

BEHIND THE CURTAIN

SPRING NEWSLETTER







CONTENTS

04

CEO Report

05

FTL & Flat
Deck Update

06

Warehousing
Update

08

TMS
Update

09

Sustainability
Update

10

From the
Sales Desk

12

New Sales
Team
Members

14

Health
and Safety
Update

17

ODs at Work

18

People and
Capability
Update

19

Introducing
Sonya Rose

20

New Branch
Managers

21

Photo
Competition

22

Fleet
Update

23

IT Update





“HOW WE WANT TO RUN OUR COMPANY HAS NEVER BEEN CLEARER”

Having just come out of the June and July trading periods where it's known to be challenging months for the freight industry, it gives me great confidence that our model is working.

Our results continue to trend in the right direction and our customer base continues to grow. Our growth comes from our service, reliability, and investment in our sales team, who work closely with our Branch and Warehouse Managers. We'll continue to strengthen this by adding more team members over the coming months.

I know there has been a lot of sickness affecting our teams over the last few months, and our customers are saying the same thing. I'm incredibly proud of how we always get through and manage the day to ensure we deliver on our commitments. It's been a hard period for some of our sites but we are glad to have that mostly behind us now.

How we want to run our company has never been clearer, nor has it been more effective. We want local ownership and to win in the regions. We are seeing the success of this with Shannan in Nelson, Ricky in New Plymouth, and Steve in Hamilton. They partner with the sales team and direct them to where they need to win and then take ownership of their branch. Customers sense that and know that they are in good hands. Our Christchurch operation is going from strength to strength under the leadership of Adrian and the team he has behind him, we've got a huge summer coming up and I'm glad we have the right team there ready to execute it.

Quality in all we do underpins our improvement, and the progress made this year shows just how strong our culture is. We all focus on what needs doing, and we make it happen. It's that "Can Do, Will Do" spirit that our customers have come to know and rely on.

The Warehouse teams are preparing for a busy run into Christmas and customers are already starting to stock build. Our customers are saying that our locations and teams set us apart. We are regionally located which gives them a point of difference, and the lead times we offer – from order to delivery – keeps them winning.

Our teams across the country sacrifice a lot and, in many cases, spend a lot of time away from loved ones in pursuit of getting goods to all ends of the country every day. We hear stories and see it firsthand the passion that goes into it. From our cadets and graduates, to our seasoned floater fleet and Owner Drivers out there keeping the country supplied – **we thank you!**

Dallas Vince
Chief Executive Officer

SPOTLIGHT ON NEWLY MERGED FTL & FLAT DECK DIVISION

It's hard to believe that we've reached the spring time and it's only 4 months till Christmas! The good news is we've managed to push through the quiet months of the year. Particularly the winter "J months" and we can look forward to increased volume and activity as we lean into the back end of the year.

As a team we have all worked hard to navigate what would be the most unusual economic conditions we've seen. Coming off the biggest high of GDP and inflation to the lowest level of economic growth ever seen. We've all had to adapt to this new normal and create new ways of being efficient, control costs, and flex with the variable demands that have presented themselves; all while growing market share and extending our footprint across the country. It has truly been a character-building time and we've all learnt so much.

As a result of these times, we have seen some unsettling of our competition and a level of consolidation. Whether it's been the 2-truck operator or a large national player that has been acquired. Overall, this is positive for us and we will see some rationalisation and opportunities come off the back of this. We are in the fortunate position of having a very strong market reputation with a national presence. This makes us a very exciting proposition to clients looking for a Kiwi owned and operated business with old school values that delivers a high-quality service.

Our FTL division continues to be our secret weapon and provides our valued customers the flexibility to not only move the one pallet from Whangarei to Invercargill, but the 300 tonne stock transfer or over dimensional equipment. We truly are the one stop shop that get the job done. Our recent operational changes and integration of the flat decks and floating curtain fleet under one banner has been a very successful change. The utilisation and load sharing to optimise this fleet has seen a significant shift in productivity.

We are also very excited to welcome some new equipment to our FTL fleet. As part of our ongoing fleet replacement program, we have continued to invest and lift our profile. The new Kenworth trucks that will hit the road later this year will be highly specced and turn heads across the country. Our FTL fleet attracts a particular kind of operator and is an absolute credit to the drivers that are very deserving of these new rigs that they call home.

Our focus remains the same and our plan is simple. Every shift, every mile matters and all your efforts make the difference.

Let's continue to lean forward and make it count.

Henry Seymour
General Manager – Commercial



Sample of the new Kenworth trucks joining our FTL fleet later in the year.





NATIONWIDE WAREHOUSING EXPANSION CONTINUES

It's been a big start to the year for our warehousing team, and we're excited to share some key updates.

With over 130,000m² of warehouse space now available across the country, we've continued investing in our network to deliver greater flexibility, smarter systems, and more efficient end-to-end solutions for our customers.

From modern racking and tech-enabled handling equipment to on-site fumigation and certified food-grade storage, our expanded services cover a wide range of needs. Whether it's container collection, devanning, MPI or customs compliance, pick-and-pack or delivery, our team is ready to support your supply chain every step of the way.

Our growing warehousing footprint now includes:

- **Auckland** – 6,984m²: Full 3PL services, plus metro, linehaul, hiab & flatdeck transport.
- **Tauranga** – 8,829m²: 3PL devanning and transport.
- **Hastings** – 11,500m²: 6,000 pallet spaces and RMP-certified storage.
- **Palmerston North** – 11,637m²: 11,000 pallet spaces and full logistics support.
- **Wellington** – 30,000m²: 10,000 pallet spaces with BRC-compliant storage.

Our team is growing too! We're thrilled to welcome Troy Peterson as Tauranga Warehouse Manager, bringing his leadership and experience into an already high-performing branch. Ben Lister has also joined the Tauranga team, providing support to the wider warehousing team.

A big thanks to all our warehouse teams nationwide - your dedication is what powers our continued growth and customer success.

CODA MOUNT MAUNGANUI FACILITY JOINS THE BOOTH'S NETWORK

We're pleased to share that Booth's Logistics has acquired Coda's Mount Maunganui warehousing and container transport operations, which was made official on 1st June 2025.

The facility, located at 97 Aerodrome Road, is directly adjacent to our existing Tauranga site, making this a strategic and natural fit for our expanding network.

The site has a strong track record and is well-established in the region. We're especially excited to welcome Donna Sutton, who joins us from Coda and will continue managing the facility as part of the Booth's team. Donna brings valuable local knowledge and leadership that aligns perfectly with our commitment to continuity and service excellence.

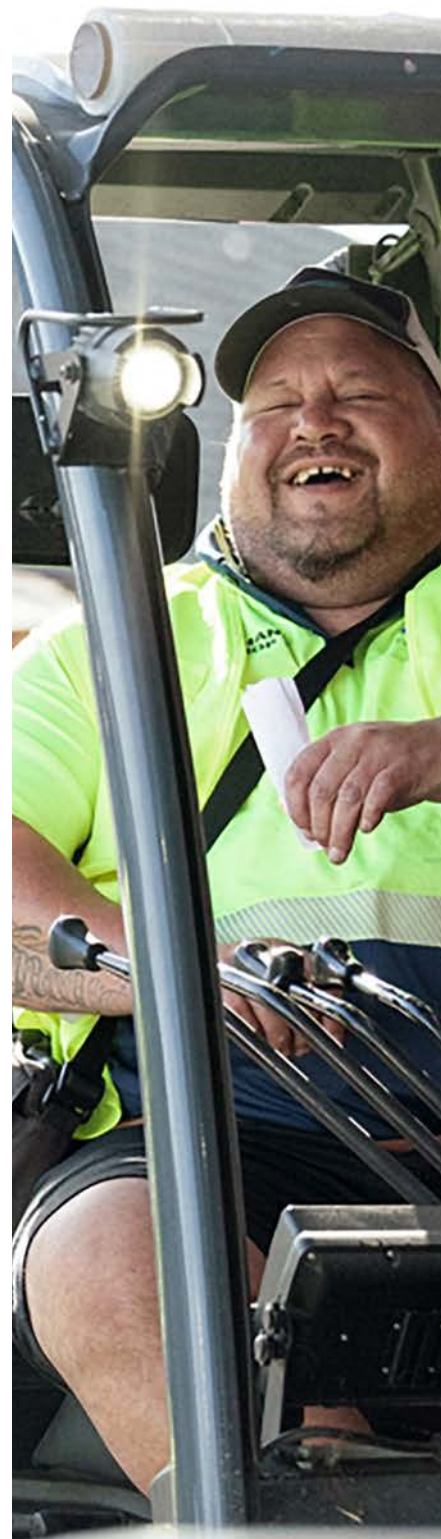
The new facility falls under the oversight of Tauranga Warehouse Manager Troy Peterson, helping us ensure a smooth integration and consistent standards across both sites.

This acquisition enhances our footprint in the Bay of Plenty and strengthens our ability to support local and national customers with greater capacity, flexibility, and expertise.

Welcome to all new team members and thank you to our existing customers for your ongoing support as we continue to grow our service offering in Tauranga and beyond.



Blair Workman
General Manager – Warehousing



TMS UPDATE

A new engine room for our network

Booth's is in transit, and not just on the road. We're deep into the implementation of a new Transport Management System (TMS) that will modernise how we serve our customers and operate across the country.

This upgrade is more than just a system replacement; it's a foundation for future growth and better service.

Why the change?

Our current systems have served us well, but they were built for a different Booth's, one with fewer branches, fewer trucks, and less complexity.

Today, with over 40 facilities, 800+ team members, and a national customer base, we need to modernise real-time visibility, smarter automation, and tools that deliver the best service to our customers.



What's coming?

With the new Ignition TMS, you can expect:

- Real-time consignment tracking and status updates.
- More accurate invoicing and reduced admin errors.
- Mobile tools for our drivers to improve POD capture and reduce paper.
- Smarter load planning and scheduling that adapts to volume and timing.
- Customer self-service options including B CONNECTED integration.

Rollout timeline

We're taking a phased approach to make sure we get it right:

- Flatdeck and containers are the first services to go live from October.
- Floating fleet and DTS follow closely after.
- Metro and linehaul will be transitioned in 2026, ensuring minimal disruption.

For team Booth's

The Ignition TMS system is designed to make doing what we do easier. From planning, driving, customer service, and everything in between. Our team will be attending workshops and training sessions to ensure everyone is supported and confident using the new tools, and can continue providing Booth's customers with the efficient service we're known for.

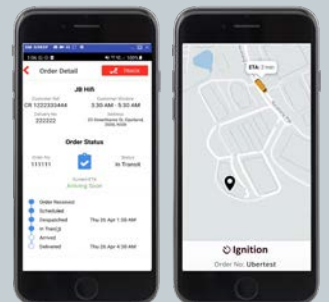
Stay in the loop

You'll continue to receive updates as each phase rolls out, and we're committed to listening as we go. Change can be hard but at Booth's, it's also a sign we're getting better.

We're building the next generation of Booth's Logistics, faster, smarter, and always with our people and customers at the centre.

For our customers

You'll see changes in how you book freight, track deliveries, and receive updates, but you'll also see faster responses, clearer visibility, and better service. We'll be working closely with you on the onboarding process via B CONNECTED and other channels.



James Beckwith
TMS Transformational Lead

OUR SUSTAINABILITY COMMITMENTS

Doing business the right way



How we're driving sustainability with Toitū and Scania

As we progress through 2025, sustainability remains front and centre at Booth's. In this edition of Behind the Curtain, we're celebrating two significant milestones, which are becoming Toitū certified and rolling out Scania's ProDriver platform across our fleet.

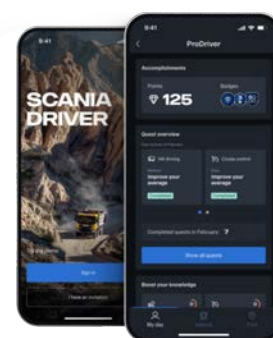
Booth's Logistics is proud to announce we are officially Toitū Carbon Reduce certified. A testament to our science-based approach to cutting greenhouse gas emissions. This certification means we're not just talking about change; we're measuring it, auditing it, and reporting it against internationally recognised climate goals.

What this means for you:

- Our emissions and reductions are independently verified, so you know our claims are backed by hard data.
- We align with global ISO standards, ensuring our actions contribute to wider climate targets.
- You can now receive clear, externally validated emissions data to support your own reporting, including Scope 3 disclosures.

This achievement is a major step on our journey, from decarbonising our fleet and automating emissions tracking, to engaging our people and investing in sustainable infrastructure. With Toitū certification behind us, Booth's Logistics stands stronger as a future-focused partner for businesses that are conscious about the planet.

For us, sustainability is a shared responsibility. That's why we've teamed up with Scania to launch their ProDriver platform with the Booth's team. This combines real-time telematics from the cab with personalised coaching to help our drivers adopt more fuel-efficient habits, driving down emissions one journey at a time.



Benefits for your deliveries:

- Reduced fuel use and CO₂ emissions through smoother, more efficient driving.
- Consistent, safe performance supported by ongoing monitoring and data-driven feedback.
- Alignment with your sustainability goals, whether you're tackling Scope 3 emissions or simply seeking greener supply-chain partners.

By blending technology with human insight, Scania ProDriver helps us deliver your goods reliably while keeping our environmental footprint light. Every certification, new tool, and data-driven initiative at Booth's Logistics is part of one clear vision – to deliver exceptional service with the smallest possible impact on our planet.



Fraser Beckwith
Senior Business Analyst

Find out more:





FROM THE SALES DESK

As we move into spring, it's encouraging to see freight volumes steadily building across the country. While our economy continues to face headwinds with cost of living pressures persisting despite recent interest rate drops, it's pleasing overall to see sales performance continuing to track in line with expectation.

At Booth's Logistics, we remain committed to our long-term growth strategy. This means continued investment in both our network and our people. Over recent months, we've expanded our sales team further, adding three new Sales Support specialists. We have also added an additional Business Development Representative in Bay of Plenty. By putting more boots on the ground, we're strengthening our ability to connect with new customers while ensuring our existing partners receive even greater levels of support and service.

Our spring sales campaign is already well underway and showing promising early results. This initiative is all about engagement, and representatives from across the Booth's organisation are working together to reach out to more customers than ever to explore new opportunities. Our growth targets remain ambitious, and our focus is firmly on increasing market share and building volumes within our network.

Alongside our investment in people and resources we continue our investment in technology also. In early August, we rolled out a new customer service phone system. This is part of our commitment to making it as easy as possible for you to connect with the right people, quickly and efficiently, when you need support.

Another key element of our customer service offer is our B CONNECTED portal. This platform provides real time access to essential tools, tracking, and data. It is designed to help customers manage their freight movements more effectively. We're seeing more and more customers signing on and accessing this portal every week. If you're not yet set up, your Sales Representative would be happy to walk you through how to get started.

At Booth's Logistics we care about our customers and their businesses. We are committed to fostering strong partnerships and demonstrating our "Can Do, Will Do" mindset at every available opportunity. We are 100% committed to retaining these core fundamentals as we grow and scale our business.

When we successfully support our customers to achieve their strategic goals, they win, and we win.

Thank you for your ongoing partnership and support. We're incredibly proud to work alongside businesses like yours and look forward to continuing to serve you through the remainder of 2025 and beyond.

If there's anything we can assist you with, please don't hesitate to reach out. We're here to help.

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Dwayne George
National Sales Manager



NEW SALES TEAM MEMBERS



Amber Hannan
Customer Experience Manager

We're excited to introduce Amber Hannan in the role of Customer Experience Manager.

With over 20 years of experience in customer service across a diverse range of industries including hospitality, retail, interior design, and the medical sector – Amber brings a wealth of knowledge and insight to the team. This breadth of experience has shaped a strong understanding of what truly matters to customers: responsive service, quality interactions, and being treated with empathy and respect.

Since joining the freight and logistics industry, Amber has discovered a genuine passion for the fast-paced, ever-changing nature of the work. Her creative background has proven to be a real asset in navigating complex challenges and delivering innovative solutions that enhance our customer's experience.

In her role, Amber leads a high-performing team of Customer Experience Consultants who are committed to delivering consistent, high-quality service. Together, they champion the voice of the customer across all areas of the business, ensuring every interaction is smooth, positive, and value driven.

Outside of work, Amber enjoys her most rewarding role of all, being a mum to her two daughters, Aoife and Maeve.



Arnya Spratt
Business Development Representative

We are thrilled to welcome Arnya Spratt to the Booth's team as Business Development Representative for the Manawatū and Taranaki regions.

Arnya joins us with a strong background in fleet and commercial finance, having spent the past 18 years in business development and relationship management roles. Most recently, as a Business Development Manager at Custom Fleet – covering a wide territory from Taupō to the bottom of the South Island. During this time, and previously at Scania Finance, Arnya worked closely with the Booth's team, supporting fleet optimisation and large-scale commercial finance transactions.

Arnya brings a wealth of experience and deep industry knowledge to her new role. With a proven ability to build trust and rapport quickly, she's well-positioned to strengthen relationships with our existing customers while identifying and pursuing new opportunities across the region.

Based in Palmerston North, Arnya will work closely with our Palmerston North and New Plymouth branches, helping grow our network and deliver real value to our customers. We're excited to have her on board and look forward to seeing the positive impact she will make.



Tiare Fryer
Sales Support – Wellington

Based out of our Seaview office in Wellington we are excited to welcome Tiare to the Booth's Logistics sales team.

Tiare brings hands-on logistics knowledge and a strong customer focus, having spent the past 3 ½ years in our Wellington branch providing transport administration and planning support. She entered the industry with a background in retail and hospitality but quickly gained a solid understanding of the logistics world through on the job learning and her commitment to providing excellent customer service.

In her new role, Tiare has hit the ground running, providing sales support with quoting, analysing rates and freight routes, as well as getting face time with customers. She brings a positive, can-do attitude to every task and is passionate about supporting the sales team and delivering value to our clients.

We're very happy to see Tiare step into this new position and continue to grow within the Booth's whānau.



Priya Kumar
Sales Support – Auckland

Priya joined Booth's in October 2024 and brings with her a strong background in customer service and operational support. With nearly a decade of experience in compliance management within the supermarket sector, Priya is no stranger to high standards - having overseen numerous Health & Safety and Food Safety audits and always ensuring operations met top industry benchmarks.

Following her time in retail, she moved into a hands-on freight role at a smaller logistics firm, where she managed end-to-end service delivery and became a trusted point of contact for clients. It was here that Priya discovered her passion for logistics, particularly the fast-paced, ever-changing nature of the industry.

In her current role as Sales Support, Priya is known for her proactive communication style, problem-solving mindset and commitment to keeping customers informed and supported. While still relatively new to the freight world, she's quickly built a strong foundation of knowledge and thrives on being the person who steps in to keep things running smoothly.





HEALTH AND SAFETY UPDATE

Collaboration and learning with our partners and our teams

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

Collaborating with customers for safer loading operations

Booth's has been working closely with key customers to strengthen safety practices during loading operations. By creating open and honest forums that include frontline team members, we're building trust and delivering "keeping it real" safety outcomes that matter.

Two recent collaborative wins include:

- **Joint safety planning:** A working group involving Booth's drivers and representatives from Coda and Silver Fern Farms has developed a shared job safety analysis and contributed to enhancements in the site's traffic management plan.
- **Smart technology integration:** Viewtech AI pedestrian detection cameras have now been fitted to the Combi on site, providing both audible and visual alerts. These alerts are recorded on the secure Fleetview dashboard and shared with on-site teams, enabling near-miss coaching and continuous learning for improved safety.

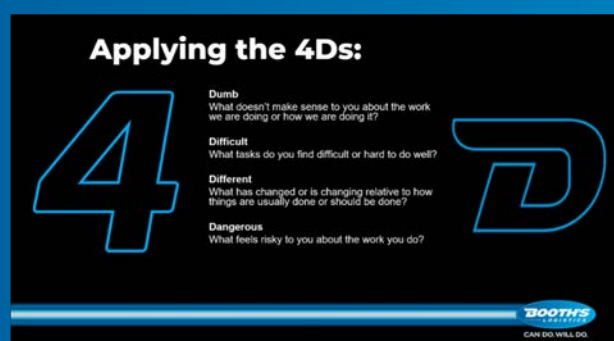


This hands-on approach demonstrates the power of frontline input and shared commitment when it comes to practical, high-impact safety improvements.

Risk review workshops bring safety conversations to the front line

The Health & Safety Team has launched a series of risk review workshops, kicking off in Wellington and Auckland. These sessions are designed to spark meaningful dialogue around workplace risks using impactful safety event clips that help explain the "why" behind each risk.

Our frontline teams are then invited to brainstorm potential controls using the 4Ds framework:



Is it Dumb, Dangerous, Difficult, or Different? This simple yet effective tool encourages open discussion, promotes practical thinking, and empowers staff to take ownership of safer work practices.

These engaging sessions not only strengthen risk understanding but reinforce our commitment to proactive safety leadership across the business.

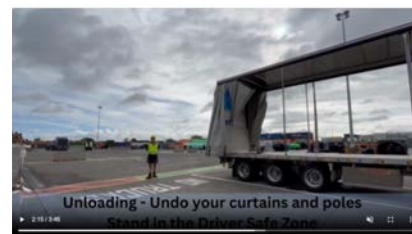
Elevating safety through collaborative training with Iplex

Over the past year, Booth's has partnered with Iplex to enhance site induction processes for loading and unloading operations. Together, we've developed more engaging and practical training tailored to the visual and hands-on learning styles of our team.

This initiative saw the transition from a manual, paper-based induction system to a streamlined electronic training solution. Key improvements include:

- **Interactive training clips** for greater engagement.
- **Competency-based practical training** for improved skill retention.
- **Digital record-keeping**, with seamless sharing of induction records via our customer PowerBI portal.

This joint approach has made inductions more accessible and effective while strengthening our operational safety and transparency with partners.



Partnering with NZ Police to promote road safety

Booth's recently welcomed the Commercial Vehicle Safety Team (CVST) NZ Police to our Christchurch and Dunedin sites for hands-on road safety toolbox sessions. These interactive workshops focused on essential compliance areas including:

- Driver logbooks.
- Safe handling of dangerous goods.
- Truck weights and load security.
- Windscreen visibility.
- Vehicle lighting standards.
- Permit requirements.



The sessions gave our drivers the chance to ask questions directly, gain practical clarity on regulations, and reinforce safe operating practices. It was a great opportunity to learn from the experts and strengthen our commitment to safety across the fleet.

We're proud to collaborate with regulatory partners to ensure our team stays informed, safe, and compliant on the road.



SIPUWG members (left to right) – Sean Bradley, Ken Owen, and Grant Lowe.

We are proud to be the only transport company with a driver representative (Ken Owen) on the South Island Port User Working Group (SIPUWG).

Formed in October 2019, SIPUWG members comprise port users from throughout the South Island, including road transport operators responsible for 90 percent of road freight movements through Lyttelton Port.

"It's been good having a say in how we do things. When drivers, transport manager and port managers sit down together, it actually feels like progress. We're not just ticking boxes, we're working out safety stuff that makes sense for how things really run out on the Port."

– Ken Owen, Booth's Swing-lift driver and SIPUWG representative





The Booth's whānau came together to show support for Pink Shirt Day

Pink Shirt Day is a powerful reminder of the mahi we all need to do year-round to create safe, inclusive environments where diversity is celebrated and bullying has no place. We marked the day with pink-themed morning teas and best dressed competitions. Our Hastings team took out the team competition.

Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora: Speak Up, Stand Together, Stop Bullying!



Booth's achieves Gold Status in ACC's Fleet Saver Programme

Booth's is proud to announce its achievement of Gold Status in the ACC Fleet Saver Programme, a prestigious recognition for excellence in fleet safety management.

The Fleet Saver Programme is designed for New Zealand businesses that operate five or more heavy vehicles (each weighing over 3,500kg) and demonstrate exceptional safety practices both on the road and in the workplace.

What gold status means:

- Recognition of advanced safety systems
- Commitment to continuous improvement in health and safety
- Alignment with ACC's highest standards of fleet risk management



Booth's champions safety excellence with Tōtika certification

Tōtika is New Zealand's national framework for health and safety pre-qualification and Booth's Health and Safety systems are independently audited annually by Safe365.

For Booth's, Tōtika Certification represents a verification of our health and safety systems. The level of 'Performing' score means Booth's have met all core requirements with a score of at least 75%, with no corrective actions, reinforcing Booth's commitment to high standards in health, safety, and quality.

For more information regarding our Health, Safety, and Quality practices, scan here:



Genevieve Power
National Health & Safety Manager

ODs AT WORK

At Booth's, delivering exceptional service means having the right people in the right places – on the road, in the branches, and behind the scenes. One group that plays a key role in our metro operations is our PUD (Pickup and Delivery) Owner Drivers (ODs).

Our ODs are small business owners who partner with Booth's to pick up and deliver freight across our city and regional networks. They are the face of our business. Navigating high demand and often complex delivery schedules, managing tight access locations, and consistently representing our brand with professionalism and care are core to the success of our ODs.

While ODs manage their own trucks and businesses, and company drivers operate under our direct employment, both play an equally important role. It's this combination of models that allows Booth's to stay agile, consistent and ready to respond to what our customers need.

For our ODs, success means delivering excellent service and running a sustainable business. That means more than being an exceptional driver. It means running a business, making smart decisions, staying on top of the details, while getting the job done safely and to a high standard.

Our branch teams work closely with ODs every day to ensure that support, systems, and communication flow both ways. And while our metro network is where our customers will see many of our ODs operate, we also partner with ODs across our linehaul and floating operation providing crucial connectivity between islands and regions.

Strong partnerships are at the heart of Booth's and our ODs are a big part of that. They bring experience, professionalism and help deliver on our "Can Do, Will Do" promise day in and day out.



Katy Aldcroft
Special Projects Lead – Operations

"AS AN OWNER DRIVER, I GET TO SEE THE COUNTRY WHILE BEING MY OWN BOSS."

"I have the flexibility to make my own decisions, opportunity to make calls and I enjoy the greater freedom to handle my own finances. It's a great partnership being an Owner Driver at Booth's, they're always happy to hear me out and come to an agreement.

Owning your own truck means you have to manage yourself, you have to figure out the easiest and cheapest way to keep things moving, it's all about efficiency and getting the job done. You have to be a hard worker. As an Owner Driver you are building your own asset rather than just driving someone else's. You learn a lot about breakdowns, you learn to respect your own gear and have a greater sense of pride compared to a company driver.

There's a great team culture at Booth's. I try to help them as much as they help me. If they're ever short of drivers, I'll chuck my hand up and help out where I can and do a swap run. The people are awesome, and I can't fault working with them. My time spent at Booth's being an Owner Driver has been great."

Terry Simpson
Owner Driver



STRENGTHENING OUR FOUNDATIONS

People & Capability at Booth's

At Booth's Logistics, we know the future of our industry relies on the investments we make in people today. That's why we're building a culture focused not just on operational performance, but on performance through people, developing capability, creating career pathways, and supporting our team to grow with the business.

Since joining Booth's Logistics in March this year, it's been a fast-paced and rewarding journey leading the People & Capability team. With a clear focus on building a strong, future-ready workforce while holding fast to the values that make Booth's the company it is, I've been taking stock, listening, observing, and getting to know the people and culture that drive us. And what I've seen is both reassuring and motivating.

We've got great people doing good work. But like many growing organisations, we've reached a point where we need stronger foundations, clearer roles, and more support for our leaders and teams.

We're taking a good look at how we induct, train, and retain people, and how we support them to grow. We've put a plan in motion to build the leadership capability and career pathways that will carry us into the future. Our Future Leaders Programme is designed to identify and develop talent from within, while our Graduate Programme will help bring fresh energy into the business. For current leaders, we're rolling out 'Leaders Learning' - bite-sized training sessions focused on the people leadership skills our managers need day to day.

We're putting in place a Performance Management Framework that will give our leaders the tools to support, develop and grow their teams through regular check-ins, clear KPIs, and development plans. This is about helping our great people do great work and feel proud of their progress.

These initiatives are more than tick-the-box exercises. They're part of a broader shift in how we think about leadership and succession. We want our leaders to feel confident and capable, not just operationally strong, but people strong. That means investing in their development, giving them the tools they need, and creating clear pathways for growth across every part of the organisation.

It's still early days, but the direction is clear. We're building a stronger, more connected, and more capable Booth's, one where people feel supported, developed, and proud to be part of the team.

As a logistics provider, we know that investing in people is just as critical as investing in infrastructure. Every delivery, every route, and every customer interaction depends on a knowledgeable, engaged, and empowered team.

At Booth's, we're not just filling roles, we're building careers. We're not just managing performance, we're enabling it. And we're not just preparing for the future, we're growing it, one person at a time.



Sonya Rose
General Manager – People & Capability

A large blue oval logo with the word "BOOTH'S" in large, bold, white, italicized capital letters. Below it, the word "LOGISTICS" is written in smaller, white, italicized capital letters, separated by a horizontal line.

BOOTH'S

LOGISTICS

CAN DO. WE



MEET SONYA

General Manager – People & Capability

We're excited to introduce Sonya Rose, our General Manager – People & Capability, who joined Booth's Logistics in March 2025.

With over 20 years of experience across the People and Capability space, Sonya brings deep expertise in leadership, coaching, and building engaged, high-performing teams. Her career has been defined by her ability to foster strong relationships, navigate complex workplace challenges, and drive sustainable change in the businesses she's worked with.

Since coming on board, Sonya has already made a significant impact, leading the development of our Performance Management Framework, launching management development sessions, and laying the foundations for our Future Leaders and Graduate Programme. Her passion for creating a dynamic and resilient workplace is clear, and her strategic mindset is helping shape a culture where both people and business can thrive.

We're excited to have Sonya as part of the team and look forward to the continued positive influence of her leadership across Booth's Logistics.



NEW BRANCH MANAGERS



Ryan Taylor
Branch Manager – Palmerston North

We're pleased to introduce Ryan Taylor who joined us in July as our Branch Manager in Palmerston North. Ryan brings an impressive 25-year career in leadership roles across a variety of industries, with a proven track record in building high-performing teams, delivering operational excellence, and achieving strong business results. Most recently, Ryan was Retail Business Manager for Bridgestone New Zealand, where he led 30 sites and a team of 160 people across the lower North Island. Prior to that, he spent over a decade with Tony's Tyre Service, progressing from Branch Manager to Regional Manager, and leading teams across multiple sites.

Throughout his career, Ryan has consistently demonstrated a strategic and people-focused leadership style. He thrives on

motivating teams to perform at their best, improving processes for greater efficiency, and creating exceptional customer experiences. His ability to spot opportunities for growth, build strong customer relationships, and deliver results in challenging markets makes him an ideal fit for Booth's Logistics.

Outside of work, Ryan is passionate about supporting his local community and enjoys getting to know the people and businesses he works alongside. His approachable nature and commitment to strong partnerships will help strengthen Booth's presence in the Palmerston North region.

We're excited to see the impact Ryan will have as he works with the team to continue delivering reliable, customer-focused logistics solutions for our customers in the Manawātū and beyond.



Adrian Paku
Branch Manager – Christchurch

We're proud to introduce Adrian Paku as our new Christchurch Branch Manager and even prouder that his appointment is another great example of Booth's growing our own talent.

Adrian joined Booth's in November 2021 from Wellington City Council, stepping into our safety team as a Safety Advisor. His leadership skills and practical approach to safety quickly stood out, leading to a promotion into the Safety Manager role within his first year.

When Booth's expanded into the South Island, Adrian was the natural choice to become our first South Island Safety Manager, where he built strong connections, embedded our safety culture and supported new operations through a period of growth.

In January 2024, he stepped into the role of National Training Manager, designing and delivering training programmes that strengthened capability across our nationwide network, as well as a three month secondment at the end of 2024 into the Christchurch Branch Manager role. This gave him a deep understanding of our people, customers and operations - the perfect foundation for his next step.

Now, as Christchurch Branch Manager, Adrian brings his experience, energy and Booth's grown leadership to the helm. You'll see him out among our people and customers, connecting and working alongside the team to keep Christchurch moving forward.

OUR CALENDAR **PHOTO** **COMPETITION IS BACK!**

Submit your photos and WIN!



A hit amongst our customers and team Booth's, this year we want everyone involved but we need your photos.

We're not just looking for photos of trucks either – let your imagination run wild!

There's around \$1000 worth of prizes up for grabs for the winning photos – including petrol vouchers, apparel, and merchandise!



TO ENTER:

All you have to do is take some high-quality photos, follow the QR code below, or visit

www.booths.co.nz/photocomp to submit your entries*



Entries close 10th October 2025. No limit on the number of entries!

*Terms and conditions apply. Check out **www.booths.co.nz/photocomp** for full details.





DRIVING FORWARD

The modern Booth's Logistics fleet

At Booth's Logistics, we understand that a reliable, modern fleet isn't just a business asset, it's a promise to our customers.

That's why we continue to invest in state-of-the-art equipment and smart partnerships that ensure we deliver on performance, sustainability, and safety every day. We're proud to report that the average age of our fleet is now just 4.7 years, reflecting our commitment to keeping our gear modern, efficient, and road ready.

One of the standout additions to our fleet this year is the Scania R590, a powerhouse of innovation and efficiency. These trucks are equipped with class-leading fuel economy and low-emissions technology, helping us reduce our environmental footprint while maintaining the high service standards our customers expect. It's a critical part of our broader sustainability strategy and one of the many ways we're future proofing our operations.

Our focus on efficiency also extends to what's beneath the surface. Through our ongoing partnership with Bridgestone, we're using advanced tyre performance and pressure monitoring data to extend tyre life, reduce waste, and cut overall running costs. This proactive, data-driven approach is a win for both the environment and our bottom line – benefits which we ultimately pass on to our customers.

In the technology space, we continue to lead from the front. With the help of EROAD's Edge AI camera systems, our trucks are now equipped with real-time fatigue detection and driver safety monitoring, giving us better visibility into driver wellbeing and helping prevent incidents before they happen. Combined with live location tracking and telematics reporting, we're able to monitor vehicle performance and route efficiency like never before.

Whether it's the advanced tech in our cabs, the world-class equipment on our fleet, or the strong partnerships behind the scenes – everything we do is geared toward one goal: delivering smarter, safer, and more sustainable logistics solutions for our customers, now and into the future.



Matthew Johnson
National Fleet Manager

BEHIND THE SCENES

Embracing AI and strengthening our cyber security

Curious about AI? So are we!

Welcome all. We're excited to share some updates on what's happening with AI at Booth's.

Let's start with the obvious – AI is everywhere. From TV and social media to the news and everyday apps, artificial intelligence is rapidly becoming part of daily life.

AI often gets confused with automation – but its much more than that.

AI is a computer systems capability to perform tasks that typically requires human intelligence, such as reasoning, decision-making, and perception. While we won't dive deep into the technical side in this article, I encourage you to do a bit of your own research. It's a fast-moving space, and it's here to stay.

So, what are we doing with AI at Booth's?

Like many businesses, we're in the early "AI curious" phase of our journey. We're currently experimenting with AI tools in more ad hoc ways, using them to assist with decision-making, streamline data manipulation, and to help with content creation.

Internally, we have created an AI committee to drive progress and planning. Some of our early initiatives include:

- Enhancing our website to be more AI savvy.
- Engaging IT specialists to prepare our data infrastructure.
- Rolling out Microsoft Copilot to selected users.
- Connecting with some of New Zealand's top AI experts to learn from their insights.

In the IT world, AI provides an interesting and challenging landscape and I'm really looking forward to sharing the journey with you all in the coming months.

"On average, businesses are losing \$5.5 million per quarter due to cybercrime. We invest a lot of money in leading systems, great IT professionals, and training our staff on cyber security – it's a fulltime job!"

At Booth's, protecting our systems, data, partners, and customers is a top priority. Across New Zealand, cyber threats are increasing with the top four categories being: scams/fraud, phishing, unauthorised access, and website compromises.

We live in the age of mass data and securing that data matters more than ever.

At Booth's we prioritise customer data protection wherever we can. We use encryption where able, access to our internal systems requires multi factor authentication, we keep systems updated and audit essential systems, and we keep staff trained in data privacy and cyber hygiene. In return we know a lot of our customers do the same actions, and for those that don't, we encourage them to. We're always here to help if any guidance is required.

It's worth noting that AI is also being used for malicious purposes.

AI-powered attacks are sadly becoming more frequent and as a result they are often faster, smarter, and harder to detect. Cyber security can't be left to one person or company alone. We all have a role to play and together, we can be stronger and make ourselves less exposed to potential system breaches.

For anyone experimenting, or wanting to start using some AI tools like ChatGPT, Copilot or Gemini, please keep in mind never to share these things:

- Sensitive information.
- Intellectual property.
- Financial information.
- Personal data.
- Usernames and passwords.
- Other chats made from your queries.



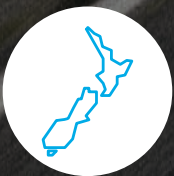
Dean Aldred
Chief Information Officer



A map of New Zealand is shown in a bright blue color, overlaid on a background image of a road winding through a mountainous landscape. The map is populated with numerous white Booth's logos, each consisting of a stylized 'B' with a truck icon inside. The logos are distributed across both the North and South Islands, indicating a nationwide presence.

“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



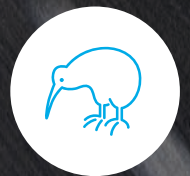
800+

strong team



130,000⁺m²

warehouse storage



100%

kiwi owned
and operated

