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Filed by the Registrant

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

# **SCHEDULE 14A**

Proxy Statement Pursuant to Section 14(a) of the Securities

Exchange Act of 1934 (Amendment No.)

Filed by a Party other than the Registrant

Check the appropriate box:		
	Preliminary Proxy Statement	
	CONFIDENTIAL, FOR USE OF THE COMMISSION ONLY (AS PERMITTED BY RULE 14a-6(e)(2))	
	Definitive Proxy Statement	
$\boxtimes$	Definitive Additional Materials	
	Soliciting Material Under Rule 14a-12	

# **Norfolk Southern Corporation**

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if Other than the Registrant)

Payment of Filing Fee (Check the appropriate box):		
$\boxtimes$	No fee required.	
	Fee paid previously with preliminary materials.	
	Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11.	

On March 21, 2024, Norfolk Southern Corporation ("NSC") updated its website www.VoteNorfolkSouthern.com, which contains information relating to NSC's 2024 Annual Meeting of Shareholders. A copy of the updated website content (other than that previously filed) can be found below:



# EXECUTING OUR BALANCED STRATEGY TO DRIVE LONG-TERM PROFITABLE GROWTH

Norfolk Southern's strategy is positioned to deliver meaningful annual margin improvements and enhanced shareholder value in both favorable and challenging market environments.



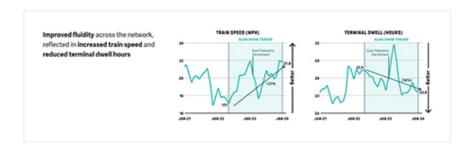
## **OUR STRATEGY IN ACTION**

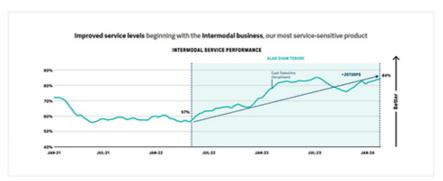
## 2022: ALAN SHAW STEPS UP TO DELIVER CHANGE

As we exited 2021, Norfolk Southern faced significant service challenges. The board recognized an opportunity to accelerate shareholder value creation. In 2022, the board appointed Alian Shaw as CEO to deliver change – and results.

Upon assuming the CEO role, Alan took immediate and decisive action to address postpandemic operating problems, further extend the progress he had demonstrated in improving our operating ratio, embrace customer and employee relations, and create a balanced and sustainable strategy for Norfolk Southern.

The results are clear. Under Alaris tenure, Norfolk Southern has achieved significant progress through investments in its scheduled operating model, including:





# As we entered 2023, our strategy was beginning to drive results:







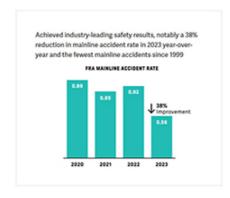


## 2023: PROTECTING OUR FRANCHISE FOR THE LONG TERM

After the East Palestine derailment in February 2023, the board and management team took the urgent and necessary steps to protect both the franchise and shareholders, while working to make things right in the community.

While this incident significantly disrupted the network and introduced unplanned costs, execution of our strategic plan remains the best path to mitigate risk and create sustainable shareholder value.

We accelerated our investments in safety and made fundamental changes to our operating processes to drive safer outcomes throughout the organization. By the end of 2023, Norfolk Southern had absorbed the new changes, improved volumes, and importantly, enhanced safety.



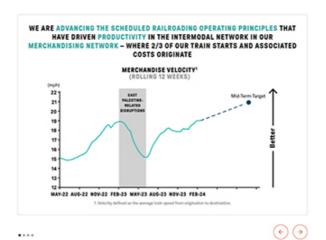


A safer railroad is a more successful railroad. The investments in safety are paying dividends with fewer accidents, more fluidity and fewer injuries, and ultimately, this will lead to lower costs.



## 2024: CLEAR PATH TO DRIVE FURTHER PRODUCTIVITY GAINS AND OPERATIONAL DISCIPLINE

Norfolk Southern is back on a clear path to close the operating gap with peers. To advance the critical work underway, the board recruited and appointed John Orr as COO, John is a proven leader in applying scheduled railroading principles to drive sustainable long-term value creation. His expertise will help us achieve new levels of safety, service, growth and operating efficiencies – and ultimately accelerate the execution of our balanced strategy.

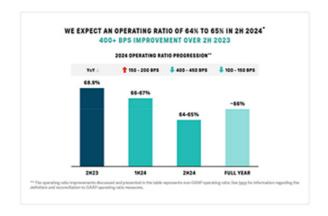


BY ACCELERATING MERCHANDISE VELOCITY, WE EXPECT TO UNLOCK SIGNIFICANT PRODUCTIVITY AND PROFITABILITY, INCLUDING - 400 BASIS POINTS OF MARGIN ENHANCEMENT IN THE NEXT 3 YEARS

TOTAL VELOCITY-RELATED SAVINGS
- \$550mm; +4000ps of margin

Comps & Benefits
- SECOND - Reduced training re-creek, deadhead detention, incentives, training
- Reduced train and crew starts

- \$150MM Fuel Efficiency
- \$50MM Purchased Services
- \$50MM Equipment Rest.
- \$50MM Materials & Other





# FLYWHEEL EFFECT UNLOCKS PRODUCTIVITY AND COST SAVINGS

As we enhance velocity in Merchandising, our flywheel effect will:

IMPROVE NETWORK PRODUCTIVITY

IMPROVE SERVICE

REDUCE COSTS



\*The operating colin figures sellunt our GAAP financial mouths to exclude the effects of the direct coles resulting from the Each Polarities incident. The Company is unable to predict or estimate automate contain town sequence for colorating projected GAAP operating ratio extinct report or extinct town sequence for colorating projected GAAP operating ratio extinct report or extinct town sequences for colorating projected GAAP operating ratio extinct report or extinct town sequences for colorating projected GAAP operating ratio extincts and significant inspect.





# **OUR EXPERIENCED MANAGEMENT TEAM IS COMMITTED TO** THE SUCCESSFUL EXECUTION OF OUR STRATEGY

Our leaders have decades of service and experience across roles and responsibilities at Norfolk Southern and other companies in the industry, with key hires further enhancing our best-in-class team.

## WELCOMING JOHN ORR, AN INDUSTRY VETERAN, AS CHIEF OPERATING OFFICER

On March 20, 2004, we announced the appointment of John Orr as Executive Vice President and Chief Operating Officer

John is a foerth-generation railroader and proven scheduled railroading operator. He previously spearheaded the turnsround of Canadian Pacific Kansas City's (CPRC) Medico operations by successfully implementing a high-efficiency operating model, shaped and guided the esecution of Kansas City Southerin (COS) service founds scheduled railroading initiatives, and drove significant improvements in Canadian Nationals (CNO) safety and operational performance.

READ THE FULL PRESS RELEASE HERE



ALAN SHAW PRESIDENT & CHIEF EXECUTIVE OFFICER

- Joined in 1994, appointed Chief (secutive Officer in December 2011, effective May 2012

  Responsible for convening all areas of Northis Southern's business, building a customer-centric
  and operations devien organization and positioning the national for growth in consumer oriented,
  service-sensible markets.
  Career railmoader with 30 years of industry experience at Norfolk Southern across various roles in
  finance, marketing and operations.



MARK GEORGE EXECUTIVE VICE PRESIDENT & CHIEF FINANCIAL OFFICER

- Joined and appointed Chief Financial Officer in 2019 Responsible for overseeing Norfolk Southern's Finance teams as well as invested behalizon, Sourcing and Corporate Strategy teams Over 30 years of experience in finance, business strategy, digital technology and MAA, including as Global CFO of Oth Eventor. UTC Dubbling is showlered Systems and UTC Chiefs (Controls &



JOHN ORR EXECUTIVE VICE PRESIDENT & CHIEF OPERATING OFFICER\*

- Joined in March 2004 as Executive Vice President and Chief Operating Officer
  Responsible for evenewing Norfold Southernis railway operations, including safety, transportation, network planning and operations, engineering and equipment maintenance Fourth generation nativoseler with four decades of experience, including sensing as Chief Insanbrasion Officer of CFMC, Executive Vice President of Operations at KICS and Chief Transportation Officer and Chief Safety and Sustainability Officer of CRC over his career, has held various operating and network positions.



ED ELKINS EXECUTIVE VICE PRESIDENT & CHIEF MARKETING OFFICER

- Joined in 1988; appointed Chief Marketing Officer in December 2021 Responsible for Issading Norfolk Southern's Intermodal, Automotive and Industrial Products business divisions, and manages the Real Editals, Industrial Development, Sorti Line Marketing, Field Sales and Continues Logistics businesses workly of operational and commencial rules including sales, intermodal marketing and industrials products.



NABANITA NAG EXECUTIVE VICE PRESIDENT CORPORATE AFFAIRS & CHIEF LEGAL OFFICER\*

- Joined in August 2000; appointed Chief Legal Officer in March 2022 Responsible for Norfolk Southernh Audit and Compliance, Government Belations, Corporate Communications, Corporate Guing and Legal departments, leads the Company's efforts on shareholder and stakeholder engagement Prior legal experience at Prudential Financial and Coldman Sachis



CHRIS CERASO
VICE PRESIDENT INTEGRATED RESOURCE
PLANNING



STEFAN LOEB VICE PRESIDENT FIRST & FINAL MILE MARKETS"

## OPERATIONS SPOTLIGHT

Under Alan's leadership, Norfolk Southern has recruited and promoted talented operations leaders.



JOSEPH GIDE VICE PRESIDENT TRANSPORTATION

- Joined in September 2021, promoted to Vice President in June 2023. Responsible for our formal continues of the Continues of t
- 2023 Responsible for performance excellence Responsible for performance as a nilmoader, including 17 years at, (905% in a variety of operational rules from conductor to terms manager, corridor superintendent and director of service design



JACOB ELIUM
VICE PRESIDENT NETWORK PLANNING &
OPTIMIZATION

- Joined in June 2012 promoted to Vice President in October 2002 Responsible for the fear that develops network operating plans that drive service productivity, and growth Over a decade of experience at Norfolk Southern across a variety of roles, including customs service, cree management, labor residence and management full processing.



RODNEY MOORE VICE PRESIDENT NETWORK OPERATIONS

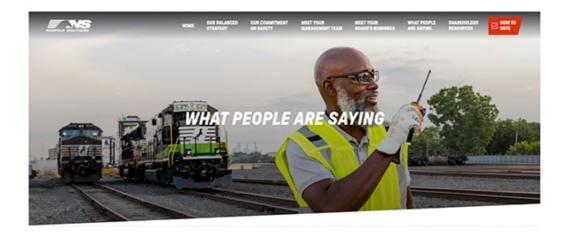
- Joined in June 2004, promoted to Vice President in March 2023 Responsible for overseeing the team that executes TOPSPIG through locomotive distribution, norw amangement and dispatch Nearly 30 years of experience as a railmader at Nortok Southern having beld marcous teachers for less in Transportation including Superintendent Coastal Division, Division Superintendent and Terminal Superintendent.



YANNIK THOMAS
WICE PRESIDENT INTERMODAL AND AUTOMOTIVE OPERATIONS

- Joined in September 2000; promoted to Vice President in March 2023
   Responsible for Intermodal and Automotive service product, including schedules, terminal operations, infrastructure, equipment and technology
   Over a decade of exprience at Oliver Wyman as a management, consultant covering Transportation and Logistics, Manufacturing and Energy sectors

MEDIA INQUIRIES	SIGN UP FOR UPDATES
media.relationsumscorp.com	Name
INVESTOR INQUIRIES	Email Address
Luke Nichols	
Manichologoscom 40 80 4807	
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Learn more about Norfolk Southern berg.	
Privacy Policy	



# NORFOLK SOUTHERN'S STRATEGY AND TEAM HAVE BEEN PRAISED BY OUR STAKEHOLDERS\*



## SUPPORT FROM INDUSTRY LEADERS

"I have had the pleasure to serve and lead with John [Orr] directly or indirectly for over the last two decades. His strong operating acumen and leadership capabilities has enabled him to build a strong team currently leadership capabilities has enabled him to build a strong team currently leading our CPKC Mexico Operations. As a result, the team is ready to take the reins and continue to build on the operational momentum generated since this historic combination took place last April. As leaders we are charged to leave our organizations better - John has undoubtedly impacted Kansas City Southern (KCS) and CPKC in a positive way, for which we are

KEITH CREEL CPKC PRESIDENT AND CHIEF EXECUTIVE OFFICER IN A CPKC PRESS RELEASE 3,20,24

#### SUPPORT FROM UNIONS

"Replacing Mr. Shaw with Ancora's proposed candidate would be a tremendous mistake and a detrimental step for Norfolk Southern, its shareholders, and the entire Class I freight rall industry...The improvements that Mr. Shaw has made and that stakeholders including labor are asking for will help retain shareholder value in the long term."

GREG REGAN
PRESIDENT OF THE TRANSPORTATION TRADES DEPARTMENT, AFL-CHO, IN A LETTER TO MORFOLE
SOUTHERS SHAREHOLDERS

"Since the derailment last year, NS' CEO has risen to the occasion and, through his leadership, NS has become a safer, more efficient and customer focused company again."

#### JERRY G. STURDIVANT

IN, NS-SOUTHERN LINES GCA, IN A PRESS RELEASE 2.2724

brothers and sisters at CSX, Boychuk was reckless and ran CSX operations into the ground before he was run out by CSX's management team. Ancora wants to turn back the clock and return to the falled Precision Scheduled Railroading business model with Boychuk's help that the other Class I railroads are now abandoning."

'From our vantage point and from what we've learned from o

#### SCOTT R. BUNTEN

THE SHOTHERHOOD OF LOCOMOTIVE ENGINEERS AND TRAINMEN (SLET) GENERAL CHAIRMAN, NS-BASTERN LINES OCA, IN A PRESS RELEASE 2.2724

\*Under the current leadership, NS has embarked on a forward-looking journey, emphasizing safety, innovation, and long-term sustainability over short-term gains. This approach has contributed to an overall rise in employee morale.

BROTHERHOOD OF RAILROAD SIGNALMEN PRESS RELEASE

#### SUPPORT FROM REGULATORS AND GOVERNMENT OFFICIALS

We have been encouraged by recent data showing that Norfolk Southern has experienced a 34 percent reduction in the rate of mainline derailments in the last year. Less encouraging is the fact that data for 2023 suggest that Norfolk Southern is alone among the Class I railroads to achieve significant reductions in the rate of mainline derailments this past year.\*

#### PETE BUTTIGLEG

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"Norfolk Southern had been one of the leaders in shifting gears and building workforce and capital investment for the future. And now it threatens to be

#### MARTIN J. OBERMAN

TATION BOARD CHAIRMAN TO PROCRESSIVE RAILROADING

punished for that activity by an activist investor."

While I recognize NS for the meaningful steps and results seen so far, ofte in notable contrast to industry peers, I want to emphasize the importance of a durable and lasting path forward that continues to prioritize safety. Any backsliding, as a result of a change in leadership or otherwise, on the safety-

oriented path you have laid out and communicated to us will likely attract

renewed oversight attention from my office as we pursue our safety

# mission.

AMIT 805E ADMINISTRATOR OF THE FEDERAL RAILROAD ADMINISTRATION IN AN OPEN LETTER TO ALAN SHAW

## SUPPORT FROM CUSTOMERS AND TRADE ASSOCIATIONS

"... this proposed new leadership slate seems to be an excessive reaction to what may be a brief rise in NS' operating ratio where they are only interested in short-term gain rather than what is needed in the long run for NS to better serve its customers and its investors."

# ANN WARNER

SPOKESWOMAN FOR THE FREIGHT RAIL CUSTOMER ALLIANCE, NATIONAL INDUSTRIAL TRANSPORTATION LEADUE, AND THE PRIVATE RAILCAR FOOD AND REVERAGE ASSOCIATION, TO TRAINS

'In fact, the rapid reduction in OR championed by Ancora can only be accomplished by new major reductions in the workforce. Indeed, Ancora rejects NS' new long-term growth strategy and is particularly harsh on NS focus on all important intermodal traffic. Clearly, their plan is to install a CEO ordered to reverse Norfolk Southern's recently instituted corporate strategy to maintain a resilient workforce and to invest more in infrastructure to grow the railroad's capacity long term."

#### MARTIN J. OBERMAN

CONTROL OF STREET OF THE STREET OF THE SOUTHEAST ASSOCIATION OF PAIR SHIPPERS 2023 FRIEND MEETING 2, 253.4

"Sacrificing the U.S. freight-rail network's long-term viability for short-term gain would be tragic. And the consequences would be felt not only by the countless businesses that rely on rail transportation, but the American consumer who would ultimately pay higher prices. In the end, I hope longterm investors will realize that this was no way to run a railroad and confront these activist few who, if left unchecked, will no doubt make a quiet exit after fleecing the railroad and our national supply chain.

When they have a customer meeting, and Alan's there, he gets involved. If there's an issue that needs to be resolved, he gets the right people on it. He brings options to the table. He's a great listener. He'll also say, 'Hey, I disagree.' The point is, Alan tells it like it is. He doesn't blow smoke. He's actively engaged."

GRIFF LYNCH PRESIDENT AND CIG OF THE GEORGIA PORTS AUTHORITY (GPA) TO PROGRESSIVE BALLPON

#### SUPPORT FROM ANALYSTS

\*Orr is a railroad lifer who spent 34 years at Canadian National and is an award-winning expert in precision railroading. It sounds like he may have actually written a book on the subject."

GORDON HASKETT EVENT-DRIVEN RESEARCH

"We flag that Mr. Orr has extensive PSR operating experience over a 40 year career - much of which was with the late Hunter Harrison. We hold in high regard Mr. Orr's PSR expertise, and view his appointment to COO positively."

RBC CAPITAL MARKETS

"The arrival of Mr. Orr puts greater confidence in the timing of a potential operating improvement, and now allows NSC to provide investors with an acceleration of the operating margin outlook for a prior range of 100-150 basis points a year to 400 basis points in the second half of 2004 alone. This would bring NSC's operating margins within striking distance of industry peers within a year."

VERTICAL RESEARCH PARTNERS

"We believe Orr has a strong track record in the industry as a proven operator implementing scheduled railroading, including his role in the task force he led to improve CPKC's operations in Mexico, and we are constructive on the hire and Orr's ability to improve Norfolk's operations."

JP MORGAN

"Importantly, [John Orr] has the Hunter Harrison PSR pedigree that was missing with outgoing NSC COO Paul Duncan, and consequently, we find it safe to say this should be a win in the shareholders' view and a possible path towards reaching a middle ground with Ancora Group."

STIFEL

## IN THE NEWS

"Ancora Holdings, the activist investor leading a proxy fight against Norfolk Southern, says it's taking the high road and conducting a fact-based campaign to oust the railroad's management. The reality is that Ancora is stuck on the misinformation highway with a safety white paper that makes several claims that can't hold up to scrutiny."

ANCORAS SAFETY WHITE PAPER CAN'T MITHISTAND A SIMPLE FACT CHECK; ANALYSIS BY BILL STEPHERS

333.24 / READ THE FULL ARTICLE

"Unions don't typically take sides in corporate proxy battles-it is the shareholders who vote for directors and investor proposals. But union leaders said they are speaking up because their members have seen an improvement in safety and morale under Shaw and worry that a management shake-up will reverse these gains."

THE WALL STREET JOURNAL RALEDOM WORKES WIRE BEADY TO STRIKE, NOW THEY BE PROVIDED TO SAVE THEIR CEO. THE THE PROVIDED TO SAVE THEIR CEO. THE FOLL ARTICLE.

"Across the industry, rail executives are concerned about Ancora's proxy battle at NS. The message it sends: Short-term activists will take aim at any railroad that reduces the emphasis on the operating ratio while trying to create an upward spiral of service, growth, profits, and investment. And that, they say, will have a chilling impact on rail volume and the long-term prospects of railroads, their employees, customers, and shareholders."

2.27.24 / READ THE FULL ARTICLE

"Ancora says it wants to improve service, increase volume, bolster safety and be as profitable as its peers. Recent history shows that is unlikely to happen. be as profitable as its peers. Recent instory shows that is unlikely to happen if the activist investor wins over shareholders, its team can juice the porfit margin by laying off workers and squeezing costs. The strategy of putting a priority on service and increasing carloads, which Shaw has laid out, will be killed before it had a chance to prove itself."

#### BLOOMBERG

BLOOMBERO OPHIOR ACTIVIST IMPERILS NORFOLK SOUTHERN'S REVOLUTIONARY STRATEGY BY THOMAS BLACK 3.254 / BEAD THE FULL ARTICLE

"To reiterate a phrase I've written many times in this space: Rall safety shouldn't be politicized by any link in the chain. If safety truly is the top priority — of this contest or for rail stakeholders, everywhere — check the safety rhetoric at the door and make sure safety is truly your top one before calling out others on theirs."

# PROGRESSIVE RAILROADING FROM THE EDITOR: OF SOUNDBITES AND SAFETY BY PAT FORAN 31.34 / BEAD THE FULL ARTICLE

\*Taken from publicly available sources. Permission to use quotes was neither sought nor obtained.





# PRESS RELEASES

WARCH 20, 2024  Norfolk Southern highlights its balanced strategy and clear pathway to delivering sustainable shareholder value	DOWNLOAD FOR
MARCH 4, 2024  Norfolk Southern corrects false and misleading claims	DOWNLOAD FOR
FEBRUARY 24, 2024 Norfolk Southern files preliminary proxy statement, recommends shareholders vote for its director nominees	DOWNLOAD FOR
PERSONNY 20, 2024 Norfolk Southern statement on board of directors nominations	DOWNLOAD POF

#### SHAREHOLDER LETTERS

MARCH 20, 2024 Shareholder Letter	DOWNLOAD POF			
FILINGS				
MARCH 20, 2024 2024 Proxy Statement	DOWNLOAD POF			

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## Important Additional Information and Where to Find It

The Company has filed a definitive proxy statement (the "2024 Proxy Statement") on Schedule 14A and a WHITE proxy card with the Securities and Exchange Commission (the "SEC") in connection with the solicitation of proxies for its 2024 Annual Meeting of Shareholders (the "2024 Annual Meeting"). SHAREHOLDERS ARE STRONGLY ADVISED TO READ THE COMPANY'S 2024 PROXY STATEMENT (INCLUDING ANY AMENDMENTS OR SUPPLEMENTS THERETO), THE WHITE PROXY CARD AND ANY OTHER DOCUMENTS FILED WITH THE SEC WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION. Shareholders may obtain a free copy of the 2024 Proxy Statement, any amendments or supplements to the 2024 Proxy Statement and other documents that the Company files with the SEC from the SEC's website at www.sec.gov or the Company's website at https://norfolksouthern.investorroom.com as soon as reasonably practicable after such materials are electronically filed with, or furnished to, the SEC.

# **Certain Information Regarding Participants in Solicitation**

The Company, its directors and certain of its executive officers and employees may be deemed participants in the solicitation of proxies from shareholders in connection with the matters to be considered at the 2024 Annual Meeting. Information regarding the direct and indirect interests, by security holdings or otherwise, of the persons who may, under the rules of the SEC, be considered participants in the solicitation of shareholders in connection with the 2024 Annual Meeting is included in Norfolk Southern's 2024 Proxy Statement, filed with the SEC on March 20, 2024. To the extent holdings by our directors and executive officers of Norfolk Southern securities reported in the 2024 Proxy Statement for the 2024 Annual Meeting have changed, such changes have been or will be reflected on Statements of Change of Ownership on Forms 3, 4 or 5 filed with the SEC. These documents are available free of charge as described above.

## **Cautionary Statement on Forward-Looking Statements**

Certain statements in this communication are "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, as amended. These statements relate to future events or our future financial performance, including statements relating to our ability to execute on our strategic plan and our 2024 Annual Meeting and involve known and unknown risks, uncertainties, and other factors that may cause our actual results, levels of activity, performance, or our achievements or those of our industry to be materially different from those expressed or implied by any forward-looking statements. In some cases, forward-looking statements may be identified by the use of words like "may," "will," "could," "should," "expect," "plan," "anticipate," "intend," "believe," "estimate," "project," "consider," "predict," "potential," "feel," or other comparable terminology. The Company has based these forward-looking statements on its current expectations, assumptions, estimates, beliefs, and projections. While the Company believes these expectations, assumptions, estimates, and projections are reasonable, such forward-looking statements are only predictions and involve known and unknown risks and uncertainties, many of which involve factors or circumstances that are beyond the Company's control. These and other important factors, including those discussed under "Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2023, as well as the Company's subsequent filings with the SEC, may cause actual results, performance, or achievements to differ materially from those expressed or implied by these forward-looking statements. The forward-looking statements herein are made only as of the date they were first issued, and unless otherwise required by applicable securities laws, the Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.