

ARMY & AIR FORCE EXCHANGE SERVICE EXCHANGE TOPICS

DIRECTOR/CEO QUARTERLY NEWSLETTER

JULY 2016

121 Years Serving Soldiers & Airmen



July 25, the Exchange celebrates 121 years of serving Soldiers, Airmen and their families. What began on the American frontier as individual post exchanges is now a single global \$8.5 billion enterprise, #52 on the Top 100 Retailers list.

Our 2015 financial results are in; I am happy to report 2015 was a very good year for the Exchange and, in turn, military communities.

The Exchange's 2015 earnings were \$401.6 million, \$35.4 million above goal—an all-time high.

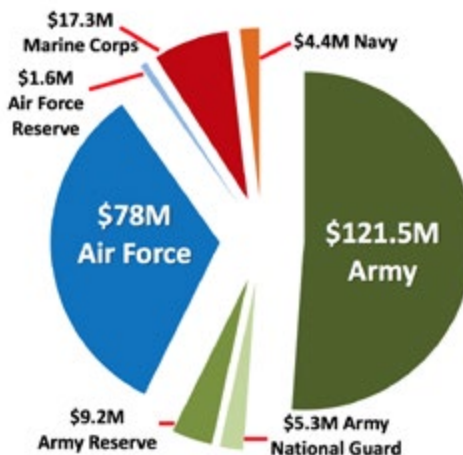
From 2015's earnings, the Exchange distributed \$237.2 million in dividends to military Quality-of-Life programs, \$13 million more than last year. In the DoD's constrained budgetary environment, these funds are more important than ever to supporting services military communities depend on.

2015's results are an important waypoint in the journey to transform the Exchange. The Exchange has introduced many new national brands, relaunched shopmyexchange.com into a modern online shopping experience and increased customer satisfaction.

An important part of military communities, the Exchange is well positioned to continue its noble mission to serve Soldiers, Airmen and their families. The better we serve them, the better prepared they are to serve. **X**

Tom Ansell

Exchange Dividends Support Troops and Families



Installation commanders have a direct interest in Exchange earnings as their local Morale Welfare and Recreation programs receive a portion of those earnings.

The Exchange Board of Directors elected to retain \$166 million of 2015's \$402 million earnings to renovate main stores, build new convenience stores and upgrade our shopping website, all to improve the shopping experience.

The remaining earnings were transferred to Army, Air Force, Marines and Navy to support their Morale, Welfare and Recreation programs (see above). For 2015, the Exchange transferred \$236 million, a \$12 million increase above 2014.

Army and Air Force policies differ on how much is distributed to installations versus the amount retained for their service's central MWR fund. The Army distributes more locally, the Air Force, the opposite.

Click [here](#) to see the amount transferred to your installations based on sales.

Because the Exchange operates the retail facilities on Marine installations in Okinawa, we transferred \$17.3 million to the Marine Corps.

Whether earnings are retained by the Exchange to improve the shopping experience or transferred to MWR programs, 100% of Exchange earnings benefit Soldiers, Airmen and their families. **X**

Troops Serving in Africa Have Access to Necessities

The Exchange recently sent a mobile field exchange (MFE) to support Task Force Mamba in Cameroon. TF Mamba provides humanitarian support as well as supports local counter-insurgency operations.

The MFE offers necessities and snacks to approximately 300 deployed Soldiers and Airmen.

If you would like more information on how to request an MFE please contact [Kent Forsch](mailto:ForschK@aafes.com) (ForschK@aafes.com). **X**



Comcast NBCUniversal Provides Troops with Access to Rio Olympics Coverage

For the first time, U.S. service members worldwide will be able to watch streaming coverage of the Rio Olympics from their desktop and personal devices. Comcast NBCUniversal is providing this benefit to those who serve in the U.S. Military, in partnership with U.S. cable, satellite and telco providers, the Defense Media Activity (AFN), Defense Information Systems Agency (DISA), the Exchange and DHI, an Exchange Internet and mobile service provider.

Comcast NBCUniversal will offer more than 4,500 hours of streaming coverage as 8,300 athletes from 207 countries

compete in 42 events from Aug. 5-21. Streaming coverage differs from the network's traditional broadcast coverage in that it is provided via the Internet (IPTV) and is far more extensive.

Service members may access the Olympics coverage from their computers or personal devices by visiting nbcolympics.com or the NBC Sports Extra app and choosing the Exchange as their service provider. Due to content rights restrictions, an active shopmyexchange.com account will be required to verify eligibility. For OCONUS, access will be limited to those living on-base served by an Ex-



change-contracted Internet provider. There are some locations where content rights regulations will restrict access.

Additional information will be available on shopmyexchange.com. To see a day-by-day list highlighting events to watch, click [here](#). X

Exchange, DLA Unite; Frozen Meat Available for U.S. Forces in Iraq

The Exchange and the Defense Logistics Agency (DLA) have teamed up to offer frozen meat to service members and others serving in Iraq.

Baghdad Diplomatic Support Center and Baghdad Embassy Complex Exchanges started carrying frozen meat in early April. The U.S. meat is offered at U.S. prices, a benefit that had been unavailable in the area since 2013. This allows service members at those Exchanges to buy the meat and enjoy morale-boosting activities such as cookouts.

"This joint effort between the Exchange and DLA brings yet another taste of home to authorized patrons in Iraq," said Rog-

er Neumann, Exchange vice president of contingency plans.

Anthony Amendolia, DLA Troop Support – Subsistence's customer operations chief for the Europe & Middle East Region, is also proud of the advanced support. "We feel a great sense of accomplishment and look forward to continue working with the Exchange to support the warfighter and other customers in Iraq."

The availability of the meat has already led to cookouts among Soldiers, Airmen, diplomats and contractors.

"It was really nice that we could have a barbecue in the middle of Iraq," he said.



Sgt. 1st Class Edwin Lauderback. "I didn't even think that would ever be possible, but the Exchange and DLA made it happen. Nothing brings people together like a nice barbecue." X

Exchange Steps Up to Support Evacuees from Turkey

The Kaiserslautern Military Community Center Exchange recently provided urgent support when approximately 700 family members evacuated Incirlik Air Base at the end of May.

Due to increased security risks, the U.S. State Department ordered the departure, known as Noncombatant Evacuation Operation, or NEO. Civilians, spouses and children quickly left Turkey aboard seven military flights. Ram-

stein's base lodging and the Exchange stood up 24-hour reception operations for the evacuees. Associates from the KMCC Main Store, KMCC Subway and the Ramstein Express greeted family members and assisted in handing out free products.

Nearly 500 people left Ramstein for flights to the United States, while approximately 250 stayed in Germany so their children could finish the school



year with the Department of Defense Education Activity-Europe. X

July

- 4 Independence Day
- 25 Exchange's 121st Anniversary

August

- 4 U.S. Coast Guard Birthday
- 15 Last day to get Exchange PCS Card

September

- 5 Labor Day
- 16 POW/MIA Day
- 18 U.S. Air Force Birthday
- 23 Native American Day