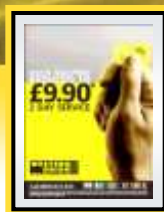
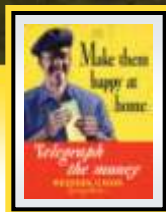


Achieving Strategic Objectives Through Leadership Development

Charles St. John
Grover Wray
Gint Baukus
Dave Roberts



Agenda


- About Western Union
- Our Unique Opportunity
- Linking Strategy and Leadership
- TLC at Western Union
- Q&A

Business Landscape

- **150-year history of innovation**
- **Over 345,000 agent locations**
- **Globally recognized brands**
- **Services tailored to the growing immigrant market**
- **Money transfer engine averages 1 million transactions each day**
- **Annual revenue of more than \$4 billion**
- **WU on the NYSE**



A 150 Year-Old Start-Up....

- **On October 6, 2006, Western Union spun-off from First Data Corporation to become an independent, publicly traded company**
- **The spin-off positioned Western Union to fully realize the potential of its unique assets**
- **The spin-off provided the opportunity to revisit “what is right for Western Union” and begin transforming key assets to better drive organizational performance**
- **A unique opportunity... **

Our Unique Opportunity

- Over 5,000 employees deployed in 50+ countries
- Conduct business in more than 200 countries and territories
- Conduct business via ethnic corridors that span the globe
- Reflect the ethnic communities that we serve
- We believe in people who are on the move in pursuit of their dreams
- Clear and compelling strategy... 📺



TLC at Western Union

- Non-prescriptive framework allows global flexibility
- Guiding principles fit well with culture and aspirations
- Practical, self-guided characteristics are a departure from our past
- Tried-and-true, well-researched basis provides credibility
- Delivered to over 650 participants since Mar '08
- Feedback has been overwhelmingly positive
- Participants and leadership team asking "what's next"
- The "Challenge" resonates... 📺

