Founded in **1916** in the Puget Sound region of Washington state

Became a **LEADING PRODUCER** of military and commercial aircraft

Completed a series of strategic mergers and acquisitions to become the **WORLD’S LEADING AEROSPACE COMPANY**

A heritage that mirrors the history of flight
WHAT WE DO TODAY / The Next 100 Years

COMMERCIAL AIRPLANES
Boeing 7-series family of airplanes leads the industry

DEFENSE, SPACE & SECURITY
World’s largest manufacturer of military aircraft and satellites and major service provider to NASA
Large-scale systems integration, networking technology and solutions provider

GLOBAL SERVICES
A dedicated services business focused on the needs of global defense, space and commercial customers

BOEING CAPITAL CORPORATION
Financing solutions focused on customer requirements

Connect and protect people globally
# Purpose and Mission

**Connect, Protect, Explore and Inspire the World through Aerospace Innovation**

**Aspiration**

Best in Aerospace and Enduring Global Industrial Champion

## Enterprise Strategy

<table>
<thead>
<tr>
<th>Operate as One Boeing</th>
<th>Build Strength on Strength</th>
<th>Sharpen and Accelerate to Win</th>
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</table>

## 2025 Goals

- Market Leadership
- Top-quartile Performance and Returns
- Growth Fueled by Productivity
- Design, Manufacturing, Services Excellence
- Accelerated Innovation
- Global Scale and Depth
- Best Team, Talent and Leaders
- Top Corporate Citizen

## Enduring Values

- Integrity
- Quality
- Safety
- Diversity and Inclusion
- Trust and Respect
- Corporate Citizenship
- Stakeholder Success

## Boeing Behaviors

- Lead with courage and passion
- Make customer priorities our own
- Invest in our team and empower each other
- Win with speed, agility and scale
- Collaborate with candor and honesty
- Reach higher, embrace change and learn from failure
- Deliver results with excellence – Live the Enduring Values

## Business Imperative

Deliver Superior Value to Customers, Employees, Shareholders, Communities and Partners
MAJOR BUSINESS / Commercial Airplanes

$56.7 BILLION in 2017 revenues

Headquartered in the PUGET SOUND region of Washington state with operations in several U.S. states

Approximately 60,000 BOEING EMPLOYEES

Boeing airplanes represent about half of the world’s fleet, with more than 10,000 jetliners in service

70% of sales (by value) are to customers outside the United States

Offers a family of airplanes and a broad portfolio of aviation services for passenger and cargo carriers worldwide

The industry’s source for customer-focused solutions
Skills & Attributes
Enabling our Future Successes

- Business Acumen
- Grit
- Teamwork
- Process Skills
- Diversity
- Career Planning
- Teaching Methods
- Initiative
- Interdisciplinary Skills
- Leadership Skills
- Self-Assessment/Self-Awareness
- Agility
- Introverts
- Problem Solving Skills
- Balanced
- Collaborative
- Communication Skills
- Hands-on
- Curiosity
- Enthusiasm
- Practical vs. Academic