

2025 Internal Comms

Annual Recap

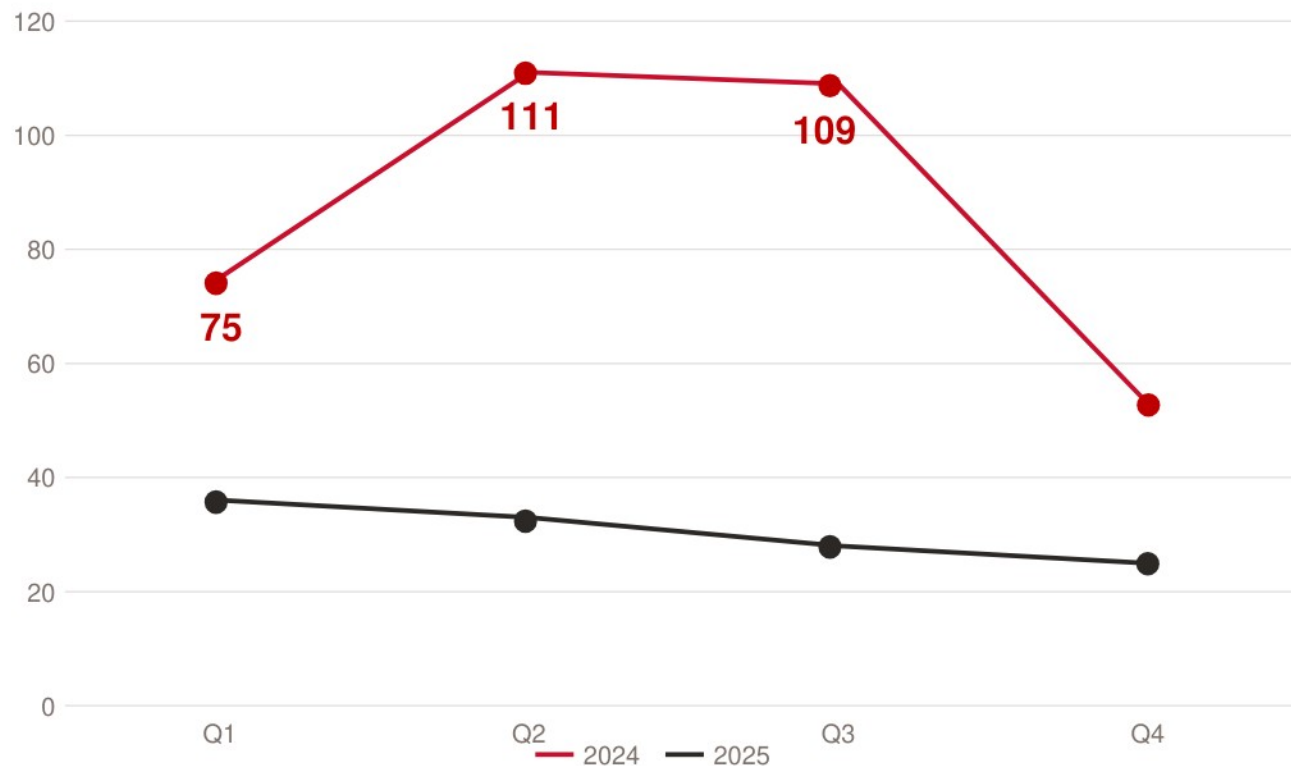


Partstown

Get real parts faster

Internal Email Consolidation – 2024 vs 2025

Internal Emails Sent by Quarter



- We prioritized consolidating emails this year and making the more concise
- Our Word Around Town houses several past weekly communications, such as anniversary milestones, new hires and internal opportunities

The Weekly Word Around Town



Events This Week



Unlimited Impact Launch

We hope you're excited for the launch of Unlimited Impact, our new idea management platform, this Thursday. To celebrate, we'll be rolling a snack cart around the office – keep your eyes out for it!

Happenings Around Town



Women's Equality Day Speaker

We're excited to celebrate Women's Equality Day on **Tuesday, August 26th** with a special guest, Emilie Rath, Denmark's first female Formula 1 mechanic and a trailblazer in the automotive world. Emilie's story is all about grit, drive, and breaking barriers in a male-dominated industry. [Sign up here](#) and then [join us via WebEx](#) at 11:30am, 1:30pm, or 2:30pm CST to hear how she made history, and how we can all fuel equality and allyship in our own journeys.



Congrats to the Champions!

A big congratulations to our inaugural companywide bags champions – **Ken Rideout** and **Tom Wiederrecht** (pictured here with our new CEO, Bill Geary and CFO, Glenn Chamberlain after their exhibition match)! Thanks to everyone who participated and watched the tournament. Time to practice for next year!

- First edition launched February 3rd - just over 50 editions sent out so far
- Separated by location so you're only seeing what you need
- Past editions stored conveniently in our communications library to look back on



Town Square

The screenshot shows the Town Square website layout. At the top left is the 'town square' logo. To its right is a tagline: 'The latest Parts Town news, events, resources and more - everything you need to stay in the loop!'. Below the logo is a 'Your Year-End Hub' section with a calendar icon. Next to it is a 'CULTURE TO THE CORE' section featuring a video thumbnail of a person at a desk. Below this is a '2026 PTU Benefits Guide' section with a grid of small images. To the right of these sections is a 'Quick Links' column with four red buttons: 'Parts Town Directory', 'Communications Library', 'Team Resources', and 'New Partnerships'. On the far right is an 'Upcoming Events' section with a table of events. Below the events is an 'In the News' section. At the bottom of the page are four icons: a red envelope, a person silhouette, a red 'W' logo, and a black circle with a white plus sign.

town square

The latest Parts Town news, events, resources and more - everything you need to stay in the loop!

Your Year-End Hub

CULTURE TO THE CORE

2026 PTU Benefits Guide

Quick Links

- Parts Town Directory
- Communications Library
- Team Resources
- New Partnerships

Upcoming Events

Date	Event
DEC 3	Annual Core Value Nominations Due Wed, Dec 3, 12:00 PM
DEC 10	Holiday Cookie Exchange Wed, Dec 10, 2:00 PM
DEC 13	Arizona Holiday Party Sat, Dec 13, 6:00 PM
JAN 10	Addison Holiday Party Sat, Jan 10, 7:00 PM

In the News

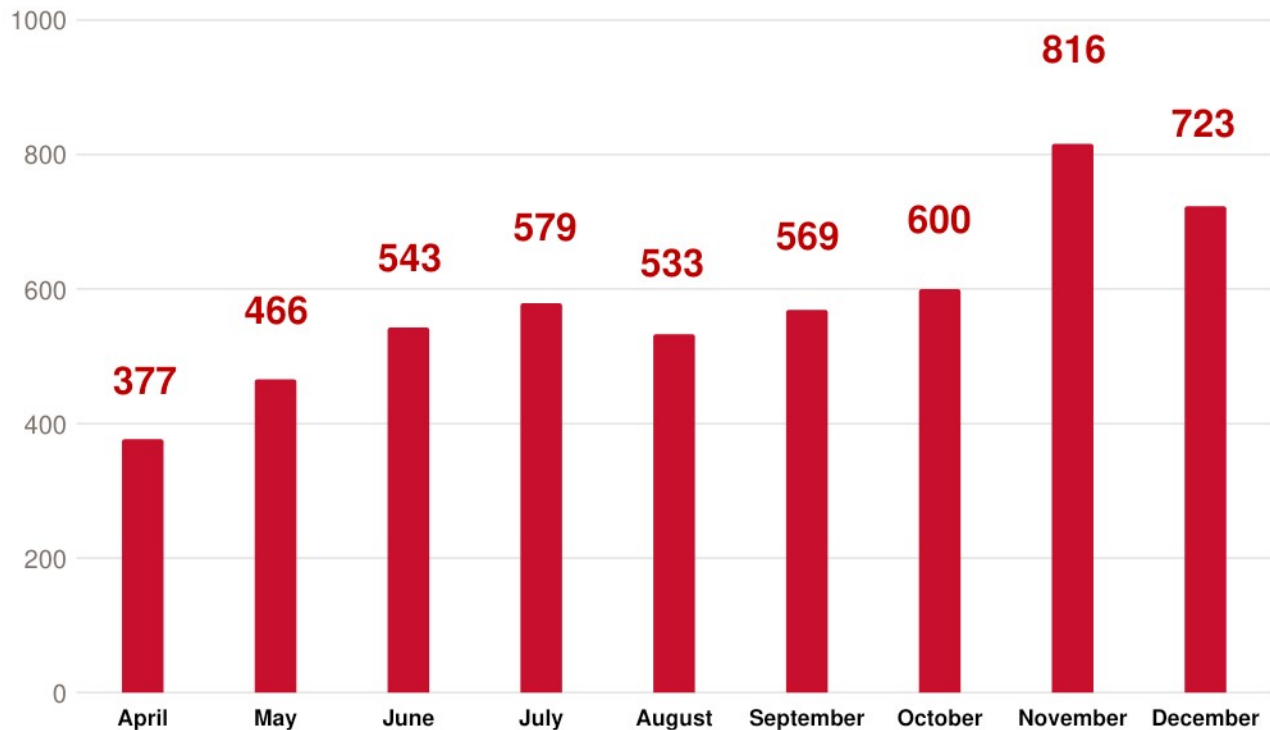
- Launched on April 29th, effectively replacing Parts of the Town
- Since then, it's had 1,251 unique viewers and 45,458 total site visits*
- Viewership tends to peak Monday afternoon (aligning with weekly Word Around Town release)
- We're working on additional team and perk-specific pages
- If you haven't checked it out (shame on you), do it here



*as of 12/2/25

Town Square Performance

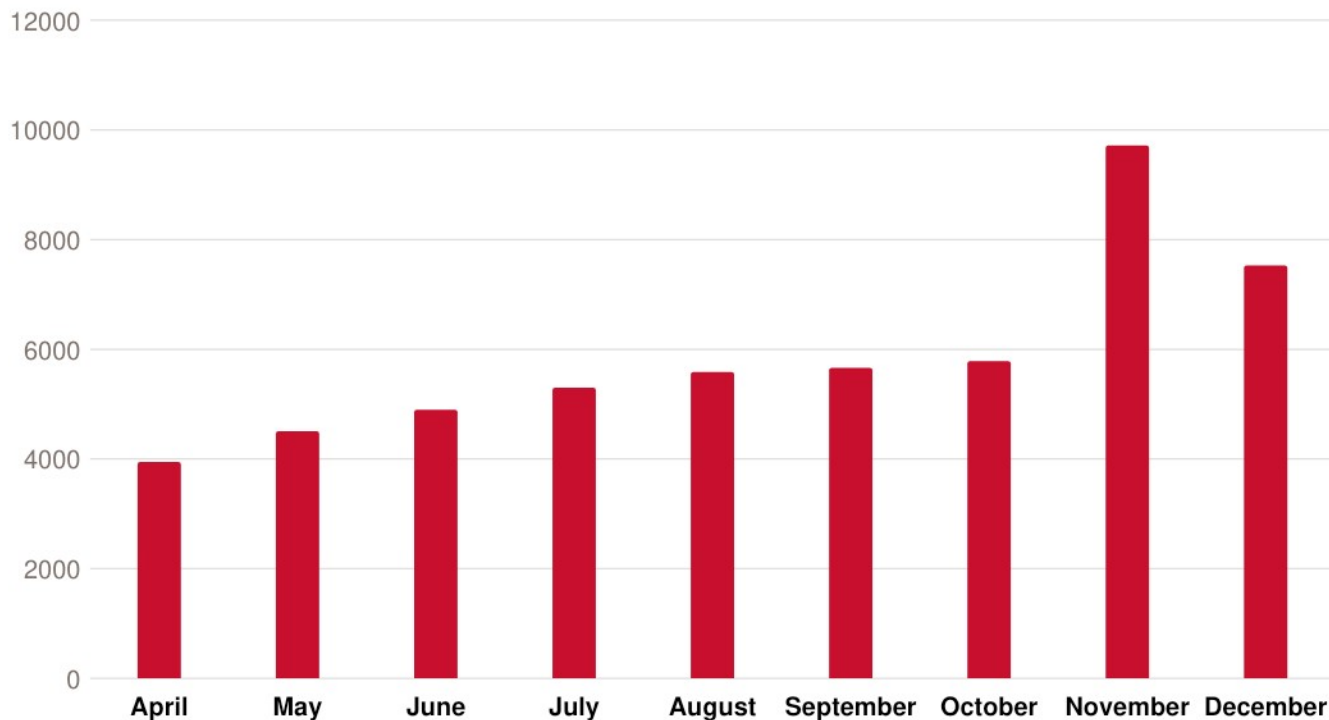
Unique Viewers by Month



- Town Square's have been on an upward trajectory.
- As in past years with Parts of the Town, Open Enrollment and Year-End Checklist season brought more viewers than past months.

Town Square Performance

Total Views by Month



- As with unique views, total views of Town Square have grown for the most part each month.
- November and December each got a bump in traffic courtesy of the Year-End Hub.

GFC Outreach



- Internal communication can be trickier in our Fulfillment Center, as GFC team members don't sit at a computer
- We had an outreach day in July, surveying how team members prefer receiving PT news and urging SharePoint app downloads for easy Town Square access
 - 112 GFC team members downloaded the app on their phone
 - We received feedback that 59% of GFC team members prefer emails, 51% text messages, 26% huddles

Huddle and Happenings



Talk of the Town Huddle

August 26th – September 8th

Announcements

- We will be closed on Labor Day and hope everyone enjoys their day off on Monday, September 1st!
- We're excited to announce we're once again partnering with The Leukemia & Lymphoma Society's (LLS) **Light the Night!** Light The Night brings light to the darkness of cancer through hope, research and support for patients and families. This is a fantastic opportunity to get involved in raising awareness and funding for treatment options to eliminate cancer once and for all. We've divided the company into 5 teams in line with our differentiators (Safety, Integrity, Community, Passion, Courage and Innovation). Check your email to find your team and register or donate.
- We are thrilled to announce that our new platform for team members to submit their ideas is now live – **Unlimited Impact!** Do you have an idea that that can make a meaningful impact for our customers, partners, or fellow team members? Scan the QR code on our vertical banner by CICO and submit it!
- Listen to our newest episode of Culture to the Core, featuring our Sixth Man, Steve Snower and our Chief Marketing Officer, Linda Ramsey. In this episode, we talk about how we're all connected through culture, values, and impact. Available now on Town Square!

Safety

- Thank you for continuing to value your safety as it is always a high priority for our team. Here are some tips to keep in mind during your shift:
 - Never attempt to lift items on your own that are over 50 pounds
 - Hydrate before, during and after the workday
 - Vehicle drivers - always keep a safe distance between over drivers and pedestrians

Leadership

- We have many exciting open internal roles to highlight on our careers page, including Workflow Coordinator and Vehicle Specialist.
- Please welcome our newest GFC Specialists!
 - Addison:** William Armandi, Natalia Restrepo, Indira Molina, Amaje Pye, and Mario Brown
 - Litchfield Park:** Anthony Garibay, Aaron Morin, Ashlee Fanniel, and Alex Gallegos

- GFC team leaders read our Huddle every 2 weeks to their teams to update them on around the town happenings. Most content is pulled from the previous or upcoming Word Around Town.

NOVEMBER Happenings Around Town

Monday	Tuesday	Wednesday	Thursday	Friday
3 Open Enrollment Begins	4 Owner's Update - Item 8 Open in Ready virtual system at 10am	5 Year-End Checklist Opens Virtual Owner's Update (Closed) Candygram Delivery	6	7
10	11	12	13 Pie and Turkey Foucher Giveaway	14 Open Enrollment Ends
17	18	19	20	21
24	25	26	27 Thanksgiving	28 Day after Thanksgiving Customer Service Day



Core Value Nominations and Self Assessments - Due December 1st

Toys for Tots - all month

November - all month

- Happening calendars are hung up around the offices in the first week of each month
- Each location's calendar is a bit different depending on in-office activities.
- Addison's calendars from past months can be found on Town Square



Desk Drops



It's time for a Parts Town tradition - the PT Olympics! This year we're doing it bigger and better than ever. Starting on Tuesday, July 29th through Thursday, July 31st, each office will be competing in individual games, 2 group games and a companywide bags tournament. Check out where you can find the games throughout the building.

Individual Games

Play anytime that your calendar allows!



Group Games

We'll be updating brackets daily for group games and the bags competition so you can cheer on your fellow team members!



Dress the Part

Dress up each day to show off your creativity! We'll crown an overall winner from each location at the end of the week.



Introducing New Standard Terms - 15 Days

What's New?

- Standard Terms for new customers will be set at 15 days
- Requests for extended terms will be facilitated through the existing Salesforce workflow and will require BU Lead approval
- New customers on 15-day terms, will be set up with a 60-day Credit Check Rule

Why the change?

- Lower Days Sales Outstanding (DSO), which measures how long it takes to collect payments from a sale, means faster payment collection, improving Working Capital. It frees up cash to invest in innovations, acquisitions, and other growth projects, which increases Town Shares value!
- Providing terms has a cost to us: every 5 days = ~0.1% against the margin

What's NOT Changing?

- Customers with existing terms agreements will not be impacted
- Platinum and International customers will remain on 30-day terms
- Subaccounts will continue to follow terms established by Master account

60-Day Credit Check Rule

Accounts with invoices aged 60 days past agreed terms are placed on a soft credit hold. Orders can still be entered but are blocked for Credit Team review before processing. Currently, 83% of orders are cleared the same day.

Updated Credit Application

- Updated Credit Application forms for Domestic and International customers can be found on [Bloomline](#)
- Please delete any outdated Credit Applications you have and use these newly updated Credit Application forms

Flip the page for our Salesforce workflow regarding standard and extended terms requests!



We're excited to announce our new companywide SharePoint Intranet site, Town Square! This will be replacing Parts of the Town and can be viewed on desktop or mobile after logging in with your Parts Town Microsoft account. Here you'll be able to find:

✓	Upcoming Events Company-wide event calendar
✓	Important Updates & Happenings Highlights & announcements you don't want to miss!
✓	Quick Links & Resources Access recent comms, our directory, benefits guides, and more
✓	Communications Library & Team Folders Archive of all comms, Town facts & find team-specific updates
✓	PT in the News, Culture, Surveys & More! Highlighting team members, fun facts, and feedback opportunities



Come visit Town Square by clicking [here](#) or click on your desktop icon



- Desk Drops continue to be an important way to bring attention to a big project, culture event or initiative
- We've partnered with several teams this year to create companywide desk drops as well as team-specific desk drops

Flyers

Bags, BBQ & Big Splashes!

Join us on **Thursday, August 14th** for a day full of fun! Here's a sneak peek of what you can expect:



Companywide Bags Championship
We've crowned Bags champions at each of our locations, now it's time for them all to face off and decide the ultimate champion starting at 1pm!



Barbecue in the Lunchroom
To fuel the competitive spirit, everyone will be able to enjoy some delicious barbecue food outside of Door C!



Dunk Tank
Back by popular demand is a dunk tank! You'll have a chance to dunk your leaders from 9-4am-4pm by buying a set of balls to throw at their target (all proceeds will go to the Parts Town team for LLS Light the Night). 1 ball for \$2 or 3 balls for \$5.

Scan here for the timeslots our leaders will be at the tank!



Women's Equality Day Speaker

Emilie Rath



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Tuesday, August 26th - 11:30am, 1:30pm, 2:30pm

Scan here to sign up and join us in Trustey Circle. All are welcome!



Culture to the Core Podcast with Steve Episode 2: Town Shares

We're excited to bring you another episode of our Culture to the Core podcast, hosted by none other than our Sixth Man (aka CEO), Steve Snower. In this episode, Steve talks about our new Town Shares program, how it works, and why he thinks the program is so important. He also provides an update on the current Share Price after Q1.



Listen to Episode 2 Now!



- We still post flyers frequently in our GFC, lunchroom and restrooms for culture events and time-sensitive events
- We've round metrics haven't been great for our flyers so we don't rely on them as the primary source of communication