

Boeing Renews Approach to Company's Philanthropic Activities and Charitable Investments

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Boeing Global Engagement to hone charitable giving strategy and focus

CHICAGO, August 1, 2017 – Boeing (NYSE: BA) today announced an organizational realignment, strategy update and branding refresh of the company's philanthropic giving organization.

The new organization, Boeing Global Engagement, aims to bring greater value to Boeing, its employees and stakeholders through a renewed approach to global community investments and employee engagement activities. The restructured Global Engagement organization, which replaces Global Corporate Citizenship, will remain part of Boeing's Government Operations function.

"Thousands of companies give financial support to causes but at Boeing we also give time and talent," said John Blazey, vice president of Boeing Global Engagement. "Today, Boeing is aligning its giving more closely to our company's core competencies and the Boeing brand. Together with our company's charitable investments and our employee's desire to share their time, skills, and financial resources, we will be working hard with our partners to ensure our new charitable giving strategy inspires change in the communities in which we operate our businesses and where our employees live and work."

Underpinned by local and regional employee engagement activities, Boeing Global Engagement will direct its charitable dollars to three focus areas moving forward.

- **Our Future:** Tomorrow's Innovators, to provide support for skills development;
- **Our Heroes:** Veterans & Their Families, to lend assistance to military veterans and their families transitioning into the civilian workforce; and
- **Our Homes:** Dynamic Communities, to support the communities where employees live and work.

With the updated approach, the company plans to increase organizational effectiveness and alignment with Boeing business objectives, differentiate global giving activities from competitors, and energize Boeing employees to drive positive, lasting change in communities around the world.

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Contact:

Jason Capeheart

Boeing Global Engagement

+1 312-544-2568

Jason.s.capeheart@boeing.com

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More information: <http://www.boeing.com/principles/global-engagement-summary.page>
