



RadioShack®

C O R P O R A T I O N

Investor Conference

Dave Edmondson

President & Chief Operating Officer

When Companies Struggle

- **Economic Environment**

When Companies Struggle

- **Economic Environment**
- **Industry Specific**

When Companies Struggle

- **Economic Environment**
- **Industry Specific**
- **Company Specific**

RadioShack Focus

- Growth

RadioShack Focus

- Growth
- Productivity

RadioShack Focus

- Growth
- Productivity
- Process Improvement

RadioShack Corporation Solutions Strategy

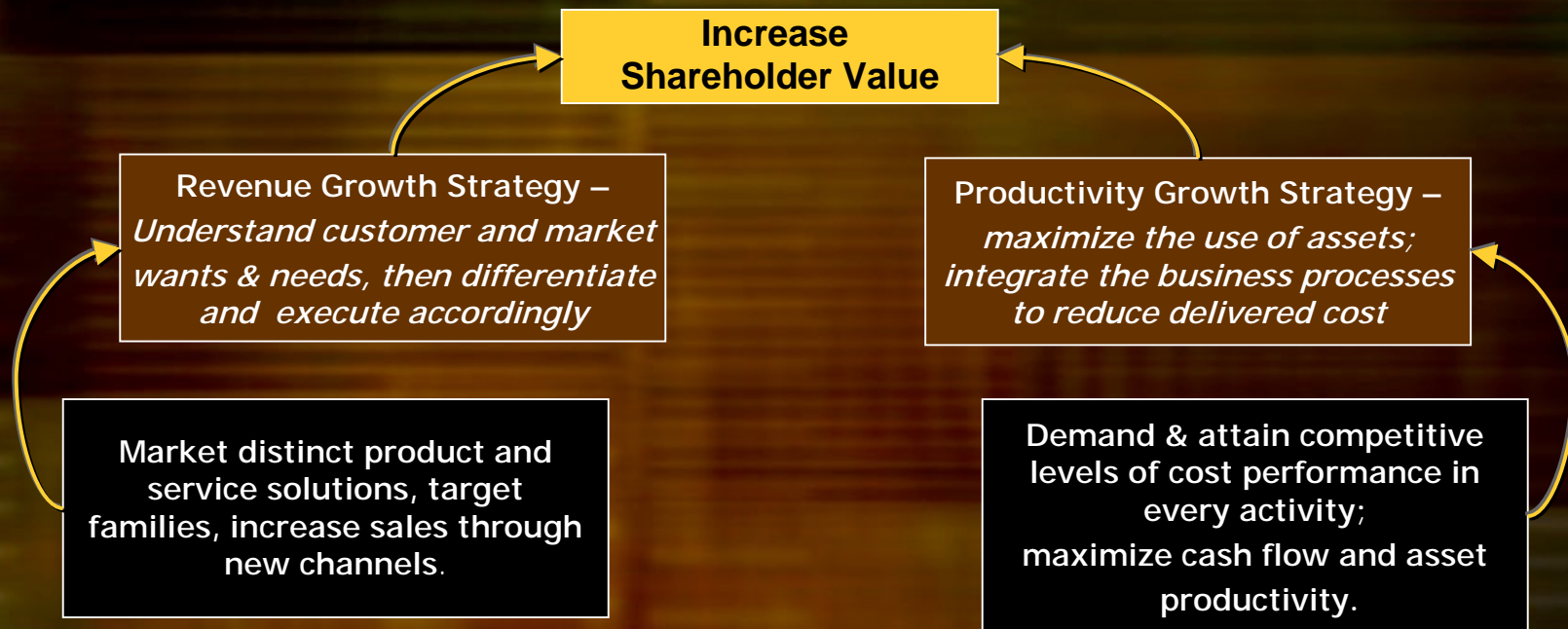
“To dominate cost – effective solutions to meet everyone’s routine electronics needs, and families’ distinct electronics wants.”

Principles of the Strategy Focused Organization:

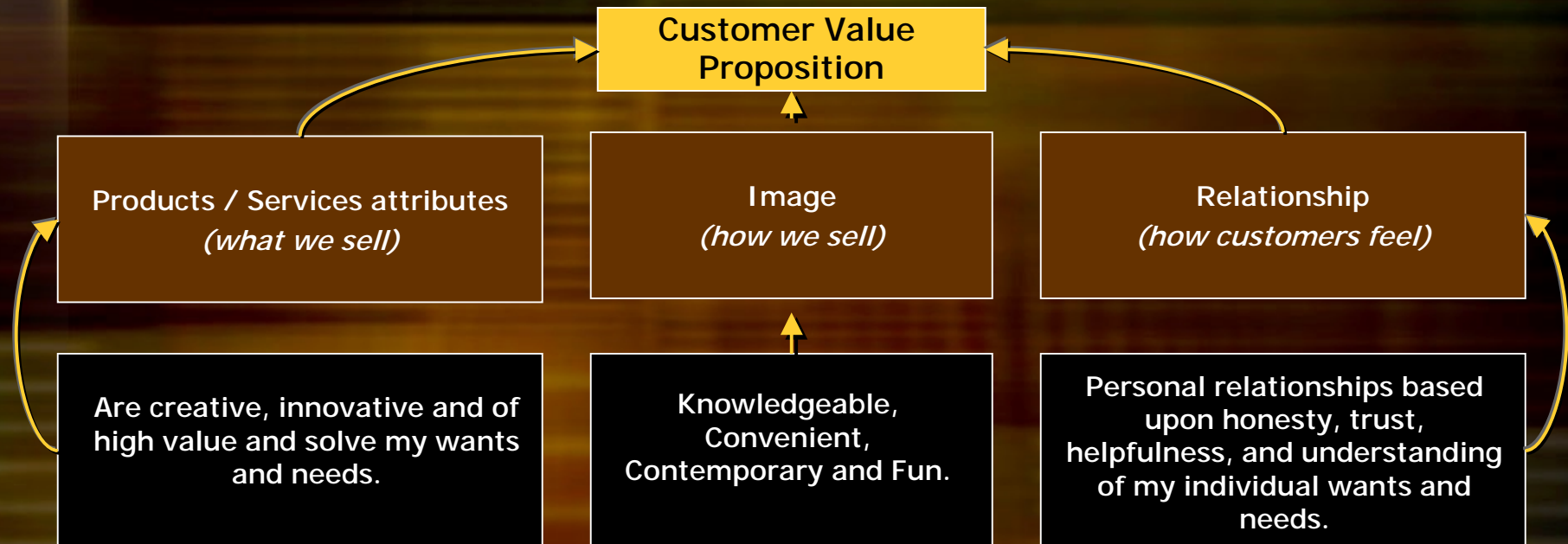
Translate The Strategy To Operational Terms



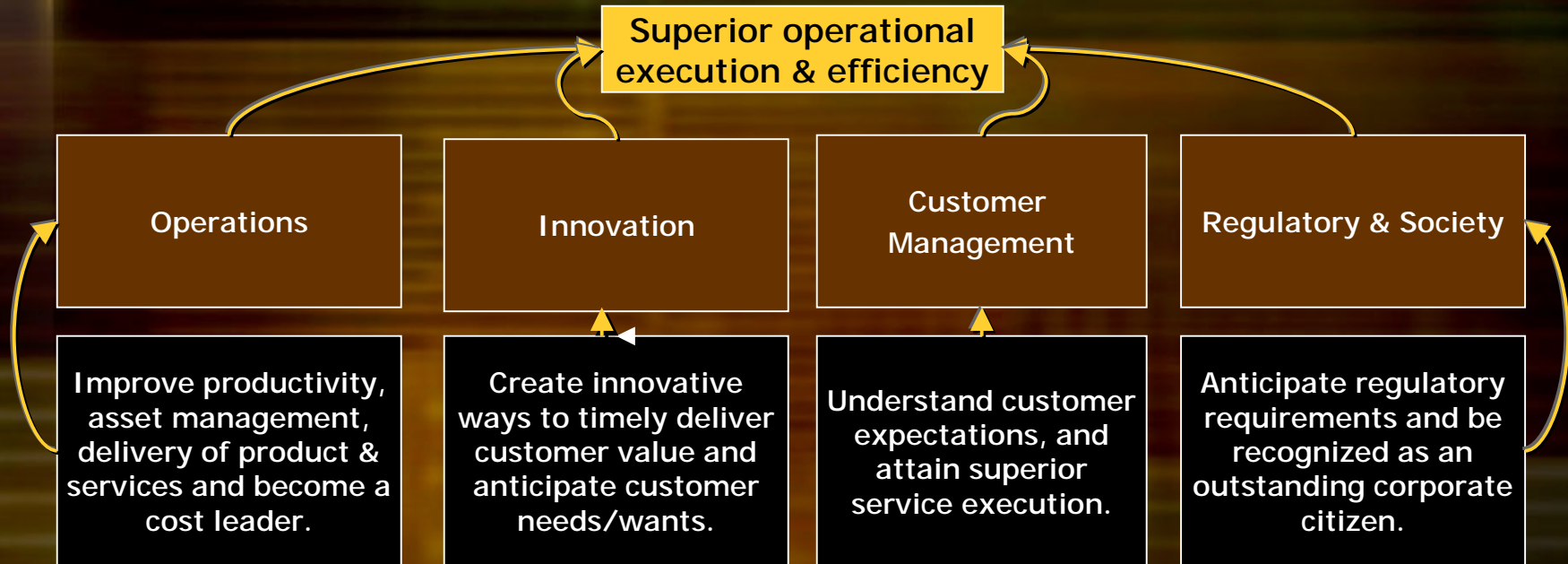
Financial Strategy Map



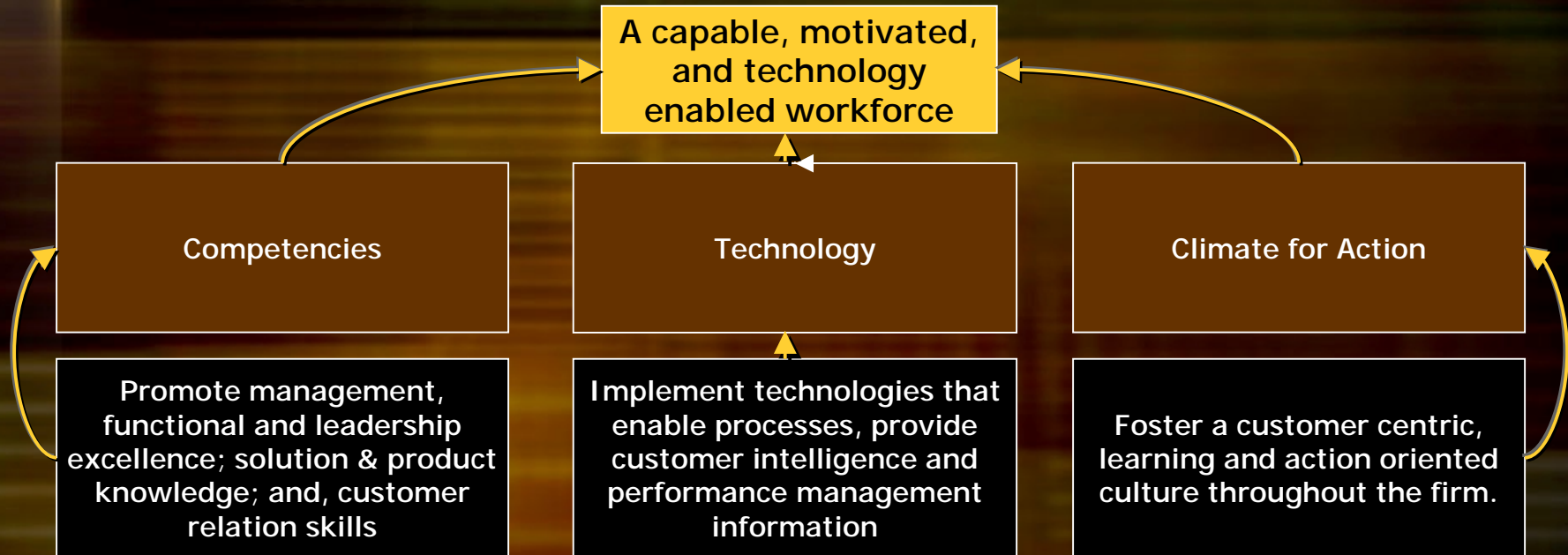
Customer Strategy Map



Internal Process Strategy Map



Learning & Growth Strategy Map





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