



# EXCHANGE

## OUR MISSION:

**“The Army & Air Force Exchange Service (the Exchange) has an enduring mission to provide quality merchandise and services to its customers at competitively low prices and to generate earnings which provide a dividend to support morale, welfare and recreation programs.”**

### ORGANIZATION

The Exchange is a joint non-appropriated fund instrumentality of the Department of Defense (DoD) and provides quality merchandise and services to active duty, Guard and Reserve members, military retirees and their families at competitively low prices. The Exchange is now in its **117th** year. Shopping the Exchange offers an average overall savings of **25** percent compared to shopping the competition. The Exchange returned **\$203 million** to the military services in 2011. Shoppers can enjoy Exchange benefits in many ways, with the greatest value being the Exchange pledge “We go where you go,” serving troops worldwide.

### VISION

To be our customers’ first choice.

### MILITARY SUPPORT

When military members deploy to remote locations around the world, the Exchange is with them, offering products and services to bring troops a taste of home. The Exchange also supports deployed troops with programs such as gift and phone cards. These programs allow any American to show their support to military members worldwide.

### eCOMMERCE

The Exchange is a multi-channel retailer, offering products to authorized customers via retail stores, online and mobile shopping. More than 18 million items are available through the Exchange Online Store and Online Mall. The Exchange supports an extremely mobile customer base. The Internet provides the ability to extend the Exchange benefit to authorized shoppers worldwide, regardless of where they are located.

### SOURCE OF EMPLOYMENT

The Exchange is a major source of employment for military families. Approximately **23** percent of the more than **42,000** Exchange Associates are military family members; **10** percent are veterans; **two** percent are active-duty or Reserve personnel working part-time in Exchanges during their off-duty hours.

### SALES AND DIVIDENDS

Roughly two-thirds of the Exchange’s earnings are paid to Army Installation Management Command (IMCOM G-9) and Air Force Services programs. In the past ten years, the Exchange has contributed more than **\$2.4 billion** to quality-of-life improvements including youth services, Armed Forces Recreation Centers, arts and crafts, aquatic centers, golf courses and more.

**Revenues in FY ‘11 totaled \$10.3 billion, including \$1.6 billion in concession sales. Earnings totaled more than \$277 million.**

**Dividends to the services were:**

**\$121.3M to the Army**

**\$68.8M to the Air Force**

**\$12.1M to the Marine Corps**

**\$1.1M to the Navy**

**For 2011, the Exchange paid a per capita dividend of \$212 for every Soldier and Airman.**

In addition to funding morale welfare and services programs, Exchange earnings also go toward building new stores or renovating existing facilities. Construction funds for these new or replacement facilities come entirely from the sale of merchandise and services.

### FACILITIES WORLDWIDE

The Exchange is responsible for more than **3,700** facilities worldwide in more than **30** countries, **50** states and **five** U.S. territories. The Exchange operates **157** main stores, **182** Military Clothing facilities, over **1,000** specialty stores (gas stations, bookstores, Class Six, etc.) and more than **120** theaters. Plus the Exchange has more than **2,100** fast food restaurants, such as Taco Bell, Burger King and Subway. Concession operations overseen by the Exchange add nearly **6,000** more activities. **Learn more at [Shopmyexchange.com](http://Shopmyexchange.com).**

**> YOU SAVE MONEY X WE GIVE BACK <**