are being a barrier.
- We respect the dignity of each staff member and will treat each other with respect and fairness:
  - The customer does not always come first and we will stand by our staff member if the customer is unreasonable.
  - We will focus on the issue and not the person.
  - We accept that staff members may have different talents and capabilities and will strive to fit the job to the person rather than the other way around.
  - Important decisions concerning staff matters are always referred to the Management Committee to ensure transparency, fairness, and consistency.
- We are committed to standing behind our staff members and their families and will do all we can to help them in their times of special need:
  - We believe in the value of the family and will strive to create a working environment that is supportive of the family.
  - All staff members have the right to seek the support of Rex Management Committee if special assistance or consideration is needed.

## CONTRACTORS

- We believe that our suppliers are partners in our business.
- In all our dealings with suppliers we will seek to be fair, reasonable and honest and will strive to work only with like-minded suppliers.

## COMMUNITY AND THE ENVIRONMENT

- Rex is mindful of the tremendous social and economic impact its services have on regional communities and works in partnership with these communities to balance their needs against our commercial imperatives.
- We are also committed to giving back by supporting worthwhile charitable causes which are focused on helping the less fortunate, supporting natural disaster recovery or supporting development of regional communities.
- We are committed to preserving the environment to the measure of our capabilities.

## CAPITAL

- Rex believes that its shareholders' interest is best served by pursuing a path of steady but sustainable growth of its earnings.
- We believe that maximizing shareholders' returns in the long term is not incompatible with our duties and responsibilities towards our other stakeholders outlined above.

