

2021 VIVID VISION



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Snapshot

This is our vision and goals for what FEAM will look like in 2021. We're getting ready to go through some awesome growth, and by being completely open and sharing what we see the company looking like at the end of three years' time, we trust you'll be a big part of making this vision a reality.

This might be a bit overwhelming the first time you read it. So here's what we suggest... the first time, simply read through this document and let the information sink in. The second time, highlight a few items that resonate with you. The third time, circle one piece you can start helping make happen now.

If it wasn't for our FEAM Family, this vision wouldn't even be possible—thank you for your hard work, and for always going above and beyond and making FEAM the great company it already is.

Ready? Let's take a look at what lies ahead...

FEAM in 2021

It's December 31st, 2021.

Our people-first culture has transformed our business, directly impacting our operations, relationships with clients, and influence in aviation. Everyone who works at our company is in alignment with our core values and vision. We are the industry's example of excellence and are revolutionizing the way business is done in aviation.

Core Values



QUALITY AND SAFETY

Given the service we provide, our quality workmanship, safe workspace, and continual measurement to maximize efficiency are the keys to the success of our company, customers, and environment.



RELENTLESSNESS

We are a company of extraordinary ambition that works harder and provides the best service in the market. This secures our growth while keeping us humble and grateful.



LIFELONG-LEARNERS

We assume nothing and question everything, and our curiosity leads us to excellence. We invest in the future and provide long-term value through ongoing training and growth of our team.



ALTRUISM

We are unselfish and devoted in our concern for the well-being of others, as peers within the walls of our organization and as trusted advisors who give back to our surrounding communities.



FAMILY

The FEAM Team is the foundation for our success. We take pride in going above & beyond by holding ourselves accountable to support and care for our customers, regulators, and each and every team member.



FEAM Team

Our team is the heart of our organization, and as such, we operate more like a family.

Our legacy was born out of my father, Fred Murphy's vision, and is now fueled by our continual energy and commitment. We have grown tremendously thanks to the quality of our people and culture.

We have dramatically increased our staff, inviting in new key players to join the FEAM Team who help keep us ahead of the curve and striving for excellence.

Our leadership team has grown and consists of a core group of people who meet and strategize monthly and quarterly.

Our FEAM Team of highly qualified mechanics and engineers are the boots on the ground who uphold our high standard of quality and safety.

We have added two key players dedicated to sales, as well as a full-time marketing coordinator to handle content, publications, and tradeshow, and a dedicated social media strategist that works with HR to engage the community.

Each and every member plays a key role to our overall success as a family and business.

Our Culture

We are in the business of people, and that starts from within. Our vibrant and fun work environment attracts top talent and is regarded as THE place to be in aviation. We are an organization of excellence, founded on passion and collaboration.

Excitement and positive energy flows through every department. Our collaborative culture promotes an inclusive environment where team members' strengths are recognized and individuals are empowered with the resources and settings to step into their best selves. Regardless of our individual roles, this is a place where everybody matters.

Our investment in our team goes beyond a paycheck and a 9-5, M-F schedule. We are a family that supports, challenges, and empowers each other in work life and beyond. We provide helpful resources

to support everyone in managing their personal finances, continuously pursuing knowledge, and fulfilling their dreams.

In a market where line maintenance is key to an airline's success, we put special emphasis on training, being lean, and providing high-quality maintenance. We train our engineers to meet the highest global industry requirements.

We've streamlined our entire process and have gone almost 100% paperless to maximize efficiency. Everything is automated, allowing us to do more with the same amount and be faster. We use weekly KPIs to make strategic data-driven decisions. Everybody—in Sales, Admin, IT, Executives, Quality Maintenance, and Safety—has access to the data and is working together towards the common goal.



Our Services

In 2021, we are the undisputed #1 line maintenance provider in North America.

We are in the business of delivering more flight time and less down time. We've left the competition far behind by providing better quality, safety, cost, speed, and experience.

We have our own hanger in CVG, which allows us to have an unlimited airframe rating. With our now 28+ stations, we are able to be a single supplier to

support international and domestic customers transiting to the US. We've added several enhanced Boeing Goldcare stations that are running steadily.

We hold a consistent #1 position on our MRO and AOG support by maximizing quality and efficiency.

Our new service stream now includes modifications, tires and brakes, and strategic partnerships. We are the best strategic partner for airlines, enhancing their program by providing the highest quality maintenance, collaboration, and experience.

Our Offices

Over the past 3 years, we've grown to have several additional line facilities across the U.S.

When you walk through the door of our main HQ office, you enter our FEAM Hall of Fame. The walls are lined with cool legacy photos from inception to present, with glimpses into key moments: FEAM Team gatherings at different locations, pictures of airplanes, and other iconic occasions.

Our open floor plan showcases the aviation furniture we make in-house. Outside these walls, the seeds for our international presence have been planted with our station and employees in Europe and Asia. The roots are starting to grow for our global success.

Sales and Marketing

With a steady 99% reliability ratio, we are the undisputed #1 in best line maintenance in the U.S.

90% of our sales come from word of mouth and 10% from current carriers. We provide top quality work and an enjoyable experience, and our clients happily recommend us as a result. We have regular press releases in the major aviation publications and a solid HR and social media presence.

Our booth is a hotspot at the MRO of America's Trade Show, drawing in top talent and clients. We take a relationship-based marketing approach to build our know, like, and trust factor. When a prospective client or talent is in the market for our services, we're at the top of their mind.

Media & Awards

The aviation industry is expanding and growing. The FEAM way of doing business has become the example of excellence in 2021, setting the bar high for the competition.

We are recognized in the media for our youthful, innovative approach that is helping modernize aviation. Articles are written about how our company went from a two man organization to the largest in line maintenance. We've been named the fastest growing MRO in the U.S., proving that outsourcing critical business functions is a successful and scalable model.

We've gained major brand recognition among the top airlines and we're ranked as one of the 'Top 10 Places to Work in Aviation As Voted By Employees.'

We have received awards associated with community outreach. We're celebrated for giving

back to the U.S. economy by creating opportunities for people and providing stable jobs.

Publications we are featured in include:

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We are loved by our customers and feared by our competitors. The competition is constantly asking themselves, "How can we be more like FEAM?"

Community Involvement

Active participation in our community and giving back are fundamental principles of our company model.

We give back to the aviation industry by donating our money, time, and resources. We have a \$50K+/year budget allocated to providing the next generation of aviators with the resources and support needed to succeed. We've created a robust scholarship program at two major aviation schools to support up-and-comers through apprenticeship and mentorship.

We support community diversity events such as education panels and talks. We donate to causes like Women in Aviation, Make-A-Wish Foundation, and the Salvation Army.



A Note From Our Managing Director

I grew up in a humble, hard-working family that provided me with opportunities and values that have guided me to where I am today.

My mother and father taught me two fundamental lessons: how to treat people and how to be the best at what we do. Their hard work, dedication, and support empowered me to believe that no matter how big the competition is, we can not only compete with them, but beat them.

And that's exactly what we've done.

Again, this vision and its execution would not be possible without the hundreds of members that make up our FEAM Team/Family.

I show up to work excited and ready to take on the day, confident in our FEAM Family, the exceptional work we do, and the massive impact we are having on the aviation industry.

I hope that by being open and sharing this vision for our company, that you will feel a sense of ownership, and help be an integral part of this 2021 vision!

Together, I know we will make this vision our reality.

I can't wait to see you there!

Cam Murphy