



May 31, 2018

Premium

Jason Hess
Vice President Marketing &
Sales – Premium

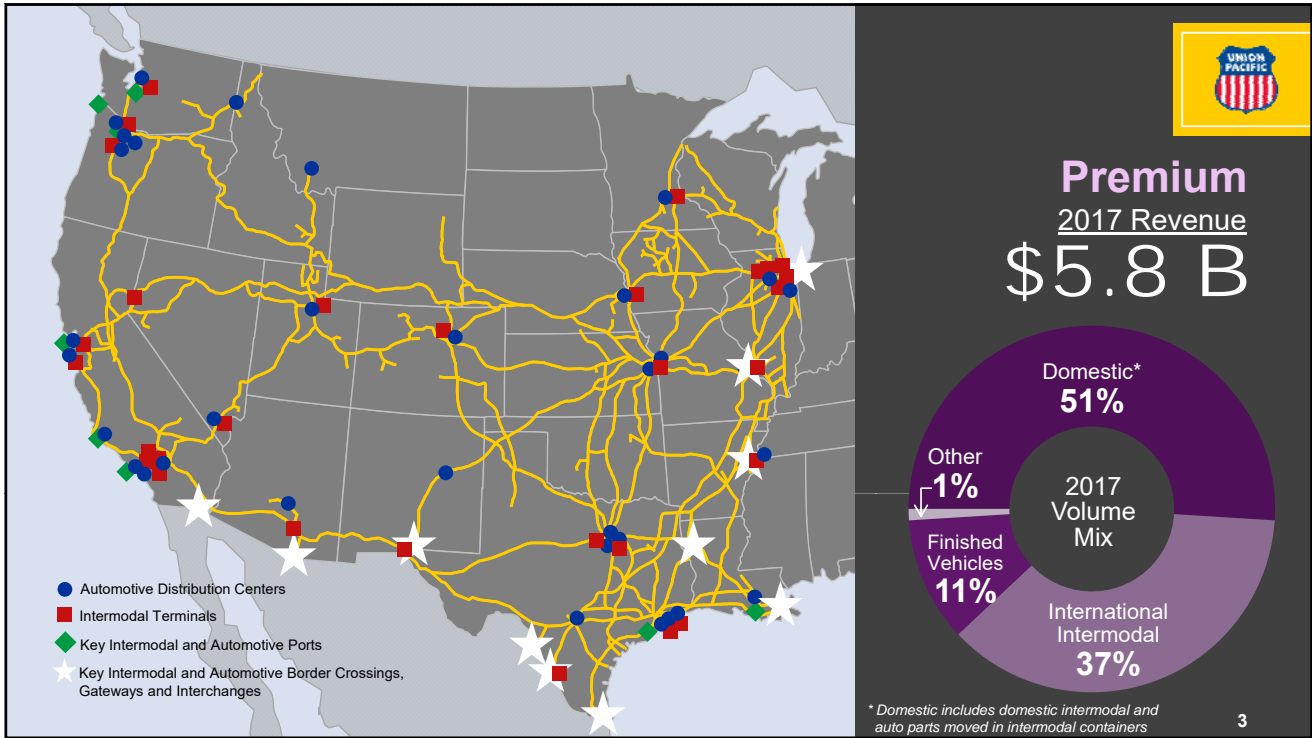
Jason Hess Vice President Marketing & Sales – Premium



Jason Hess was named vice president marketing and sales-Premium in September 2017. In this position, he is responsible for Union Pacific's intermodal and automotive business representing about \$6 billion in annual revenue.

Previously, Hess had been the vice president and general manager-Agricultural Products, a position he held beginning in March 2014, after serving one and a half years as vice president of the railroad's National Customer Service Center. Since joining Union Pacific in 1994, he has held numerous leadership and executive roles within Marketing & Sales in Agricultural Products, Chemicals, Industrial Products and Intermodal.





Premium Market Drivers Automotive and Intermodal Markets

- + Strong economy and consumer sentiment
 - + e-Commerce growth
 - + ELDs and driver shortages
 - + Consumer preference for trucks and SUVs
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- ? NAFTA and Trans-Pacific Trade
 - ? Flat to declining sales of finished vehicles
 - ? On-going ocean carrier uncertainty





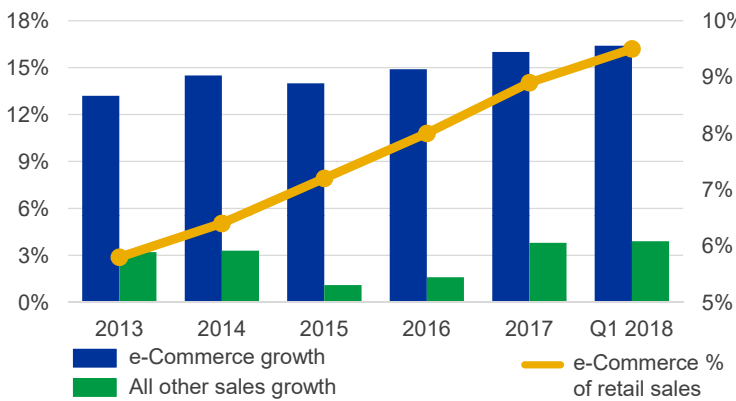
Premium Growth Opportunities

- Large International Intermodal wins
- Finished vehicle gains
- Mexico produce
- Refrigerated and Frozen
- e-Commerce growth

e-Commerce



Growth e-Commerce Sales Versus All Other Retail



- e-Commerce has grown to nearly 10% of total retail sales
- Between 2013 and 2017, Union Pacific has grown parcel / LTL near a 14% CAGR

Source: U.S. Census Bureau

Innovative Service Offering

Extending Our Reach Beyond the Ramp

