

BEHIND THE CURTAIN

AUTUMN NEWSLETTER





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CEO REPORT

“AS A BUSINESS, WE DO WHAT WE DO BEST, AND WE TRUCK ON.”

To all our customers, team, valued owner operators and suppliers,

One of things I take a lot of pride from, is how much of a hands-on business Booth's is and the fact that our team have their finger on the pulse. As I sat down to write this update, it forced me to step out of the day to day for a moment, stop and reflect on what I wanted to share and highlight what the team has achieved under some very challenging times in the economy. Realistically it would take me days to record all the changes we've made, all the learnings we have taken and all the things we may do differently if we had our time over again.

As a business, we have come a very long way in a relatively short amount of time, and I am constantly humbled by where we are now, as well as where the team is looking to take our business.

Most businesses up and down New Zealand are facing a number of challenges and Booth's is no exception. Alongside the difficult market conditions, internally in recent months we have had several bereavements, both in the family and the wider business, which have tested a lot of us and added additional pressure on our team. The way our people continue to rally around each other during these times is amazing to see and again reminds me of why we are part of this business and how much our people care.

Despite the difficulties, we've started the year strong with new business coming our way. New and existing customers like what our team offers and how we are ready to support their needs. Pressure on pricing is

real; we are asked daily to drop rates and we have to fight hard to maintain our rates as delivering goods across the country isn't getting any cheaper. The investment in technology to give our customers and our team more transparency over consignment movements helps set us apart and enhance our service offering whilst also creating efficiencies for all.

As optimistic as we all want to be, the economy hasn't rebounded in the first quarter of this year like a lot predicted, so as a business, we do what we do best, and we truck on. We focus heavily on our quality and ensure what we do is our best work. We've seen pockets of opportunity, mainly in the agricultural sectors and primary producers, however as a whole manufacturing and the civil sectors remain fairly deflated.

I'm very pleased with what the teams have achieved since Christmas, focussing on quality across the Freight network and our Warehousing and Container teams are now closer to their operations than we have ever been. We are primed for the economy's rebound, and we will be at the forefront of picking up this volume as we have a network and service that customers want, and the people needed to make it happen.

Over the past twelve months our investment into in-cab technology and safety systems has seen us continue to lead in this space. Our Health & Safety and Training teams have spent a lot of time with our people and are ensuring that our training and policies are delivered in a way to help people carry out their roles carefully and get home to their families safely.

I've had the opportunity to work closely with our people over the last few months and it was such a good reminder of why Booth's people care more. The sacrifice so many of our drivers make is second to none. The efforts they put into ensuring the customers are well looked after does not go unnoticed either, especially our floating fleet operators, spending weeks away from loved ones at a time - we are very proud of you guys and the commitment you make.

A key focus area for us this year, is to continue to build on our vision of embedding an operating model within our branches that is scalable and doesn't require unnecessary layers of management. This will see us invest significant time and money into the development of our Cadets, Graduate Programme, Branch Managers and the rollout of our Future Leaders Programme. Our newly appointed General Manager of People & Capability, Sonya Rose, and I, along with the senior leadership team are committing a large amount of our time to this, as we believe very strongly in developing the future for our people.

Our regional strength keeps us humble and grounded; we are strong in the regions and go to the big smoke to bring goods back to our base locations, even while times are tough, and freight volumes are challenging to maintain at times.

I'm proud to have strengthened our leadership team this year with the addition of Dwayne George (GM Sales), Sonya Rose (GM People) and Margy Mare (CFO). I am excited about starting 2025 with them on board knowing exactly where they will add value to our business.

We have structured our team to ensure we've got the best focus in the right areas and that we are close to our customers and our people. Henry Seymour is leading the backbone of the business with the floating and flat deck business units along with overseeing some of our key customer relationships. Angus Petrie drives our freight network, supported in large by our fantastic network of Branch Managers and support teams. Blair Workman heads up the Warehousing and Container operations, an area we have seen significant growth in and increased performance from over the past twelve months.

One thing that the Booth's family always ensures we do, is maintain our commitment to the communities we operate in. Craig and Trevor Booth are big supporters of our people, their families and our communities. Our commitment in 2025 remains the same, look after our families and our communities and they'll look after us.

On a personal note, I would like to wish Roman and Alana Murray all the very best for their future. I hope you get more time with the whanau and less time with the phone glued to your ear Roman. Thank you both for all you have done for me over the years, our company and all of the people you have worked with. We will miss you both but know you won't be too far away.

Dallas Vince
Chief Executive Officer





HEALTH AND SAFETY UPDATE

We all go home safe and well to enjoy the things we love.

Last year our Board, Senior Leadership Team, and key Branch Leaders came together to reset our Health and Safety Strategy Plan which was held over 3 sessions at the South Island and North Island Foodstuffs. Our leaders were introduced to safety leadership principles and heard impactful safety stories from the Foodies team and also leaders from Ballance and Coda. A new health and safety focus was brainstormed that includes 3 key areas:

1. **Critical Risks/STiCKY (Stuff that can kill you)**
2. **Leadership and Engagement**
3. **Systems and Training**

7 STiCKY areas have been brainstormed further with input from the National Health and Safety Committee and some frontline working groups. Key controls are now being piloted with our site teams to ensure they are practical and workable.



Leaders have been tasked with site walks to check in with their teams and to see how these key critical controls are going and if any improvements are needed.

Wellbeing continues to be a top focus and part of the critical risk program. Mates for Life suicide prevention program (born out of the Hawkes Bay floods) presented Booth's with a Taonga for the work in Hastings in this program.

In 2025 we will continue to focus on the top 3 controls from the top 4 critical risks including:

- Driver safe zones / positive communication to approach the truck
- Driver health checks
- Fatigue management
- Cell phone use driving policy
- Critical risk based training
- Owner driver and contract drivers



ENGAGEMENT TO LEARN AND IMPROVE

Over the last year we have been working on a different way to approach our incident root cause reviews that gather and consider different perspectives from our front line and the company.

This ensures we learn from a diverse team as we know not one person holds all the knowledge needed to solve problems. We call them 'Learning Teams' and while we can't always meet (as our people are often spread across the country), our Health and Safety team connects with a wide range of workers to understand the problem and the work as it's done. This approach recognises that you can 'learn and grow or blame and punish' – you can't do both. We look beyond blame to the underlying conditions, environments, and what is helping or hindering performance which supports the continuous improvement of operational excellence.

Examples of learnings include:

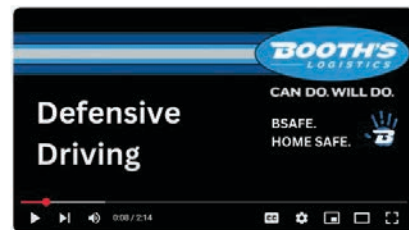
- A deeper understanding of driver sleep issues including heat in the sleeper cabs, rooms too light, kids making noise during school holidays.
- Injuries from pulling curtains due to lack of rail lubing and rail damage.
- Traffic congestion impacting on safe loading from truck arrival time not being staggered.

Engaging with our teams in this way builds trust and empowers our people to own safety, quality or operational excellence.

We have also decided to move away from lengthy wordy training documents to impactful clips featuring our team members and practical training using our Booth's 'Buddys'. This recognises that our front line learning style is predominantly a visual and 'hands on doing the doing' style. We are pleased that many of our customers are also collaborating with us to move to this style of induction/training approach too.

Our systems and processes rolled out over the last quarter are supporting all this great work accessible via Sharepoint and Ecoportal, helping track and trend event root causes, actions, critical risk checks, toolbox meetings, safety alerts, leaders' safety conversations, and contractor prequalification. We have made reporting and speaking up easy and accessible to our front line, owner drivers, and contractors through our QR code reporting (no log in needed).

Keeping the important stuff simple is our goal and we welcome feedback from our operations teams on how we can improve.



Genevieve Power
National Health & Safety Manager



OUR GROWING WAREHOUSING FOOTPRINT

On the warehousing front we have had a busy start to the new year and I'm excited to update you on our expanding warehousing capabilities.

With now over 130,000m² of warehouse space nationwide, we've strengthened our operations to provide even greater flexibility, efficiency, and service to our customers. We have and continue to invest in state-of-the-art tracking, modern handling equipment, and technology support tools to ensure seamless operations with real-time data insights.

Our expanded storage solutions cater to a broad range of goods including specialty items requiring MPI compliance, customs clearance, onsite fumigation, and certified food-handling services. From container collection to devanning, warehousing, pick-and-pack, and final delivery, the Booth's nationwide end-to-end logistics offering is designed to support businesses at every stage.

Exciting changes are also happening within our warehousing team and we're delighted to welcome new talent while celebrating internal career growth!

Tania Hetaraka has stepped into the role of Auckland Warehouse Manager, bringing a wealth of experience and seamlessly integrating into our high-performing team. Her leadership aligns perfectly with our "Can Do, Will Do" culture.

We're pleased to see **Josh Gilligan** and **Caitlin Bennett** advancing into new roles. Josh has transitioned into our Health & Safety team, while Caitlin embarks on a new journey in Sales as a Sales Development Representative. We're confident they'll excel in their new positions and glad to see them grow within team Booth's.

A warm welcome to **Jason Roberts**, our new team leader in the Hastings warehouse. Jason has quickly adapted to the fast-paced environment and is doing an exceptional job keeping things running smoothly.

With our warehousing division continuing to expand, we're excited for what's ahead. A huge thank you to the team for their dedication and hard work – your contributions help drive ours and our customers' success.



Blair Workman
General Manager – Warehousing

WAREHOUSING CAPACITY AVAILABLE NOW IN PALMERSTON NORTH, WELLINGTON, AUCKLAND, TAURANGA AND HASTINGS.



Auckland
6,984m²

Comprehensive warehousing & 3PL services, Metro, Linehaul, HiAb & Flatdeck transport



Tauranga
6,129m²

Warehousing & 3PL devanning, Metro, Linehaul, HiAb & Flatdeck transport



Hastings
11,500m²

6,000 pallet spaces
Warehousing & 3PL devanning, RMP-certified storage, Metro & Linehaul transport



Palmerston North
11,637m²

11,000 pallet spaces
Metro, Linehaul, HiAb & Flatdeck transport, warehousing & 3PL devanning



Wellington
30,000m²

10,000 pallet spaces
Metro, Linehaul, HiAb & Flatdeck transport, warehousing & 3PL devanning, BRC-compliant storage





“OUR DAY-TO- DAY NATIONWIDE FREIGHT NETWORK NEVER SLEEPS!”

A new year often brings an opportunity to draw a line under the past, reflect, and reset for the future.

As much as this is the case, in our industry our challenges and focus often don't stray too far from what they were year to year.

Whilst we have enjoyed a reasonable holiday period and the FMCG sectors have peaked with families holidaying, sharing good food and clearly a few cold beverages, the reality of the country's position has crept back in with the general freight volumes reducing back to or below what we would expect.

Seasonal work flows are a key part of our business and often provide relief to our balance sheets. Once again since the start of the Central Otago fruit season in December, we have been privileged to be the trusted orchard-to-market transport supplier to many local growers. The first part of the season is a very high pressure time; growers fight weather, and the readiness of their fruit to get it to market in time for the Christmas period, and from there – the all important export market. For these growers they

have one to two months to provide a years' worth of income, for us this means we must be at the ready.

For this season we offered an extended direct to North Island service to which all of our growers supported. This change has allowed their fruit to make the market and/or export flights ex Auckland a day ahead of schedule.

There is a lot of hard work from our side to make sure this is seamless, and I would personally like to thank everyone involved as at times our teams have been away from their homes and families for extended periods of time. Our success only comes due to the unwavering commitment from our teams involved. For the last few weeks we shifted to the seasonal area of Gisborne, and for this Kiwifruit season we will double the volume we carted in 2024 due to this same trusted service we have provided previously.

While it's great to have these seasonal contracts, our day-to-day nationwide freight network never sleeps!

This is where our real challenges and focus areas sit. I still consider Booth's to be a very young provider in this space but we are delivering like we have been doing it for years. The commitment from Craig and Trevor Booth, and the entire board of Directors, allows us to continue to invest in depots and technology and places us firmly as a market leader.

For us, still being young and starting from scratch has meant considerable cost and risk. For example, when we started our Auckland to New Plymouth and return service we struggled to have enough freight to utilise a six wheeler metro truck some nights. We continued to commit and prove our Linehaul service was reliable and on time, and that we had a metro team on deck in New Plymouth that could provide the first and last mile deliveries daily. Fast forward to today and we now run two to three linehaul units nightly ex Auckland, one unit ex Palmerston North, and another direct ex Tauranga.

With the economy just ticking along we are seeing our competitors offering unsustainable pricing to the market. Whilst there is nothing new here, as this happens in regular cycles, it is very disruptive to the industry. These prices aren't sustainable and we often see competitors offer these rates to lure customers in and then soon after raise the rate again.

We have spent considerable time analysing our current costs; from pick up and depot handling to linehaul and last mile delivery. This helps us understand what our minimums need to be in order to be here for the next 50 years and beyond. It is our daily responsibility to work with our teams and our suppliers to make sure we are doing all we can to control and in some cases reduce these costs so we can provide competitive pricing as well.

The importance of accuracy in what we do has led to a nationwide project in remeasuring freight – and across our network we see a lot of under declared freight which can easily lead to the overloading of our units. With a lot of our units running on weight permits, our loading needs to be on point and our teams need to be sure the information they are working with is correct. The second part to this is lost revenue and a key part of any operator is making sure all possible revenue is recouped. A widget maker who is supplying widgets doesn't guess how many he has supplied and charges for that, he would know exactly how many widgets he has supplied and appropriately charge. For us, we

are selling space – pallet, cubic, and weight which we should be accounting for. In our strive to understand cost and provide competitive rates it's important that we recover all possible revenue. It is estimated for a business of our size this could be up to \$750k per year in missed revenue due to under declared freight. Add extra charges like rural deliveries and tail lifts, and it's easy to let \$1m of revenue go past for a delivery cost we are wearing. A focus and education area for us all, internally and for our customers.

For now we continue our 24/7 coverage across NZ, providing our service with passion and presence, looking out for one another and appreciating our customers and the trust they put in us. Big or small, robust or fragile, every item we move has an effect on someone's business and livelihood.



Angus Petrie
General Manager – Freight



B CONNECTED UPDATE



Introducing B CONNECTED – your portal to the Booth's world and all things logistics!

We hope you have had a chance to try out our public track and trace functionality available now at www.booths.co.nz along with the fully featured B CONNECTED portal now live for all customers. B CONNECTED marks a key milestone in our drive to help Kiwi businesses remain competitive by offering you real time data and making available all the mission critical customer tools when and where you need them.

We are super excited to be able to help our customers be more connected to the customer tools they need when choosing to partner with Booth's Logistics and trust you will get a lot of value from utilising the new tools available to you, your team and your customers. As a valued customer of Booth's Logistics, we are now ready to start the onboarding process for you into B CONNECTED, which has been custom built to provide you with one central port of truth for all your general freight and container movements.

Please reach out to our Booth's Logistics representative who will be your main point of contact available throughout the onboarding process and available to help you with any other queries or feedback you may have.

To help streamline the process for you, we have created an online training hub which includes an overview video, a series of FAQs, a user manual, and how-to guides (both in written and video formats) to help ensure a smooth experience while using the portal. **Scan below for more information.**



James Beckwith
Customer Technology Lead



1,100⁺

Active users



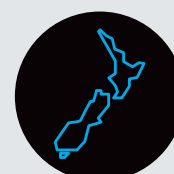
550⁺

Organisations onboarded



4,500⁺

Job bookings



400,000⁺

Consignments available to be tracked online

SUSTAINABILITY UPDATE

Sustainability front of mind in 2025

Recently we have commenced preparations for our first Toitū Carbon Reduce audit to be conducted in May this year. This in depth audit involves determining areas of emissions significance, then working closely with our vendors and partners throughout the country to source the necessary data.

The first year's audit is known as the 'assess stage' and is focused on setting a base line within the business through the creation of Greenhouse Gas (GHG) inventory. Once established, this can then be viewed as a quantified list of an organisation's greenhouse gas emissions and emissions sources. This strategic tool allows us to better understand key opportunities for improvement and manage our overall carbon reduction projects.

Toitū's programme is accredited to certify inventories in accordance with the ISO 14064-1:2018 standard and ISO 14064 meaning that we can align our climate actions and targets behind science based claims. As an output we'll be able to confidently share our climate change progress and GHG related information in a credible manner, independently verified by third-party auditors.

Reporting our GHG's is a positive step forward and we are also taking actions to make an immediate impact today through:

- **Data Driven operational excellence – ensuring that business intelligence reporting is used as the businesses single source of truth for decision making.**
- **Vehicle optimisations – aerodynamics, weight reductions, maintenance and tyre pressure monitoring.**
- **Fleet optimisation – right sizing vehicles and operating sustainable modern fleets.**
- **Route optimisation – reducing time spent traveling between destinations.**
- **Load optimisation – ensuring we are maximising our time on the road through high load utilisation.**
- **Driver training – fuel optimisation and idle time reductions.**

Small tweaks over the course of the entire operation can amass to significant emission reductions. Booth's Logistics is actively working to explore the decarbonisation of core elements of the business and facilitate the understanding of full value chain emissions. We continue to work with partners on the implementation of these solutions and will continue to share how these can benefit customers around the country. More to come in this space as we work closely with Toitū Envirocare.



Fraser Beckwith
Senior Business Analyst



FROM THE SALES DESK

Since joining Booth's Logistics in November, I have really enjoyed getting around the country, getting alongside the team, and connecting with current and prospective customers. It's been great to get to know you, to get to know your businesses, and to discuss opportunities for Booth's to support you with your logistics requirements.

Our vision 'to be the best logistics partner a client can have' drives us to do more and to be better every day. 'Can Do, Will Do' is in our DNA. This is as true for the sales team who work directly with you, our customers, to help support and where required solve complex logistics challenges, as it is for our operations teams, our dispatchers, our Branch Managers, our drivers and everyone else across our organisation. At Booth's we care, everyone works tirelessly to deliver for you and for your business.

There's plenty of exciting things happening within our organisation right now, and I'm thrilled to share a couple of key updates with you.

Our sales team has grown. Having more "boots on the ground," allows us to engage with more prospective customers, whilst also providing existing customers with higher levels of support. With ambitious growth targets, we're focused on engaging with you to discuss growth opportunities. Since our last update in October, we have welcomed to our team – John in Auckland, Caitlin in Bay of Plenty, Paige in Waikato, and Simon covering Upper South Island.

We're excited to continue partnering with your business, delivering a trusted, reliable service that meets your logistics needs.

Late last year, we launched our B CONNECTED portal. This portal provides Booth's Logistics customers with real-time data and access to mission-critical tools, whenever and wherever they need them. It has been great to hear from you on the value of this resource. Presently, we are reviewing how our sales team engages with you, our customers, and intend to be introducing new software to enhance our interactions and ensure smoother, more effective service.

I want to take a moment to express our deepest gratitude for your continued support. Your loyalty means the world to us, and we are fortunate to have you as a part of our community. We look forward to serving you in 2025 and for many more years to come!

I'm looking forward to getting out and meeting even more of our valued customers in the coming weeks. In the interim if you need us, please reach out.



NEW SALES TEAM MEMBERS



Caitlin Bennett

Business Development Representative – Bay of Plenty

We are excited to announce that Caitlin Bennett is taking on the role of Business Development Representative in Bay of Plenty.

Caitlin's appointment into the sales team is another positive step forward for Booth's. Caitlin is based in our Tauranga Branch and will work directly in partnership with our customers and our operations teams across the Bay of Plenty. With a business management degree majoring in marketing and a strong commitment to ongoing professional growth, Caitlin is well-equipped to excel in this new role. She is eager to build lasting relationships with customers and bring her 'Can Do, Will Do' attitude to the forefront.

For the past 18 months Caitlin has been working with our warehousing team as Warehouse Administrator based in our Tauranga branch. At Booth's, we are proud to support the development and progression of our team members. Caitlin's appointment is a direct result of her outstanding contribution to her role, and we are excited to see her continue to grow and thrive in this new position.



Paige Lahman

Business Development Representative – Waikato

We are thrilled to introduce Paige Lahman as our new Business Development Representative in the Waikato Region.

Paige joins us from Spark, where she has gained extensive experience in business development and specialist solutions supporting customers across the Lower North Island. During her time at Spark, Paige worked closely with Booth's during several key projects. It is fantastic to have her join our team.

Paige's arrival is a key part of our 'boots on the ground' strategy, allowing us to expand our presence and connect with more customers. Paige lives in Taupō and will be working closely with our Taupō and Te Awamutu branches, with a focus on increasing the flow of freight into our national network. She has a strong track record of building lasting relationships with customers, delivering tailored solutions, and driving results.

Paige is eager to get stuck in and is looking forward to getting out and about – connecting with both current and potential customers.



Simon Townsend
Business Development Representative – Upper South Island

We have extended our team in the South Island and are thrilled to welcome Simon to Team Booth's.

Simon brings nearly 14 years of experience in the transport industry, specialising in sales and business development. Throughout his career, he has worked extensively with linehaul, final mile deliveries, 3PL storage, FCL movements and devanning, as well as liaising with MPI to ensure compliance.

In a previous role, Simon was responsible for expanding a nationwide transport service offering from the South Island, leveraging his industry knowledge to grow and manage freight accounts. His expertise includes ensuring fresh produce and other goods are transported efficiently, meeting strict delivery timelines and temperature control requirements.

A strong believer in customer centric service, Simon is passionate about building lasting business relationships through honesty, dedication, and a bit of fun. He thrives in a hardworking, cohesive team environment and is excited for the challenges ahead at Booth's.



John Marshall
Business Development Representative – Auckland

We are pleased to introduce John Marshall as the latest addition to the Auckland business development team.

John brings a wealth of experience and knowledge of the logistics sector to the Booth's sales team. He has specialised in business development in domestic and international forwarding and supply chain for three decades and seen many changes in the competitive landscape over this period.

John is thrilled to work at Booth's as the 'up and coming' domestic forwarder and logistics service provider in the market. He says "it is great to be part of the history that Booth's are creating in the industry."



FULL TRUCKLOAD AND FLAT DECK DIVISIONS TO JOIN FORCES

As part of our ongoing efforts to strengthen our operations and optimise efficiencies where necessary, we have decided to internally merge our Full Truckload (FTL) and Flat Deck Transport divisions.

The driving force behind this decision is to allow better utilisation across the two networks. Having them working in unison allows us to provide greater capacity options for our customer base, better utilisation and resource availability across the combined fleets, and improvements with planning and scheduling.

As many of you will know, Booth's has undergone a number of mergers and acquisitions in recent years, and as a result feel we are well prepared to ensure a smooth transition, both internally and externally, to this new working model.

To support the smooth roll out of this new working model, I would like to introduce Stephen Smith in his newly formed role of FTL Manager. Stephen has been with Booth's for over eight years and brings strong operational leadership and knowledge of our network and we're confident he will lead the FTL team with clarity, collaboration and a focus on continuous improvement.

I also want to take a moment to sincerely thank Roman Murray and Alana Murray for their hard work and contribution they've made to our business in establishing our Flat Deck fleet, team and expanding our service offerings to our customers. From all of the team at Booth's we wish Roman and Alana all the best with their future endeavours.

Thanks again for your commitment to Booth's – we really appreciate your ongoing support and understanding as we embed this new structure over the coming weeks. If you have any questions regarding this, please don't hesitate to contact me directly.



Henry Seymour
General Manager - Commercial



TEAM CONTACTS

Stephen Smith	FTL Manager	stephen.smith@booths.co.nz	027 2133 369
Jo Pearson	FTL/Flat Deck Planner	jo.pearson@booths.co.nz	021 909 723
Henry Seymour	General Manager - Commercial	henry.seymour@booths.co.nz	021 862 256



BOOTH'S IN THE COMMUNITY

A year of giving back

As we look back at 2024, the Booth's Logistics team are proud to have the privilege of supporting local charities and some of our valued customers, reinforcing our commitment to giving back wherever we can.

Delivering Christmas cheer

For another year, Booth's Logistics was proud to support The Christmas Box initiative across New Zealand, doing what we do best – moving essential goods where they're needed most. Our Whangārei yard played a key role, providing both space and staff to help organise and package the boxes before they began their journey to children and families in need. It's always an honour to be part of such an impactful initiative.



Alexandra Blossom Festival Truck Show

Each year, Booth's Logistics proudly hosts the Truck Show at the Alexandra Blossom Festival, and 2024 was no exception. This event continues to grow, with more truck owners and companies from across New Zealand showcasing their best rigs.

The trucks are judged on both exterior and interior presentation, with the winning truck leading the parade through town. This year's top prize went to a stock truck owned by Road Transport Logistics Ltd, driven by Brandon Bell. With over 50 trucks participating, the event was bigger than ever. As always, we hosted a BBQ for the drivers, raising funds for local charities – a tradition we're proud to continue. ***We're already looking forward to this year's show on September 27, 2025.***



Booth's BBQ: A community staple

If you've been to an industry or community event this year, chances are you've seen our Booth's BBQ trailer in action. It's more than just a BBQ – it's a way for us to connect with our staff, customers, and local communities.

In 2024, the trailer made its way to events such as:

- Iplex Charity Golf Day
- Taranaki Pine Golf Day
- Winstone Wallboard's Forklift Safety Competition
- Big Brother, Big Sister Jet Boating Event

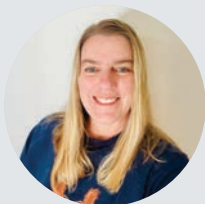
More recently, it's been stationed in Cromwell for the fruit-picking season, making an appearance at several end-of-season cherry events, where our team had the chance to meet the people behind one of New Zealand's most prized summer exports.



Looking ahead: Strengthening our community partnerships

With 2025 in full swing, we're finalising our sponsorship plan for the next financial year. We look forward to continuing our longstanding partnership with Big Brother, Big Sister and other ongoing sponsorships, while also seeking new opportunities to support local organisations.

Giving back is part of who we are at Booth's Logistics, and we're excited for another year of making a difference in the communities we serve.



Rachael Paton
Sponsorship & PR Coordinator

BOOTH'S LOGISTICS: PROUDLY SUPPORTING OUR PEOPLE, OUR INDUSTRY, AND OUR COMMUNITIES.



INVESTING IN PEOPLE, BUILDING THE FUTURE.

At Booth's Logistics, we're not just about moving freight – we're about moving people forward.

As a trusted logistics partner, we recognise that the future of our industry depends on the people we invest in today. That's why we are committed to providing career pathways that develop talent, create opportunities, and strengthen the communities we serve.

By supporting employment and fostering skills development, we ensure that logistics remains a thriving, innovative, and dynamic sector. Whether it's upskilling young professionals or creating opportunities for career changers, we are proud to play a role in shaping the future of the workforce.

Graduate Programme – Developing tomorrow's leaders

Our Graduate Programme is designed for ambitious university graduates who want to be part of a fast-moving, essential industry. Participants gain hands-on experience across key business areas – operations, customer service, supply chain management, and business strategy – while working alongside experienced mentors. This programme nurtures talent, equipping graduates with the skills and knowledge needed to drive logistics forward.

Cadetships – Kickstarting careers in logistics

For school leavers and those looking to enter the logistics industry, our Cadetship Programme provides a structured, hands-on training experience. Cadets receive on-the-job learning in transport operations, fleet management, and customer service, giving

them a solid foundation to build their careers. These roles create employment opportunities while ensuring a skilled workforce for the future.

Growing our people – It's important

As a logistics provider, we understand that investing in people is just as important as investing in infrastructure. By developing skilled professionals, we ensure that our customers continue to receive reliable, high-quality service from a knowledgeable and engaged workforce. Our commitment to training and career development means that every delivery, every route, and every customer interaction is backed by expertise and dedication.

Partnering for a stronger future

Booth's Logistics values people, skills, and community development. We believe in growing together – with our employees, our customers, and our industry.

Want to see how we're shaping the future of logistics? Scan the QR code below to explore our career programmes and learn more about our commitment to building a strong and capable workforce.



Katy Aldcroft
Special Projects Lead – Operations

TRUCK SPOTTER

On a busy Wednesday morning during peak fruit season, a young man pulled up to our Cromwell branch – not in a ute, but on a 10-speed bike. He walked in with confidence and asked, “Who runs this show?” quickly followed with, “You’ve got a Kenworth out back – mind if I take a look?”

That’s how we met Blake. But to our drivers, he wasn’t a stranger. Known online as Truck Spotter South, he had been following our fleet closely, keeping up with their movements through social media.

As we made our way to the yard, he casually mentioned that Hemi was on his way down. That caught me off guard – how did he know that before I did?

“Easy,” he said. “I follow all the boys on Snapchat.”

Blake wasn’t just passing through. What started as a quick visit turned into three full days at the yard. He wasn’t just watching – he was in the thick of it, helping clean up, washing trucks, and getting his hands dirty. His enthusiasm was a reminder of how many of us got our start – hanging around the yards, absorbing everything we could.

But his dedication went beyond just showing up. Before we even met him, Blake had convinced his father to drive him to the Cromwell bridge at 1.30am, just so he could capture a TikTok video of Hemi and Marcus rolling into town, lights blazing. He knew exactly when and where they’d be, because our drivers take the time to engage with the next

generation of trucking professionals.

And Blake isn’t just an observer anymore. He’s already filling out an employment pack, with his sights set on getting his license. His goal? Hemi’s truck.

It’s clear that this industry isn’t just a job for Blake – it’s a calling. And when the time comes, he won’t be working just anywhere. He’ll be here.

Keen to follow Blake’s passion for trucks? Check out his TikTok handle [@blake__henry](#).

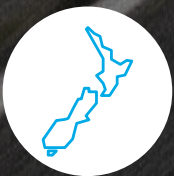
BOOTH’S LOGISTICS: SUPPORTING THE FUTURE OF TRUCKING





“THE BOOTH’S WAY IS TO FIND A WAY”

For our customers, for our team, and
for our communities - Craig & Trevor Booth



20+

branches, with 40+
facilities across
New Zealand



400+

modern trucks



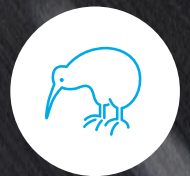
800+

strong team



130,000⁺m²

warehouse storage



100%

kiwi owned
and operated

