

### MASTER POSITIONING:

“The UniGroup Answer is the new, preferred way to manage the total logistics needs of the world’s largest companies, better than any competitor, because only The UniGroup Answer combines best-in-class operations with the world’s premier sales and service network – delivered with the passion and commitment only an agent owner can provide – and backed by the best known brands in the business.”

### MASTER MESSAGING:

- Perhaps now more than ever, the world’s largest companies are continually looking for new and better ways to manage cost, without significantly diminishing quality of service.
- This has led to two important trends: outsourcing and minimizing the number of vendor relationships, in order to have greater leverage and control over a handful of key partner relationships.
- Competitors such as Cendant, SIRVA and Prudential are recognizing and taking good advantage of these trends.

- To compete in this new world, UniGroup is fundamentally shifting its view on how to go to market. All of the ‘pieces’ are here: Now, it is time to put them all together.
- Here, there is a unique combination of best-in-class benefits – a combination that no competitor can match.
- UniGroup’s brand strength in the van lines is unparalleled. Its operational strength across all of its businesses is strong. And *perhaps most importantly*, as an agent-owned culture its drive to compete and succeed is visibly superior.

- Combined, these benefits are a powerful differentiator that enables UniGroup to rise above the competition, fundamentally redefining what it means to ‘sell large.’
- Only UniGroup has the resources, the talent and the *internal perspective* to be the premier logistics solution for the world’s largest organizations over the long term. *We are in this business, it is our focus and we are here to stay.*

### MASTER TONE:

Imagine a global logistics company where everyone makes every decision with the insight of an owner, *because they are*. Where best-in-class talent and resources combine with the best-known brands in the business. And where the passion to lead will ultimately redefine how the world’s largest organizations will ‘buy large.’ UniGroup *is* that company. Because only UniGroup *can* be. And the difference shows in everything we do.

### POSITIONING

**INTERNAL:** “The UniGroup Answer is the new, preferred way to build deeper, long-term relationships with the world’s largest companies, better than any alternative, because only The UniGroup Answer offers a *complete*, best-in-class logistics solution for both our customers and ourselves.”

**EXTERNAL:** “The UniGroup Answer will help you better manage the total logistics needs of your organization, better than any competitor, because only The UniGroup Answer is the single source of best-in-class services built to save you time and money – delivered with the passion and commitment *only an agent owner* can provide – and backed by the best known brands in the business.”

AUDIENCE	Corporate Sales	Mega Agents	Large Agents	Mid-Tier Agents	CFO	Relo/HR Management	Product/Project Management
MESSAGING	<ul style="list-style-type: none"> <li>When we target the world’s largest companies, we play by a different set of rules. And that plays to our greatest strength.</li> <li>As part of UniGroup, we all share something not available anywhere else: a pool of best-in-class, global logistics resources, backed by unparalleled operational strength and the best-known brands in our business.</li> <li>Our individual ideas on how to ‘sell large’ may differ. But there is strength in that diversity. As an agent-owned organization, we choose how we see the world. And that is a competitive advantage no one else can claim.</li> <li>By seeing the world from an owner’s perspective, we clearly understand the intrinsic value in a packaged, ‘selling large’ solution available to <i>all</i> agents.</li> </ul> <p>Whether or not some agents have some of these services in-house, we realize that others do not. And that the best way for us to succeed individually is for all of us to succeed collectively. <i>It is time for strategic leadership.</i></p> <p>As competition grows stronger, we know the ways of the past are not the key to the future. It is time to band together, play to our strengths and show the world how our solution will redefine how to sell – and buy – large.</p>	<ul style="list-style-type: none"> <li>Regardless of how you ‘sell large’ today, there is one competitive advantage you can never have alone: the strength and scale of a \$7 billion service network behind you.</li> <li>For the very largest customer organizations, that scale is the ‘ticket to the dance.’ Without it, the SIRVAs and Cendants of the world win, and you lose.</li> <li>With UniGroup at your side, you’re on a level playing field. And when you offer The UniGroup Answer, you have a distinct advantage. Because nowhere else will your customers find best-in-class resources offered by the best-known brands.</li> <li>This is why our global logistics solution will far surpass every other, to the benefit of every agent in the UniGroup system.</li> </ul>	<ul style="list-style-type: none"> <li>Every day, you see the opportunity that ‘selling large’ represents: broader income potential by providing more services, deeper and longer-term customer relationships, better alignment with the broad strategic direction of your customers – because you’re working at the C-level.</li> <li>You also see these opportunities slipping away, as the competition seems well suited for making the right ‘pitch’ to the right audience, and yours has fallen short in the past.</li> <li>You know you need to enhance your approach to selling large, but you’re reluctant to risk your independence by seeking resources and support from others.</li> <li>The reluctance is understandable: Your success to date has been fueled by your own vision and drive to succeed. Why would anyone put that at risk?</li> <li>Ironically, the foresight that has built your business is also leading you to the conclusion that you need a better way to compete at the C-level. You know you can’t always do it alone and consistently beat Cendant, Pru and SIRVA.</li> <li>It is for you that The UniGroup Answer was created: a best-practices mix of resources delivered by the best-brands in the business. And backed by a \$7 billion service network.</li> <li>The financial strength and brand scale of UniGroup are your ticket to the dance. The operational strength, best-in-class resources and entrepreneurial drive of our agent-owned business are the drivers of our competitive success.</li> <li>But until you actively take advantage of them, they can’t help you build your business.</li> <li>Our strength is in our independence. As agent owners, we have a unique opportunity to sell large on our own terms. With our passion to succeed combined with UniGroup’s resources, we will win.</li> </ul>	<ul style="list-style-type: none"> <li>You see the tremendous opportunity in ‘selling large.’</li> <li>In your opinion, it may well be your best path for locking-down larger and longer-term customer relationships.</li> <li>Yet, you realize that selling large is fundamentally different than the business you’re in now.</li> <li>You know you need assistance to succeed, and you’re actively looking for it.</li> <li>For you, The UniGroup Answer was created. It is a totally turnkey approach for pitching, closing and servicing customers who seek a broad, global logistics solution.</li> <li>Through UniGroup, you have access to a best-in-class system of resources: <ul style="list-style-type: none"> <li>A corporate sales team that can either source business and refer it to you – or pitch a customer side-by-side with you.</li> <li>A complete set of global logistics solutions to help your customers relocate employees, move products and manage projects – all from a single source that saves customers time and money.</li> <li>Operational strength that is unsurpassed in the industry.</li> <li>Brand strength (among the van lines) that is equally unsurpassed.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>We recognize that multinational companies such as yours are continually looking for new and better ways to manage cost, without significantly diminishing quality of service.</li> <li>There is a significant area of potential cost savings that you may have overlooked – or may have never found a suitable strategy for: <i>global logistics</i>.</li> <li>By obtaining all of your global logistics needs from a single source, you have a partner who can potentially save you time and money, provide scalable services that match your changing needs and maintain the quality of service your organization demands.</li> <li>For years, UniGroup has worked closely with more than 400 of the Fortune 500. While doing so, we have developed a new solution for global logistics – one that brings new efficiencies and cost savings to the table by bundling services, while ensuring that your employees, products and projects receive the individual care and attention that each requires.</li> <li>The UniGroup Answer is a best-practices mix of services that our customers find to be unprecedented in our industry – delivered by some of the best-known brands in the business – and backed by the financial strength and resources of UniGroup, a leader in the global logistics industry.</li> <li>And while you benefit from the vast resources of a global leader, you’ll also receive the service and attention to detail that only a local business owner can provide. Our unique structure gives you the best of both worlds.</li> <li>We can show you in detail the time and money you may potentially save, when we meet with the appropriate leadership of your organization.</li> </ul>	<ul style="list-style-type: none"> <li>We recognize the growing trend to bundle relocation services into a single solution from a single partner, in order to better manage cost and efficiency.</li> <li>We also recognize the potential concerns of working with arguably your most valuable asset: your people.</li> <li>You can be confident in the relocation and move management services we provide: a best-in-class mix delivered by the best-known brands in the business.</li> <li>In fact, we already do business with more than 400 of the Fortune 500 – and represent over 40% of the corporate move market.</li> <li>Our goal in becoming a <i>total</i> relocation service for your company is to do what we already do for so many others: enhance quality and efficiency, while lowering cost.</li> <li>We invite you to explore how we can become more of a complete solution for your organization.</li> <li>You’ll see the quality in every move we make, from your department to every other facet of your company’s global logistics needs.</li> <li>While our services are scalable to meet shifting volume, they’re also customizable to meet your exact needs. Whether you want our total relocation services package – or just part – we will work with you to provide the answer you need.</li> </ul>	<ul style="list-style-type: none"> <li>We recognize the growing trend to bundle global logistics needs into a single solution from a single partner, in order to better manage cost and efficiency.</li> <li>We also recognize the potential concerns of working with arguably your most valuable asset: your products.</li> <li>You can be confident in the product transportation and project logistics services we provide: a best-in-class mix delivered by the best-known brands in the business.</li> <li>In fact, we already do business with more than 400 of the Fortune 500 – and represent over 40% of the corporate move market.</li> <li>Our goal in becoming a total logistics partner for your company is to do what we already do for so many others: enhance quality and efficiency, while lowering cost.</li> <li>We invite you to explore how we can become more of a complete solution for your organization.</li> <li>You’ll see the quality in every move we make, from your department to every other facet of your company’s global logistics needs.</li> <li>While our services are scalable to meet shifting volume, they’re also customizable to meet your exact needs. Whether you want our total logistics services package – or just part – we will work with you to provide the answer you need.</li> </ul>

### TONE

We have an unwavering passion for what we do best: provide the world’s largest companies with new ways to better manage logistics, control cost and compete in an ever-changing world.

Our passion to lead is the bond that ties us together, regardless of the logo on our business card – or on our truck. When we work together, we win.

And our passion shows in everything we do, from how we collaborate internally to how we go to market together as a single solution. When we have conviction in our combined strength, our customers will see it. And we will be the obvious choice.

**This is our company.**

As the largest agents in the UniGroup world, we have a unique view of ‘selling large.’ We know what works, because we’ve seen it first-hand.

As our competition for the ‘best’ business grows, we know The UniGroup Answer is a certain path to success for us individually.

And, we know it is best for our organization as a whole. When more agents can compete with the Cendants and SIRVAs, we all win. As the largest owners of UniGroup, we understand this better than anyone.

So our agents will confidently present The UniGroup Answer to our customers. And by doing so, benefit everyone.

**This is our company.**

We know that ‘selling large’ is the key to our future success. And we know that how we are going to market now is not the answer long-term.

We need to lead from strength. And we must realize that there is strength beyond our own firm that is ours to leverage. With UniGroup at our side, we can effectively compete with the largest firms – the Cendants, Prudentials and SIRVAs.

Beyond our \$7 billion financial strength, we have best-in-class resources delivered by the best brands, all in a single source. No one else can say that.

**This is our company.**

We see the unprecedented opportunity of selling large – and of leveraging all that UniGroup has to offer to do so.

We see UniGroup as the solution for both strategic leadership and tactical guidance and implementation.

We’re proud of how we have built our business to date and fully realize that, to achieve the next level, we can’t do it alone. We need to leverage the strength of every agent and every resource in the UniGroup world.

After all, that’s why they’re there: to help us all succeed. Working together, we will.

**This is our company.**

We understand your need to control cost, while maintaining quality. And while outsourcing is often the answer, we also know that we’re talking about arguably your most valuable assets: your people and your products.

The closer we work together on providing a total solution for your needs, the more certain you can be that all of your objectives will be met. Your global logistics will be more efficient and cost effective, while maintaining the level of quality you demand.

You can have confidence in the right partner. And we are here to be that partner for you.

We understand your need to maintain quality in everything you do. After all, we’re talking about arguably your most valuable asset: your people.

The closer we work with your company to provide a total logistics solution, the more certain you can be that your objectives will be met. As part of a larger solution, your product transportation and project logistics efforts will be more efficient and cost-effective, while maintaining the level of quality you demand.

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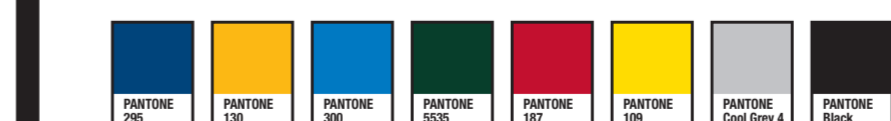
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### COLORS



### GRAPHICS

