

JCPenney  
**WINNING  
TOGETHER**  
Principles



**associates** ■■■■■

We value, develop, and reward the contributions and talents of all associates

**integrity** ■■■■■

We act only with the highest ethical standards

**performance** ■■■■■

We provide coaching and feedback to perform at the highest level

**recognition** ■■■■■

We celebrate the achievements of others

**teamwork** ■■■■■

We win together through leadership, collaboration, open and honest communication, and respect

**quality** ■■■■■

We strive for excellence in our work, products, and services

**innovation** ■■■■■

We encourage creative thinking and intelligent risk taking

**community** ■■■■■

We care about and are involved in our communities

**we do this for our...**

**customers** ■■■■■

We build lasting relationships by offering superior service and value

**shareholders** ■■■■■

We aspire to superior financial performance