



**Feeding Happiness**<sup>TM</sup>  
*WK Kellogg Co*

**We are on a journey toward healthier and happier futures for families, kids and communities**



## Make Eating Well Easy

**INCREASE ACCESS TO FOODS PROVIDING KEY *nutrients* AND INGREDIENTS**

### ACCESS

- Increase the number of people reached through our feeding programs and hunger initiatives

### POSITIVE NUTRITION

- Grow our offerings with positive nourishment

### SOURCING

- Establish a responsible sourcing program for our priority ingredients



## Help Kids Be Their Best

**SPARK *happiness* AND CONFIDENCE FOR MILLIONS OF KIDS THROUGH SPORTS, PLAY AND LEARNING**

### MISSION TIGER<sup>TM</sup>

- Help 2.5 million kids have access to middle school sports by 2025

### LEARNING AND PLAY

- Provide kids with learning and play opportunities through promotions, partnerships and customer activations



## Better Our Communities

**INVEST IN THE *communities* WE SERVE BENEFITING BOTH PEOPLE AND THE PLANET**

### OUR PEOPLE

- Create volunteer and engagement opportunities for employees

### OUR COMMUNITY

- Strengthen community connections and relationships where we live and work

### OUR PLANET

- Progress against Kellogg-established SBTi (Science Based Targets initiative) targets by 2030 and initiate WK Kellogg SBTi Process
- Strive to design all packaging to be recyclable, recyclable ready or reusable



## Our Responsible Business Fundamentals

Responsible Sourcing

Responsible Marketing & Labeling

Talent Attraction, Retention & Training/Development

Human Rights

Data Privacy & Security