

OUR PRINCIPLES

At TransForce, we are committed to six strong operating principles. These principles do not change with short-term business conditions but consistently guide our strategy and our actions. They ensure that we always act in the best long-term interests of the Company and its stakeholders.

1. Value

Every decision we make is designed to build value for our shareholders. Whether managing our existing operations or acquiring new businesses, our actions must strengthen our company and create sustainable, long-term value.

2. Growth

Growth creates value. That's why we are dedicated to seeking sound acquisition opportunities and maximizing long-term organic growth. Despite the economic downturn, in 2009, we completed an acquisition that further strengthened and diversified our Package and Courier segment.

3. Strategic Thinking

Strategic thinking provides the foundation on which we grow our business. Our strategy is clear: we pursue profitable growth by acquiring successful, well-managed operating companies, by improving their performance, and by employing the best people in the industry.

4. Discipline

A key source of our strength – and our success – is discipline. We are disciplined in adhering to our principles, in following our strategy, and in choosing our acquisitions. By applying discipline in our pursuit of growth, we ensure that our growth is careful, deliberate, and designed to deliver value.

5. Our People

We employ the best people in our industry. We believe that their skill, dedication, and creativity are at the core of our success. By offering opportunities, challenges, and ongoing training, we encourage professional growth and reward dedication.

6. Accountability

At TransForce, we are accountable to all stakeholders – our shareholders, our colleagues, our customers, and our suppliers. At every turn, each individual is responsible and accountable for their actions. On another level, our deeply ingrained sense of accountability means that we are committed to pursuing the highest standards of corporate governance.



Darshan Kailly
President and Chief Executive Officer
CF Managing Movement

TransForce's competitive advantage is its people and there is no better example than Darshan Kailly, who is marking his fiftieth year in the transportation business in 2010.

Darshan joined a predecessor of CF Managing Movement as a junior accountant in Calgary and rose to head the organization. He has experienced – and learned from – the many changes in the industry over the years since trucks bound for Vancouver drove through the United States because the roads through the Rocky Mountains were not usable. He managed through the massive deregulation of the industry in the 1980s, the bankruptcy of the U.S. parent of his company, and the acquisition of CF by TransForce in 2004. He has been instrumental in the Company's growth in Western Canada since then and intends to help manage through the current industry downturn.

As well as his work with TransForce, Darshan is active in his community, including serving on the board of the United Way in Calgary. He sets an example for all the people of TransForce and we celebrate his contribution.