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XPRESSIONS NEWSLETTER

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XTL TRANSPORT LOGISTICS DISTRIBUTION

XTL Transport is Expanding in Western Canada

As part of XTL's strategic growth plan, we are expanding our asset-based refrigerated transport and dry trucking operations into Alberta and British Columbia. By increasing our presence in Western Canada, we aim to enhance our domestic and cross border services.

XTL is adding a significant number of both dry and refrigerated units to our fleet to meet our customers' evolving demands. A key objective of our Western expansion is to provide the best equipment to attract qualified drivers with the experience and training to eliminate downtime, increase efficiencies and operate in the safest manner possible.

Our new temperature-controlled trailers are state-of-the-art and designed with the future of refrigerated transport in mind. Not only are they equipped with live diagnostics and 2-way communications, but they are insulated with 100% recyclable materials. We're proud to be among the first carriers to invest in these recyclable units, demonstrating our commitment to protecting the environment by eliminating waste when our vehicles are decommissioned.

Our expansion into Western Canada will help us meet our customers' needs and open opportunities to further improve our processes. We look forward to our new advancements as XTL keeps evolving as a leader in our field.

XTL Joins Food Banks Canada for Their After the Bell Program

This Summer, XTL proudly joined a team of 25 Canadian carriers to support Food Banks Canada's After the Bell program - an initiative to combat child hunger in Canada. Food Banks Canada runs this program in partnership with the **Trucks for Change** network and the Canadian Trucking Alliance's Blue Ribbon Task Force, providing healthy food packages to children across the country.

In this year's mission, 150,000 healthy food packages were delivered to 52 participating food banks in central and remote communities. Our drivers, Neil and Gurprit, did an excellent job representing XTL on the front lines and contributing to the program's success.

According to Food Banks Canada, 34% of the Canadians who rely on food banks are children. This is expected to keep rising due to the economic impact of the pandemic. With over 300,000 children experiencing hunger in Canada, it was important to us to join this great initiative that's not only aimed at tackling food insecurity, but also providing nutritional literacy skills.

We'd like to extend a big thank you to Neil and Gurprit for your incredible work in this year's After the Bell program and to our behind-the-scenes team who made our participation possible! We look forward to more opportunities to do our part in supporting the people in our communities and helping the next generation grow healthy and strong.

> "I'm not telling you it's going to be easy, I'm telling you it's going to be worth it."
>
> - Art Williams

Food Banks Canada / Banques alimentaires Canada

3 Tips to Ensure Proper Email Etiquette

Communication is essential in the business world. How we communicate not only reflects on us, but on the company we're representing. That's why following best email communication practices is key for establishing strong professional relationships. Here are 3 easy tips for writing effective emails:

Tip #1:

Do not use the subject field as the body of your email.

Instead, consider the subject line like a chapter heading in a book. Remember that less is more, so keep it straight-forward and use the email body for writing your message.

Tip #2:

Do not write in CAPS.

Writing an email or subject line in all CAPS can be interpreted as an expression of anger or frustration. This could lead to your recipient misunderstanding your email's tone, potentially causing confusion or strained professional relationships.

Tip #3:

Describe your attachments.

When sharing images, documents, files, and more, it's important to describe what has been attached and why. Label all attachments appropriately and briefly describe them in your message so the recipient will know what to expect when opening them.

Xtra, Xtra, Read All About It!

CONGRATULATIONS RANDHIR!

It was with utmost pleasure and honour that Lorraine presented the Extra Mile Award to Randhir on behalf of XTL.

Our management is grateful for his loyalty to XTL. His above and beyond contribution to the success of our migration to the PeopleNet satellite system is a stellar example of his dedication.

Randhir's efforts towards XTL's successes extend beyond his role. He has demonstrated on a number of occasions his recognition for opportunities to improve and has helped champion them to success.

May your example be an inspiration to others and may this award continue to recognize the values we cherish here at XTL Transport Inc.

5 Important Facts That You Should Know About Refrigerated Transport

Did you know that refrigerated transportation is critical to our economy? By delivering fresh and frozen food, medicine and other essential goods, we're playing a key role in keeping people in Canada and the U.S. healthy and fed.

Here are 5 more facts to note as members of the refrigerated transportation industry:

1 The Market is Growing

The pandemic drove an increased demand in frozen foods and pharmaceuticals like the COVID-19 vaccines, which led to more refrigerated transportation services being needed.

2 Reefers Cost More to Purchase and Operate

The market price for reefers is around $50,000 more than dry vans. Fuel costs are about 2% more because it's needed for both the power and cooling units.

3 Refrigerated Transport Carriers are Doing Their Part to Save the Planet

To limit XTL's environmental impact, we've invested in reefers with High R values and insulated with 99% recyclable materials.

4 The Driver Shortage is Increasingly Affecting the Refrigerated Transport Industry

There's an intense driver shortage in our field as we struggle to find drivers with the training and experience for safely transporting fresh/frozen foods and pharmaceuticals.

5 Refrigerated Transportation Depends on Technology

Technology, especially GPS & EMS, helps us follow government regulations and safety procedures. Using these systems, we can constantly track our vehicles and monitor trailer temperatures to ensure all goods arrive at their destination as planned.

Want to learn more about refrigerated transportation? Read our full article here.

We are HACCP Certified!

We're pleased to announce that one of our six distribution centres across Canada is officially HACCP certified!

From harvest to consumption, HACCP is a system used to manage food safety along all stages of the supply chain. HACCP principles are used as criteria for identifying, evaluating and controlling any potential safety hazards. This ensures we distribute only safe food products in their expected conditions for our clients' consumers to enjoy.

With safety at our core and over 30 years of experience in transporting food products, XTL is excited to extend our expertise to our valued partners through our certified distribution services.

XTL Invests in Manac Reefers with 100% Recyclable Insulation

XTL is proud to be among the first wave of customers for Manac's newest generation of refrigerated trailers, built with 100% recyclable insulation.

As experts in temp-controlled transportation, we recognize our responsibility to do what we can to protect the planet while delivering high-quality services to our customers. Since 2020, all new XTL reefers have been supplied by Manac and insulated with recyclable materials. We currently have 60 more expected to join our fleet in 2022.

Manac is a leading manufacturer of specialty semi-trailers in North America. Most of their refrigerated trailers are insulated with extruded polystyrene foam (XPS), which can be reused to limit future waste. As of July 2021, Manac will be insulating future trailers with hydrochlorofluorocarbon (HCFC), a reusable zero-ozone depletion material.

By investing in Manac's sustainable reefers, we feel that we're taking massive step forward in limiting our environmental impact and contributing to a greener future.

FIGHT NIGHT

Postponed Until October 22nd

50/50 ticket sales have been extended!

FONDATION YVON MICHEL

The XTL team is anticipating a fight night to remember as our very own Alexandre Roberge of Lanoraie and Francis Carbonneau of Saint-Hyacinthe pick up where they left off in March.

With more time before the fight, we have more time to support Alex's training efforts and his cause, the Yvon Michel Foundation, which is committed to raising funds for metastatic breast cancer research.

Purchase your 50/50 tickets today to help the women fighting this disease and bring us closer to finding a cure!

Whether you're in BC, Alberta, Ontario or Quebec, you can still purchase tickets from our Philanthropy committee members until October 22nd.

Ticket prices:

$3 each | $5 for 3 | $10 for 10

$1 for every additional ticket over 10

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> “It’s not about perfect.
> It’s about effort.”

- Jillian Michaels

We’d love to hear your feedback! If you have any ideas on how to improve our newsletter or suggestions for the next issue, email xpressions@xtl.com

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