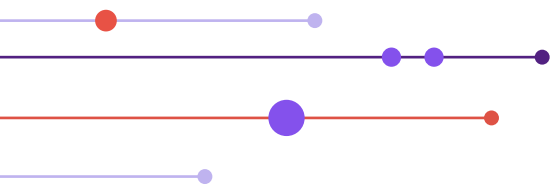


34.51°



GOOD 360°

2023 Corporate Social Responsibility

HIGHLIGHTS REPORT



A Message from Our President

Businesses have a responsibility to do good. However, it's not enough to say we're on a mission to do good. It's the actions we take today that will contribute to building a better business and a trusted brand for generations to come.

At 84.51°, we bring that belief to life by living our values:

- **Limitless minds**, embracing diversity of thinking and intellectual growth, serving as open-minded thought leaders, developing the best talent, and fostering a trusting, supportive environment.
- **Fearless hearts**, having the confidence to say and do what is right, working together to make a difference with respect, integrity, humility and dignity, matching what we do with what we say, and taking full responsibility for our actions.
- **Relentless delivery**, loving what we do and seeing it through together, dreaming big dreams and helping make them a reality, meeting our commitments, and making a difference to our communities.

Good 360° is a comprehensive overview of our ongoing efforts to make the world a better place for our associates, partners, and communities. Through spotlighting our experiences, activities, and philanthropy, we'll transparently review our progress and push ourselves to create meaningful opportunities that instill a sense of purpose across our organization.

Good 360° is more than a report. It's a holistic approach to elevate 84.51°'s commitment to corporate social responsibility in everything we do.

Milen Mahadevan

President
84.51°

“ Good 360° is more than a report. It's a holistic approach to elevate 84.51°'s commitment to corporate social responsibility in everything we do. ”

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President
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DOING GOOD for our Associates

Our associates are at the center of Good 360°. That's why creating an environment to help our associates perform and be at their best is central to everything we do at 84.51°. We do that by supporting associate wellness and well-being, fostering a diverse and inclusive culture, and providing professional growth and career development opportunities.

Health, Wealth & Happiness

At 84.51°, we believe in making people’s lives easier, and that includes the lives of our associates. We do this by offering benefits that support their health, wealth and happiness.

Through our inclusive philosophy, we have a work-hard-play-hard mentality. We encourage all associates to achieve the appropriate work/life balance by providing **5 weeks of paid time off annually** starting on day one, excluding **health and wellness days** to focus on mental, spiritual and physical wellbeing, **floating holidays** to celebrate the days that matter most to each individual, and **corporate holidays**.

Our medical coverage includes **fertility and LGBTQ+ benefits** as well as access to **8 free mental health sessions**

In 2023, we provided **\$175,000** in tuition reimbursement for **32 RECIPIENTS**

Our **Associate Assistance Program (EAP)** helps associates cope with issues they may face through health, personal, family or work-related challenges. The EAP allows associates to consult with a trained therapist 24 hours a day, 7 days a week at no cost.

Associates by the Numbers

Number of associates grew

7%
in fiscal year 2023

26% growth SINCE 2020

20% of our workforce IS FULLY REMOTE



Our values and beliefs come to life in our Cincinnati and Chicago offices – offering amenities that drive everything from health and wellness to inclusion and equality.

Enabling healthy lives with:

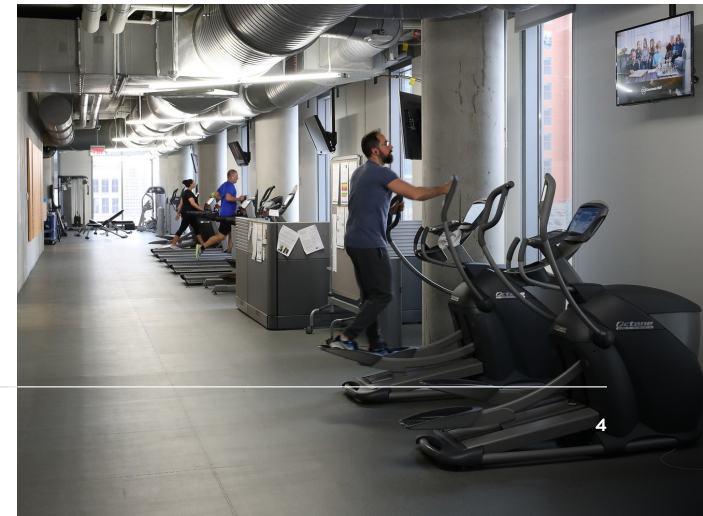
- On-site fitness center with free group fitness classes
- Recharge room
- Treadmill and bike working stations
- Free fruit for all associates
- Outdoor working spaces
- Rooftop amenities, including walking path, garden, basketball and pickleball courts (Chicago only)

Supporting inclusion with:

- Fully equipped mother’s rooms
- Privacy rooms for individual thinking
- Individual working stations with SAD (Seasonal Affective Disorder) lights
- Meditation/prayer room (Cincinnati only)

Driving equality with:

- No cubicles or offices for anyone, including c-suite
- All gender restrooms (Cincinnati only)



Diversity, Equity, Inclusion, and Belonging (DEIB): A Purposeful Journey

We strive each day to make purposeful progress on our DEIB journey. A key component of our commitment is the Inclusive Leader Journey, a transformative, experiential program customized for 84.51° to help define leadership behaviors that create psychologically safe work environments that foster inclusion and belonging, allowing our associates to bring their whole selves to work every day.

Another key component is our Insightful Inclusion Council (IIC), made up of members from various areas of the business. The IIC acts as a sounding board for diverse voices and leadership at 84.51° and is intentional in its support and advocacy for key initiatives through the amplification of our similarities and unification of our differences. The IIC seeks to drive outcomes aligned to four focus areas:

- **Environment** – our physical and virtual space
- **People** – our recruitment, retention, and development of diverse talent
- **Practices** – our ways of working promote fair and equitable work outcomes
- **Leadership** – our valuing all perspectives and being open to change

As a result of the IIC’s intentional advocacy, key initiatives such as the BetterUp coaching pilot program, a standardized interview guide and hiring manager training, as well as a bias disrupter toolkit for associates and people leaders were launched in 2023.

Through advocacy, amplification, and training, we are working to deliver on a culture of inclusion and belonging at 84.51°.

“ DEIB is a key business enhancing strategy for 84.51°. With its formation of the Insightful Inclusion Council – the first DEIB strategy utilizing key insights from quantitative and qualitative associate research – and the Inclusive Leader Journey – a cutting-edge, tech-enabled approach to experiencing the benefits of DEIB – it is modeling the way and creating industry best-practices. ”



Dr. Janet Reid
founder and CEO
of BRBS World, LLC



84.51° President Milen Mahadevan was the keynote speaker at the 2023 TechOlympics.

PUTTING OUR MONEY WHERE OUR MOUTH IS

84.51° annually supports nonprofits focused on STEM, food insecurity, and enriching our youth and communities. We were proud to participate in several DEIB-focused events in 2023, including:

- Black Tech Week
- InterAlliance of Greater Cincinnati TechOlympics
- Power to Pursue Summit

84.51°



Since 2021,
1,089 associates
have enrolled
in the Inclusive
Leader Journey.

STRATEGIC PARTNERSHIPS TO FOSTER DIVERSITY

Supporting our People pillar, we continue to build partnerships with Historically Black Colleges and Universities (HBCU), expand our reach of diverse talent through various partnerships, and be intentional about recruiting, developing and retaining diverse talent.

A DIVERSE CELEBRATIONS CALENDAR

84.51° commemorates a wide range of holidays, observances, and events throughout the year. In the spirit of inclusion, we also provide three paid floating holidays, giving our associates the chance to celebrate the holidays that matter most to them.

PROFESSIONAL GROWTH AND DEVELOPMENT: ENDLESS OPPORTUNITIES

We provide training and development programs through the 84.51° Career Center, from entry-level talent to experienced professionals.

- In the past year, our associates have viewed over 60,000 content items in the 84.51° Career Center
- 89% of associates have rated skills in the 84.51° Career Center
- Over 150 learning pathways were created in 2023, most of which were on technical topics created by 84.51° subject matter experts.

Associates are encouraged to focus on professional development and continuous learning during Fearless Fridays — a four-hour block of time once a month that is dedicated to skills development, project brainstorming, innovative thinking, and similar activities.



84.51°

On November 8, 2023, our Cincinnati and Chicago offices hosted activities to commemorate Diwali, India's most important festival of the year. Widely observed by more than a billion people from a variety of faiths across the world, Diwali celebrates the triumph of light over darkness, knowledge over ignorance, and good over evil.

We celebrated International Women's Day and Women's History Month with a month-long celebration of all the things SHE CAN do, including a coffee chat with Tammie Scott, owner of Cincinnati-based Nostalgia Wine and Jazz Lounge, a wine tasting with Andrea McBride, owner and co-founder of McBride Sisters Wine Company, and speed networking in partnership with the Kroger EDGE ARG.

One of the ways we further our culture of inclusion and belonging is through our people-led groups such as:

- **Allyship in Action** strives for equality across all marginalized groups of individuals, inclusive of Kroger’s customers, suppliers, partners and associates.
- **In the Know** hosts general information sessions for all 84.51° associates to bring attention to different areas of the business and expose topics that affect the culture of the company.
- **ITOPiA** focuses on creating an inclusive environment where the unique contributions of introverts and extroverts are balanced, acknowledged, and recognized.
- **Men for Equality** transforms male colleagues from bystanders into vocal advocates for equity.
- **The Green Team** is a group of associates whose passion lies in educating and promoting sustainability in our workplace, homes, and communities.
- **84.51° well+being** supports and promotes a complete view of health for associates.
- **Women’s EDGE** provides resources, support, and a community for all who want to grow personally and professionally and is organized into multiple subcommittees that support and celebrate the diversity of 84.51° women.
- **Working Parents Group** provides a network and support to 84.51° team members of mothers, fathers, and expecting parents.

84.5FUN is a people-led team that organizes events that enhance company culture and provide social opportunities for associates. In 2023, they hosted their annual golf outing with more than 100 associates which raised \$1,260 for charity.



“ 84.51°’s commitment to DEIB started in 2016, well before many of our competitors started in the space. This firm commitment to do the right thing has held up in the face of the challenges of today because it is embedded in our culture. We work hard to ensure our leaders have what they need to improve on cultural and emotional intelligence to support their abilities to lead a diverse cross section of associates at 84.51°. ”



Connie Ross
Talent Manager
of Diversity, Equity,
Inclusion and Belonging



DOING GOOD for our Communities

From corporate giving to individual contributions and skills-based volunteerism, we're Living our Purpose by helping the communities where we live and work.



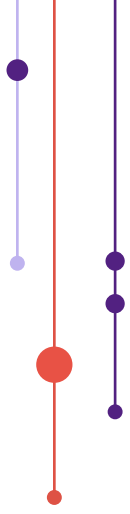
ASSOCIATES MAKING A DIFFERENCE

Our associates-led approach to giving back to our communities distinguishes our company culture and exemplifies Living Our Purpose. Our associates can play a part in several ways:

Degrees of Giving is a people-led team dedicated to making life more rewarding for our communities and associates. Each year associates nominate and select 12 nonprofits to support through our time, talent, and treasures. Selected charitable organizations each receive \$4,400. Additional funds are provided through fundraising events throughout the year, such as the annual Silent Auction. In 2023, these activities raised more than \$60,000.

Employee Grant Stipends are a \$1,000 stipend to the charity of an associate's choice, so long as they are on the board of that charity or the chair of a special event and the charity is not currently receiving support through Degrees of Giving. In 2023, we provided Employee Grant Stipends to 25 organizations.

Skills-based Volunteering is a program that matches qualified associates who are interested in donating their time and professional skills to projects for 501(c)(3) non-profit organizations.



ELIMINATING FOOD INSECURITY

Upon the arrival of the COVID-19 pandemic in Cincinnati, and amidst stay-at-home orders and remote learning for schools, the City of Cincinnati joined 84.51° data scientist and skills-based volunteer Charles Hoffman and Cincinnati Children's Hospital to map the food distribution sites across Cincinnati against neighborhood child poverty rates. These maps revealed inequitable distribution of emergency food resources with little to no access to food resources in multiple neighborhoods with anticipated high need. This activated local organizations to increase distribution of food resources into those areas of unmet need, with all stakeholders affirming the shared aim of ensuring food resources were available at least three days per week within one mile of every child in Cincinnati. This group, comprised of more than 100 organizations in Cincinnati, is called Systems to Achieve Food Equity (SAFE).

Source: The System to Achieve Food Equity, Year One Report, 2021-2022

Charles Hoffman



Carley Riley, MD, MPP, MHS, FAAP
Attending Physician,
Critical Care, Cincinnati
Children's Hospital

84.51°

“ Charles Hoffman has been nothing short of heroic in his support and leadership. He has given generously of his head, heart, and hands — pouring time, effort, expertise, and deep care into the people and places of the SAFE network. We could not be who we are today, and we could not be positioned to achieve what we aspire to achieve without him. ”





DOING GOOD through Ethics

Foundational to everything we do at 84.51° is our unwavering commitment to adhering to the highest standards of ethical behavior.

84.51° is a company built on the concept of trust, verification, and empowerment. It is assumed that all who enter our buildings or access our data do so for the sole purpose of effectively driving our business forward. To ensure our ability to effectively support the business, protect information, and maintain client trust, we enforce a security policy to ensure secure processes are understood and followed.

OUR COMMITMENT TO CORPORATE ETHICS ENCOMPASSES FOUR CORE PRINCIPLES.

COMPLIANCE

84.51° requires that associates participate in mandatory trainings covering topics such as anti-bribery, data privacy awareness, workplace harassment prevention, and security awareness within 30 days of onboarding and then annually. Data privacy awareness training is updated periodically as significant changes to state privacy laws are made.

GOVERNANCE

84.51° is committed to strong corporate governance and effective management of enterprise risk. We partner with The Kroger Co. law department, who oversees matters of corporate governance with oversight from the Kroger Board of Directors. Aligned with these principles, our leadership takes accountability to become informed on best practice and standards. This ensures that we can support our teams with making responsible decisions in how we manage solutions for customers, associates and clients.

CULTURE OF ETHICS

Ethics and accountability play significant roles in shaping 84.51° company culture. With our focus on data and science, we reinforce our responsibility to lead in areas of data protection, and responsible science. Training of our ethical guidelines is supported through the 84.51° Career Center and reinforced through published policies and quality assurance practices.

DATA PRIVACY

84.51° adheres to the Kroger Family of Companies' Privacy Notice to ensure that we are committed to handling both consumer and associate information in ways that are transparent, fair and trustworthy. We protect information that we hold by implementing least privilege access and only sharing data outside the organization after appropriate approvals including privacy impact assessment, legal review, third party risk assessment and data sharing governance review.



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DOING GOOD for the Environment

We strive to be good stewards of the environment in everything we do.

IN-OFFICE PROGRAMS

We use a central waste disposal program in our offices instead of placing waste bins at every desk, so associates take waste to a central location and consciously and intentionally place it in containers designated for landfill, recycling, or confidential shred. All confidential shred is recycled. In addition, our Chicago and Cincinnati locations feature robust compost programs.

ENERGY CONSUMPTION

Electricity in our primary offices is generated from 100% renewable energy sources and hands-free plumbing fixtures are used to minimize water waste. Our Cincinnati office amenities include natural light and views and six free EV charging stations.

WORLD-CLASS SUSTAINABILITY

In addition to our award-winning architectural features, we are also proud to be LEED Silver certified. LEED is the world's most widely used green building rating system and showcases a commitment to healthy, highly efficient and cost-saving building methods and operations. While running on 100% renewable energy, we are also a "paper-light" facility and recycle 40% of our materials.

REDUCING CARBON EMISSIONS

Kroger Precision Marketing is the first retail media network to measure carbon emissions through Scope3, which leads the industry in the measurement and reduction of digital supply chain emissions. The plan calls for Scope3 to measure carbon performance associated with offsite media campaigns placed through Kroger Precision Marketing.

In 2023, we diverted **over 42,000 pounds** of furniture from the landfill by repurposing it with other organizations.

When decommissioning furniture, we work to make sure usable items are not taken to a landfill. We partner with organizations that find new homes for the furniture.



In 2023, our Cincinnati office sent approximately **22,000 pounds** of food and paper towel waste to our compost courier.

All bowls, utensils, clamshells, and cups provided in our cafés are compostable and we ask vendors to use compostable materials when possible. All printers default to two-sided printing and we use a badge scan release printing program, limiting the number of wasted prints.

About 84.51°

84.51° is a retail data science, insights and media company. We help The Kroger Co., consumer packaged goods companies, agencies, publishers and affiliated partners create more personalized and valuable experiences for shoppers across the path to purchase. Powered by cutting-edge science, we utilize first-party retail data from over 62 million U.S. households to fuel a more customer-centric journey utilizing 84.51° Insights, 84.51° Loyalty Marketing and our retail media advertising solution, Kroger Precision Marketing.