

It is with great enthusiasm that we welcome you to Know Your Routes—An Associate Recognition Program—to recognize and reward those associates who best exemplify Forest City's core values and beliefs.

Know Your Routes is an associate focused program allowing individual associates to nominate deserving co-workers for their OUTSTANDING embodiment of our core values in action. With each nomination received, a Review Committee will select from the nominees those individuals and teams that went above and beyond to demonstrate a core value in action.

Nominees chosen receive a certificate of appreciation and a \$50 gift card

Annual Award—\$1000 gift card

The Know Your Routes program is designed to illuminate and celebrate the exceptional daily achievements of our associates that sometimes go without notice. Whenever you witness a Forest City associate demonstrating a core value in action, take a minute to complete a nomination form and drop it in the mail, or complete an online form. When you do, you are not only recognizing another, but also demonstrating your own commitment to our values as well.



"Nothing great was ever achieved without enthusiasm."

Ralph Waldo Emerson

*Program subject to change.

At Forest City Enterprises, Inc., our core values define the common beliefs and business philosophy shared by all levels of our organization. These core values are a critical component of our institutional fabric and serve as a guide for how we conduct business and build relationships with our customers and with our associates, everyday and long into the future.

Our core values are the building blocks of the "Routes" that have made it possible for Forest City to grow from a local building supply company into the national real estate leader we are today. By instilling our values and following our "Routes" we have succeeded in fostering an environment that encourages and recognizes the achievements of our associates - whether through individual achievement or team efforts.

When we embrace and adhere to these values each of us is taking an active stake in our own future development and the success of the company.

FORESTCITY
ENTERPRISES

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visit the Intranet

- ↗ integrity and openness
- ↗ value orientation
- ↗ performance ethic
- ↗ diversity
- ↗ community involvement
- ↗ sustainability
- ↗ entrepreneurial spirit
- ↗ teamwork



**KNOW
YOUR
ROUTES**

**ASSOCIATE
RECOGNITION PROGRAM**

KNOW YOUR ROUTES

Integrity & Openness

In all our dealings with all stakeholders, we will uphold the highest possible standards of ethical behavior. Our interactions will be characterized by an attitude of openness, candor and honesty.

Value Orientation

We are committed to providing short and long-term value to all of Forest City's key stakeholders, including shareholders, customers and our associates. We will provide consistent returns greater than the cost of capital while growing our business. Concurrently, we will create significant value for our customers by delivering quality products at a fair price.



Performance Ethic

We are committed to high performance in everything we do and we believe that all individuals should be treated with respect. Our associates should be provided opportunities to further their professional development and be appropriately recognized, rewarded and promoted for their performance.

Diversity

We are committed to continually expanding the diversity of our workforce throughout all levels of our organization so that we can best benefit from the diversity of thought and experience that comes with a diverse workforce and so that we can better relate to, be part of, and understand the needs and sensitivities of the communities in which we operate.

Community Involvement

We are committed to the general welfare of the communities in which we live and work. We will develop and maintain excellent relationships throughout our communities and always work to balance our business interests with the needs of our communities.

Sustainability

We are committed to the principle of sustainability. We seek to manage natural, economic and social systems and resources in a fashion that meets the needs of the present without compromising the ability of future generations to meet their needs.

Entrepreneurial Spirit

We are committed to the entrepreneurship from which Forest City has been built. We encourage individual creativity, appropriate risk taking, the minimization of unnecessary barriers to effective decision-making and the delegation of authority and responsibility to those closest to our customers.

Teamwork

We leverage individual talent and diversity by working together effectively, communicating and keeping an open mind to differences. We do this when working both with internal teams, as well as with our customers; and when working internally, we always think about the needs of "Forest City first," before those individual businesses.