



Director/CEO Newsletter



A Look Back on 2021: Enhancing Your Benefit

As the new year begins, the Exchange extends a heartfelt thanks to the military communities we are honored to serve.

Throughout 2021, the Exchange leaned forward to enhance the Quality of Life for Warfighters and families. In the spring, Fort Hood

Exchange restaurants became the first to offer on-installation delivery through DoorDash. Nearly 40 CONUS Exchanges rolled out the service by the year's end, and more locations are planned for 2022.

On May 1, more than 500,000 Department of Defense and Coast Guard civilians and retirees were granted shopping access at PXs and BXs. Access to ShopMyExchange.com launched in the fall. This expansion strengthens the Exchange benefit for Warfighters past, present and future.

In August, the Exchange reached its goal of hiring 50,000 Veterans and military spouses. Ever committed to providing meaningful careers for those who know military shoppers best, the Exchange immediately set its sights on a new target: 75,000 heroes hired by 2026.

The Exchange completed another major initiative at U.S. Army Garrison Humphreys with the opening of the more than 250,000-square-foot Korea Distribution Center and bakery. The facility replaced its 45-year-old predecessor at Camp Market and completed the Exchange's nine-year Korea transformation mission, helping make Korea the assignment of choice for Warfighters, Department of Defense civilians and their families.

Despite the continued challenges of COVID-19, the Exchange outpaced civilian retailers in customer and associate satisfaction. The Exchange scored 90 out of 100 on its yearly Customer Satisfaction Index, leading the industry by 29 points. For Team Exchange, it is an honor to serve those who serve!

With 100% of Exchange earnings supporting military communities, it truly matters where you shop. In the last 10 years, your Exchange benefit has provided \$3.4 billion in earnings for critical military Quality-of-Life programs. We look forward to reaching new heights in our enduring mission to serve those who serve in 2022 and beyond.

Veteran for Life!

Tom Shull
Director/CEO



Branded Fuel Debuts at Express Gas Stations

TOP TIER™-certified branded fuel is making its way to more than 180 Express gas stations in CONUS.

Fort Hood's Clear Creek Express was the first to receive the upgrade, unveiling Valero-branded pumps and canopy in November. Fort Hood's other six Expresses followed in December.

The Edgewood Arsenal Express in Maryland began offering BP/Amoco fuel in December. Fort Bragg's Pine, Honeycutt and Gruber Expresses followed in January, with the rest of the post's Expresses set to launch in the coming weeks. More locations, including Marathon-branded upgrades, will follow throughout 2022.

TOP TIER™-certified branded fuel improves the Exchange's already-secure supply chain, enhancing its support of military communities during emergencies and natural disasters. Pricing for the new, high-quality fuel follows the same process Expresses have long relied on to ensure competitive pricing.

Follow the Exchange at www.facebook.com/shopmyexchange to see when TOP TIER™-certified fuel will come to an Express near you.

New Chiropractic Clinics Strengthen BE FIT Program

The Exchange's first chiropractic clinic, The Joint Chiropractic, opened Jan. 12 at Luke Air Force Base, with more locations to follow this year.



The clinic joins 265 other health and wellness services offered at BXs and PXs, including durable medical equipment and optical shops; nutrition centers; and cryotherapy, optometry and dental offices.

The Exchange's holistic BE FIT program also offers better-for-you meal and snack options at restaurants and Expresses. In 2021, the Exchange opened more than 50 new restaurants worldwide, all offering better-for-you options.

The Exchange also offers tax-free fitness gear in Exchange stores—75 of which feature BE FIT concept shops—and at ShopMyExchange.com, furthering its mission to be the one-stop shop for military shoppers' wellness and fitness needs.