



▲ COMPANY CHARTER

May 2009



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Our purpose is to create value through the provision of innovative customer and market focused lifting services to the Australian market.

To create and achieve sustainable growth, we must:

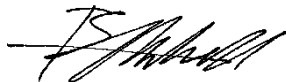
- Actively manage and build our business with high quality assets and customer focused services.
- Drive for operational excellence and high performance in which every individual accepts responsibility and is rewarded for results.
- Be open and honest in our relationships and communications with employees, customers, suppliers and shareholders and consistently deliver on commitments.

We value:

- **Safety and Environment** – we are committed to the safety and the well being of our employees, customers and general public.
- **Integrity** – doing what we say we will do.
- **High Performance** – we will constantly strive to achieve superior business and operational levels of performance.
- **Win Win Relationships** – having relationships between ourselves, customers, suppliers and shareholders that focus on creating value for all parties.
- **The Courage to Lead Change** – to face our challenges head on.
- **Respect for each other** – to treat others in a way that we would expect to be treated.

We are successful in creating value when:

- Our shareholders are realising a superior return on their investment.
- Our customers and suppliers are benefiting from our business relationship
- Every employee feels a sense of value, purpose and contribution in being part of BOOM Logistics.



Brenden Mitchell
Chief Executive Officer