

Across the Southeast, many communities are still in recovery mode due to significant damage from **Hurricane Helene**. Crews continue working to restore power, communications, and infrastructure.

All Brink's employees have been accounted for and are safe. HR is assisting team members as needed providing hotel rooms and other items.

Weather reports indicate that **Hurricane Milton** is now approaching the Florida Gulf Coast. Please follow the guidelines of local authorities if you are in the areas that may be impacted. **A link to donate for hurricane relief will be available this week.**



Celebrating National Customer Service Week



This is National Customer Service Week, **Oct. 7 – 11**, and we are **recognizing the Brink's Customer Care team.**

Customer Service Week **began in 1991** as a celebration of the people who serve and support customers every day. **This year's official theme is "Above and Beyond."**



"I'm grateful for the Care team and the dedication they demonstrate every day," said **Ben Ziwa, Vice President of Customer Experience.**

"This week, we are taking time to recognize their collective efforts to serve our valued Brink's customers and simply say, Thank You."

Team Brink's - We're Better Together!

Global Launch Week Sets the Tone for What's Ahead

We are Team Brink's!

We are excited about the global launch of our new **Team Brink's – Better Together** strategy, purpose and values. The new principles will serve as our roadmap for the future and unite Brink's team members across the organization.

During launch week, team members around the world celebrated with daily communications, videos from senior leaders, food and special events.

The launch week represented a renewed commitment across the organization to break down silos, remove old barriers and **work together to create a better future for Brink's.**



Thank you for your participation in our kick off of Team Brink's – Better Together. **There's much more to come!**

See our features on page 2 and 3 on the Learning Map Experience and our New Values!

Team Brink's Learning Map Experience Launches

New Interactive Session Explores Strategy, Purpose and Values

Nearly 200 team members in the Coppell, Texas, office participated in facilitator-led, interactive group sessions to explore our new roadmap for the future, **Team Brink's – Better Together**.



Over two days, the **Learning Map Experience** captured our transformative journey from 1859 to the innovative services and solutions our customers rely on today. The experience provided an outline of the renewed Brink's strategy, purpose, and values, and how it will impact our business, our roles and workplace culture.



The new strategy and principles are designed to unite Brink's team members across the organization because we believe that we are **Better Together** than we are working in silos.

Team members had the opportunity to share their thoughts, opinions and ideas across five segments:

- The Path So Far
- Clearing the Way to Our Future
- Our Purpose
- Living Our Values
- The Next 165 Years

"It was inspiring to see the Learning Map Experience come to life at Brink's for so many team members in Coppell," said **Lawrence Price, Vice President of People & Culture**.

"While the sessions were engaging and thought-provoking, they also provided a unique opportunity to have discussions across functional areas and share different perspectives on the path forward for Brink's."



"This activity brought together people from different areas of the company which allowed us to learn about all the lines of business that Brink's has, and everyone's role within the company," said **Rebeca Orta Williamson, Director of Real Estate & Facilities**. *"As a group, we learned about our new strategy, values, priorities, and how our jobs will impact the result of this transformation."*

"As a recent hire, the Learning Map experience gave me a much greater sense of the importance of my role at Brink's," said **Joseph Frisz, Senior Manager of Product Development**. *"My future path at Brink's is now much clearer, and I am sure that it will also make this company a lot more competitive in the marketplace."*



For the US Field teams, **Team Brink's – Better Together** Learning Map Experiences will begin rolling out to the top 30 branches this month. The Learning Map sessions will continue into 2025, and at least one session will be hosted at every Brink's branch. Ultimately, all Brink's team members around the globe will participate in this unique, interactive experience.

Watch for your opportunity to participate in the next Learning Map Experience coming soon!



We Drive
Customer Success

We Strive for
Excellence

We
Protect

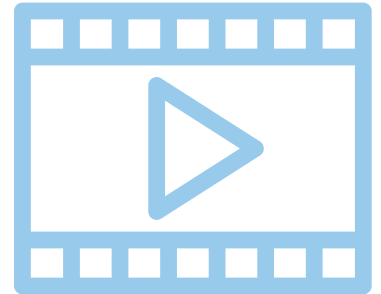
We Work
Together

We Do
What's Right

What Do Our New Values Mean to YOU?

We would love to hear how the values resonate with you!

- We Drive Customer Success
- We Strive For Excellence
- We Protect
- We Work Together
- We Do What's Right



Please send a short video to us by Friday, Oct. 11, sharing what “We Drive Customer Success” means to you for a chance to be featured in upcoming communications. See the attached OneDrive instructions for submitting videos. We will be gathering videos on each one of our Values, each week. Thanks in advance for your support!

Wear Orange on Unity Day - October 16



Unity Day is an annual event occurring during National Bullying Prevention Month that promotes joining together to create healthier communities.



Wear orange on October 16 to send a visible message of building community through kindness, acceptance, and inclusion to prevent bullying.

Please take a picture holding the attached sign and send it to **one.brinks@brinksinc.com**

Open Enrollment Coming Soon



Benefits Open Enrollment is **October 28 to November 15.**

Be sure to **get your annual physical and download the Anthem Sydney app** to avoid a surcharge on what you pay for medical coverage in 2025.

Watch your email and the One Brink's app for more information and details coming soon!



News You Can Use

Save the Date - Cybersecurity Awareness Events

Join Our Upcoming Cyber Chats!

The **Brink's Global Information Security team** is hosting virtual events this month to raise cybersecurity awareness.

Please refer to the attached calendar for upcoming events and watch your email for a Microsoft Teams invite that will be shared prior to each virtual event.



- **Cyber Chat with James Holley & Global IT Leaders - October 24 at 2:30 P.M. CST**
- **Building Responsible AI - October 30 at 8:00 A.M. CST**

Be on the lookout for additional cybersecurity awareness messages throughout the month of October.

October 10 is World Mental Health Day

World Mental Health Day is celebrated every year on October 10. **This year's theme is workplace mental health.**

The theme highlights the importance of addressing mental health and wellbeing in the workplace, for the benefit of people, organizations, and communities.

Talking about our mental health can help us cope better with life's ups and downs. On World Mental Health Day and beyond it, be sure to check in with your friends, family, peers, and colleagues.





Hispanic Heritage Month: Celebrating Our People

Brink's Senior Audit Manager Irene Camacho Da Silva says she is proud to honor and celebrate her **Venezuelan heritage** all year long – including Hispanic Heritage Month.

Irene was born in Venezuela and her parents were immigrants from Portugal. She said that even though they came from a European culture, they were always very open to learn, teach and enrich the Venezuelan culture at home.

"I have learned that our community places value on family, honesty, hard work and friendship," she said.

She shared she **preserves her Venezuelan heritage and keeps her homeland traditions**. "Christmas is always a mix of Venezuelan traditions: Gaitas and Villancicos (music), Pan de Jamon (food), Turrón (desert from Spain) and family and friends enjoying time together.

Irene said you can support Hispanic cultures by **being open to learning new things, while exploring and experiencing the meaning of different traditions**. Also understanding other cultures past challenges and what they had to overcome to be who they are today is important.



Irene Camacho Da Silva, Senior Audit Manager



A Closer Look



Customer Focus:



Pollo Campero, the Guatemalan-born chicken chain with a loyal following, launched its U.S. headquarters in Dallas in 2007, **opened its 100th U.S. location**, and plans to expand even more.

Pollo Campero, which is a **fast-casual restaurant** that sells fried and grilled chicken with typical Central American side dishes such as yucca or plantains, **started in Guatemala in 1971** and then expanded to El Salvador and other Latin American countries. By 2002, they entered the U.S. market.

Let's continue to provide top quality service to Pollo Campero, **a valued Brink's customer**.



Let's support all of our customers during National Customer Service Week!

Claudia Sheinbaum Sworn in as North America's First Female Head of State



Mexican President **Claudia Sheinbaum** was recently sworn in at a joint session of the country's Congress, **becoming North America's first female head of state**.

Sheinbaum previously served as mayor of Mexico City before stepping down to run in the presidential election in 2024. She won a landslide victory and began her six-year term on October 1.