

JCPenney

WINNING TOGETHER

Principles



Our Company
was founded on
the Golden Rule

THE GOLDEN RULE
KEMMERER, WYOMING

**DO UNTO OTHERS
AS YOU WOULD
HAVE OTHERS
DO UNTO YOU**



In 1913,
Our Founder
introduced the
Penney Idea

**“To serve the public, as nearly as we can,
to its complete satisfaction.”**

**“To expect for the service we render
a fair remuneration and not
all the profit the traffic will bear.”**

**“To do all in our power to pack the customer’s
dollar full of value, quality, and satisfaction.”**

**“To continue to train ourselves and our associates
so that the service we give will be
more and more intelligently performed.”**

**“To improve constantly the human
factor in our business.”**

**“To reward men and women in our
organization through participation
in what the business produces.”**

**“To test our every policy, method,
and act in this wise: “Does it
square with what is right and just?”**

In that same year
the concept for Penney
partnership was
formally adopted



HONOR
CONFIDENCE
SERVICE
COOPERATION

Today we honor
our founding
values with these
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

THE GOLDEN RULE
KEMMERER, WYOMING

J.C. Penney Co.
Incorporated
175 BUSY STORES

J.C. Penney Co.
A Nation-wide Institution
297 STORES

JCPenney

JCPenney

Penneys

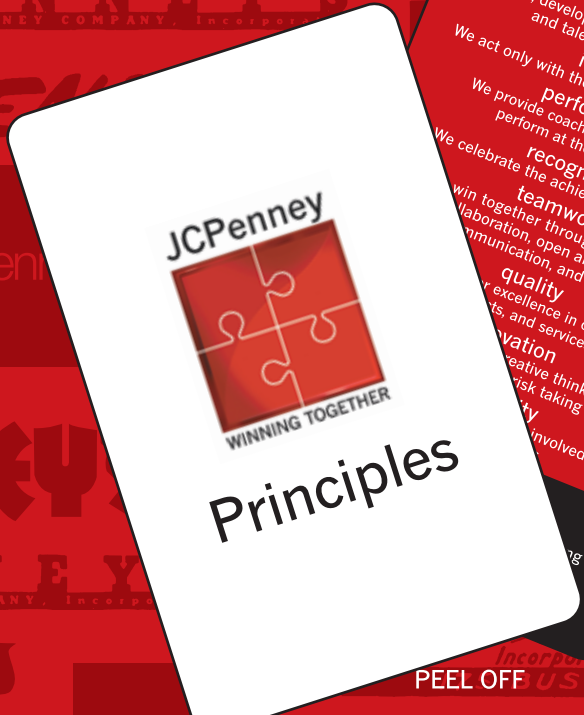
PENNEY'S
J. C. PENNEY COMPANY, Incorporated

PENNEY'S

JCPenney

PENNEY'S

PENNEY'S
J. C. PENNEY COMPANY, Incorporated



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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 risk taking

responsibility
We are committed to being involved

PEEL OFF
BUSY STORES

JCPenney



WINNING TOGETHER