

# Materiality



## Priorities

WK Kellogg Co aims to manage the impact of our operations on society and the environment in a positive manner. In doing so, we sought to understand the issues most important to our business. To do so:

- Our Executive Leadership Team ranked potential priorities based on significant business opportunities and risks, strategic business growth drivers and the Sustainability Accounting Standards Board (SASB) disclosure topics.
- We assessed the priorities of our key stakeholders, including employees, consumers, customers, suppliers, communities, regulators, investors and nongovernmental organizations.
- We conducted interviews with external subject matter experts for a more in-depth understanding of their perspectives.

These activities helped us identify and prioritize topics within our Sustainable Business Strategy, allowing us to focus our efforts where we can have the greatest impact.

Sustainable Business Strategy	Feeding Happiness		
Pillars	Make Eating Well Easy	Help Kids Be Their Best	Better Our Communities
<b>Approach</b>	Increase access to foods providing positive nutrients and ingredients	Help millions of kids be their best through sports, play and learning	Invest time and resources in the communities where we live and work, benefiting both people and our planet
<b>Priority Areas</b>	<ul style="list-style-type: none"> <li>• Food and ingredient quality, safety, transparency</li> <li>• Innovation</li> <li>• Health and nutrition targets</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial purpose program</li> </ul>	<ul style="list-style-type: none"> <li>• Climate considerations (emissions, water and waste)</li> <li>• Sustainable packaging</li> <li>• Community giving and engagement</li> </ul>
<b>Business Fundamentals</b>	<ul style="list-style-type: none"> <li>• Responsible sourcing</li> <li>• Responsible marketing and labeling</li> <li>• Talent attraction, retention and training/development</li> <li>• Human rights</li> <li>• Data privacy and security</li> </ul>		

In addressing the above topics, WK Kellogg Co is helping to progress the [United Nations Sustainable Development Goals](#).