



**Feeding
Happiness™**
WK Kellogg Co

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

Make Eating Well Easy

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

Help Kids Be Their Best

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

MISSION TIGER™

- 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

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

