



WK Kellogg Co

2024

Sustainable Business Report





SUSTAINABLE BUSINESS REPORT 2024

ABOUT THIS REPORT

WK Kellogg Co's first Sustainable Business Report covers our 2024 initiatives, with some information also provided from our company's founding in October 2023 through early 2025. This document and the data reported have been reviewed by our internal audit team to ensure appropriate data validation and review of reported content. Many of our initiatives have been informed by the Sustainability Accounting Standards Board (SASB), CDP, the Global Reporting Initiative (GRI) Standards and the Task Force on Climate-Related Financial Disclosures (TCFD). All financial figures are in U.S. dollars unless otherwise noted. Additional information is available at [wkellogg.com/Our Impact](https://wkellogg.com/Our_Impact). For answers to your questions, please contact sustainablebusiness@wkellogg.com.

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2024 Highlights

~75%

of our cereals are simply puffed, toasted, flaked or shredded.¹



Achieved
**net zero
waste
to landfill**



at our Belleville, Ontario,
Canada production facility.

WK Kellogg has created more than
**2.2 million kids
sports experiences**

through Mission Tiger™
since 2019.



98%

of our U.S.
packaging is
recyclable or
recycle ready.



Families redeemed
Kellogg's® cereal receipts for

**2,455,000
free books**

through our Feeding
Reading program
since 2019.



In 2024,
1,390 employees
**volunteered
4,450 hours**
at more than 300
organizations.



WK Kellogg Co donated

**42+ million
servings**

of food to those in need
across the U.S. and Canada.

Our cereals provided

**over 5.2
billion¹**

servings of fiber to
consumers in the U.S.,
Canada and Caribbean.



In 2024, our company
and brands

**donated
\$1.1 million**

to hunger relief and
community initiatives.



¹Based on fiscal year 2024 sales volume.

ABOUT WK Kellogg Co

W.K. Kellogg founded what has become WK Kellogg Co in February 1906. Our company's esteemed founder was an early conservationist, a dedicated philanthropist and the original wellbeing visionary. Motivated by a passion for people, quality and innovation, he discovered toasted flakes cereal and shaped an entire industry. Today, nearly 120 years later, we fulfill our purpose to create joy and connection and inspire gr-r-reat days. We are proud to have been named a World's Most Ethical Company² and continued to be fueled by the spirit of excellence and vision set forth by our founder.

At WK Kellogg Co, we bring our best to everyone, every day through our trusted foods and brands.

United States brands:



Canada brands:



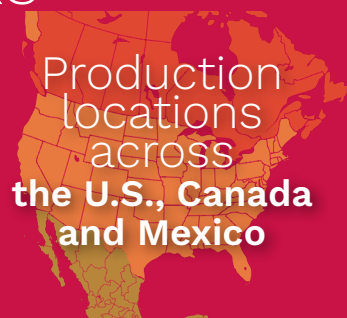
WK Kellogg was created when it was spun off from Kellogg Company Oct. 2, 2023.

Today, we are a leading food company in the U.S., Canada and Caribbean with a portfolio of iconic, category-leading brands.

WK Kellogg Co BY THE NUMBERS



Headquartered in
**Battle Creek,
Michigan, U.S.**



Production
locations
across
the U.S., Canada
and Mexico

\$2.7B
2024
net sales

~20
beloved
brands

²Received as our predecessor, Kellogg Company

OUR beliefs & behaviors



WK Kellogg Co

Our company culture is driven by our Beliefs and Behaviors Framework that guides how we show up, prepare to lead and win together. Each Belief is explained with a clear, actionable and corresponding Behavior so employees understand how to put it into practice. To help develop these essential behaviors, or skills, we have a robust ongoing training and development curriculum across the company.



W.K. Kellogg Co ENJOYS A RICH HERITAGE



In 1906, W.K. Kellogg introduced Kellogg's Corn Flakes®, the first breakfast cereal that began as an alternative to a breakfast of meat and eggs.

Kellogg further pioneered the cereal category, introducing Bran Flakes®, the first bran cereal, in the 1920s.



Mary Barber was Kellogg Company's first Registered Dietitian, establishing the pioneering Kellogg Home Economics Department in 1923.

In the 1930s, Kellogg introduced Pep®, the first cereal fortified with vitamins to ensure adequate nutrition intakes.



Kellogg's Raisin Bran®, one of the first cereals to have fruit, was introduced in the 1940s.

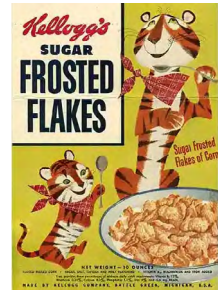
Kellogg employees produced K-rations for the U.S. armed forces during WWII.



Kellogg's Special K®, the first high-protein cereal fortified with vitamins and minerals, was launched in the 1950s.



Tony the Tiger® made his debut in 1952.



Kellogg's® cereal was included on Apollo 11's trip to the moon in 1969.

Kellogg was the first cereal company to voluntarily label nutrition information on packages in the 1970s.

Kashi was the first organic cereal approved in WIC in 2024.

Kashi



Feeding Happiness[®]

WK Kellogg Co

Through Feeding Happiness, our sustainable business strategy, WK Kellogg Co is focused on bringing healthier, happier futures within reach.

Mr. Kellogg believed that making the lives of children happier, healthier and more promising was important work. Today, understanding the impact of our business on both people and our planet is essential for us to be a sustainable business, one that withstands the test of time. We have built this into our DNA, to help us identify growth opportunities and proactively navigate the landscape to connect doing good with good business.

Feeding Happiness builds upon Mr. Kellogg's passion for wellbeing. Our company's purpose is to create joy and connection to inspire gr-r-reat days. It is centered around three focus areas through which we are committed to positively impacting people and the planet, with corresponding ambitions: Make Eating Well Easy, Help Kids Be Their Best and Better Our Communities.

Feeding HAPPINESS™

Focus Area	Ambition
 <i>Make Eating Well Easy</i> Increase access to foods providing key nutrients and ingredients	Increase the number of people reached through feeding programs and retailer initiatives
	Grow our offerings with positive nourishment (health, taste, value)
	Establish a responsible sourcing program for priority ingredients
 <i>Help Kids Be Their Best</i> Spark happiness and confidence for millions of kids through sports, play and learning	Create 2.5 million kid sports experiences by the end of 2025
	Provide kids learning and play opportunities through promotions, partnerships and customer activations
 <i>Better Our Communities</i> Invest in the communities we serve, benefiting both people and the planet	Create volunteer engagement opportunities for employees
	Strengthen community connections and relationships where we live and work
	Establish baseline environmental data and set targets
	Strive to design packaging that is recyclable and recyclable ready

Helping People Be *Healthier, Happier, Together*



Make

EATING WELL EASY

We are passionate about doing our part to make nutritious foods, create connectivity and respect natural resources. By helping people be healthier and happier through the foods we make, the way we make them, and how we share that food, we have the power and potential to bring families, kids and communities together. This can create positive change for people and the planet, not just for today, but for years to come.

Sarah Ludmer, RD
Chief Wellbeing and Sustainable Business Officer



Our Foods Provide Positive Nutrients and Ingredients

Our founder understood the power of grains to support a sustainable, healthy diet – one that is accessible to everyone. So he invented ready-to-eat cereal to do just that. Over the years, our cereals have consistently evolved to support wellbeing for all. We now offer a wide range of options that cater to different preferences and health needs.

Because eating well means different things to different people today, our cereals provide positive nutrients many people lack and can encourage people to add other food groups like milk and fruit to their diets. Overall, we are focused on foods that bring health, value and taste together to make eating well easy. We know that doing so helps people thrive.

To advance this aim, we've established our WK Kellogg Co Nourishing Food Criteria. WK Kellogg Co set goals that by 2025, equal to or greater than 50% of our entire portfolio volume would meet our inaugural Nourishing Food Criteria, which are based on established nutrition criteria grounded in regulations, dietary guidance and the latest³ nutrition science. In line with Dietary Guidelines for Americans, 2020-2025, and Canada's Dietary Guidelines (2019), our food criteria is based on eating cereal as part of a healthy dietary pattern, limiting daily intake of added sugar to less than 10% of total calories for the day, less than 10% of the daily value of sat fat and sodium per serving of total energy, less than 10% of the Daily Value for sodium, as well as providing at least one shortfall nutrient and/or key food group. In fiscal 2024 (Jan. 1 to Dec. 31), approximately 58% of our portfolio sales volume met our inaugural Nourishing Foods Criteria.

WK Kellogg Co Nourishing Food Criteria

A serving of cereal (including granola) will provide:

- Equal to or less than 10% Daily Value sodium;
- Equal to or less than 10% Daily Value saturated fat;
- Less than 25% Daily Value (50 calories) added sugar; and
- A good source (≥10% Daily Value) of vitamin D, fiber, or iron OR at least one serving of whole grain (≥16 grams) or first ingredient listing of whole grain or a good source of protein per regional definitions.

Snacks (bites and cereal snacks) will provide:

- Equal to or less than 10% Daily Value sodium;
- Equal to or less than 10% Daily Value saturated fat;
- Equal to or less than 20% Daily Value (40 calories) added sugar;
- Equal to or less than 200 calories; and
- A good source (≥10% Daily Value) of vitamin D, fiber, or iron OR at least one serving of whole grain (≥16 grams) or first ingredient listing of whole grain or a good source of protein per regional definitions.

Here's a convenient summary on the many benefits of cereal. Complete information is available on our [website](#).

S – cereals are **Simpler** than you think, many with four or five ingredients that are puffed, toasted, flaked or shredded, plus vitamins and minerals

P – cereal brings **Protein** to the table. A bowl of cereal and milk contains as much protein as an egg

O – **Outstanding** choice for fiber

O – brings **Other** nutritious foods along like fruit, nuts, seeds, protein powder and more that people enjoy with their cereal

N – **Nutrients** you need like vitamin D, calcium, fiber, iron and folate that people don't get enough of

S – many offerings with **Single-Digit** added sugar per serving





KEY MESSAGES

Many of our cereals start with grains that we puff, toast, flake or shred to unlock their benefits. In fact, many have simply 4 ingredients (grains, sugar, flavor and salt) plus vitamins and minerals.	A bowl of cereal and milk has as much protein as an egg. 1 large egg contains 6 grams protein; a bowl of cereal with $\frac{3}{4}$ cup milk provides upward of 6 grams protein.	Cereal is the number one source of fiber for kids at breakfast⁵. - Cereal grains are a natural source of fiber, a nutrient people don't get enough and need⁶. - It is also the number one breakfast source of whole grains for kids⁴.	Cereal brings other foods along to make it what you want. - Often topped with fruit; 90% eaten with milk.^{7,8} - Can add nuts, seeds, protein powders and more.	Cereal eaters get more key nutrients than people who don't eat cereal, no matter what cereal they choose. Nutrients like vitamin D, calcium, fiber, iron, folate.⁸	Cereal eaters get no more added sugar than people who don't eat cereal.⁸ - Cereal contributes less than 5% of added sugar in U.S. diets.⁸ - Most of our cereals have less than a tablespoon of added sugar (12.5g) per serving.
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KEY METRICS

~75% of our cereals are simply puffed, toasted, flaked or shredded.⁴ 100% of our cereals are free from high-fructose corn syrup, Red No. 3, Titanium Dioxide, potassium bromate.⁴ ~85% – of our cereals contain no FD&C colors. Learn more about our commitment to transparency, quality and safety.⁴ 	- Over 25% of WK Kellogg Co cereals provide 5 grams or more of protein.⁴ 2024 innovation with 5g protein or more. 	- Over 5.2 billion servings of fiber provided through our cereals.⁴ - Over 130 of our cereal recipes include a good source of fiber. - Over 70% of our cereal recipes contain at least 8 grams of whole grain. 	- Over 75% of our cereals are labeled with milk.⁴ - Our core cereal packaging features serving suggestions that pair cereal with milk and fruit. 	100% of our cereal recipes include at least one shortfall nutrient. - Contained at least a good source of the following nutrients: 92% Iron⁴ 80% Folate⁴ 61% Vitamin D⁴ 	- Over 75% of our cereals have less than a tablespoon of added sugar.⁴ 42% of our U.S. cereal recipes meet WIC added sugar criteria. - Over 30% of our cereal recipes have single digit grams of added sugars. 
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⁴Based on 2024 sales volume

⁵Centers for Disease Control and Prevention (CDC). National Center for Health Statistics (NCHS). National Health and Nutrition Examination Survey Data. Hyattsville, MD: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, General Population, children ages 2-17 years old, [2017-2018]

⁶U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2020-2025. 9th Edition

⁷2020 PBH State of the Plate: America's Fruit & Vegetable Consumption Trends (4) Fox MK, Gearan E, Cabili C, Dotter D, Niland K, Washburn L, Connor P, et al. School Nutrition and Meal Cost Study, Final Report Volume 4: Student participation, satisfaction, plate waste, and dietary intakes. Alexandria, VA: U.S. Department of Agriculture, Food and Nutrition Service Office of Policy Support (2019). Mathematica Policy Research

⁸Zhu Y, Jain N, Vanage V, Holschuh N, Agler A, Smith J. Association Between Ready-to-Eat Cereal Consumption and Nutrient Intake, Nutritional Adequacy, and Diet Quality in Adults in the National Health and Nutrition Examination Survey 2015-2016. *Nutrients*. (2019) 11:2952. doi: 10.3390/nu1122952

Fantastic Fiber

All of our cereals provide at least one shortfall nutrient, including iron, folate, vitamin D or fiber. In fact, 130, or more than 70% of our cereals, contain at least 8 grams of whole grain. This is especially helpful since most Americans and Canadians are only getting half of the fiber they need on a daily basis¹⁰. Fiber supports digestive wellness and adding cereal to a balanced diet can help people reach daily fiber recommendations in a convenient, delicious way. Researchers also are discovering more about the roles different types of fibers play in gut health, promoting regularity and feeding the good gut bacteria.

In 2024,
WK Kellogg Co
cereals delivered over
5 billion
servings of fiber.



The Affordability Factor

There are so many reasons to enjoy ready-to-eat cereal. Cereal eaters tend to have better overall diet qualities and consume more milk, whole grains and fruit.¹¹ Cereal eaters get more calcium, iron, vitamin D and fiber in their diets, while getting no more added sugar, sodium or saturated fat than non-cereal eaters.⁹ And families who eat cereal regularly may enjoy more time together.

Equally important is the affordability factor. A serving of Kellogg's cereal, milk and fruit costs less than \$1.00,¹² making is a cost-effective way to obtain nutrition.



Ongoing Sugar Reductions

Despite most of our cereals including less than a tablespoon of added sugar and cereal contributing less than 5% of added sugar to the average diet, we continue to gradually reduce the added sugars in our foods, while not compromising their taste. Doing so in this careful, measured way is vital so people continue to enjoy cereal and get all its great nutrition benefits. As of 2023, we reduced the added sugars in Kellogg's Froot Loops® and Apple Jacks® by approximately 25% and in Kellogg's Frosted Flakes® by approximately 8%.

Over the past 12 years, we have been working to develop and reformulate our cereals to improve their nutritional profiles and have been successful in providing a range of options from unsweetened to sweetened that meet consumer dietary preferences, achieving a reduction of 8% on average and up to 25% in one of our most popular children's brands (Kellogg's Froot Loops®). The majority of our cereals (80% of our recipes) now contain less than 50 calories from added sugars per regulated serving, or 2.5% of total daily calories, which is well within U.S. dietary guidelines, and even more so considering that ready-to-eat cereal is often consumed as a meal with milk and fruit.

⁹Zhu, Yong, et al. "Ready-To-Eat Cereal Is an Affordable Breakfast Option Associated with Better Nutrient Intake and Diet Quality in the U.S. Population." *Frontiers in Nutrition*, vol. 9, 9 Jan. 2023, <https://doi.org/10.3389/fnut.2022.1088080>

¹⁰Nielsen 2023 sales weighted average of top 6 products with highest sales volume in units sold.

¹¹National Center for Health Statistics (NCHS), NHANES Survey 2017-2018

¹²Based on the average cost of a single serving of Kellogg's cereal products with more than 4 servings per container, ¾ cup milk, and 2 oz. of bananas, strawberries or apples (Nielsen: 52 WE, October 19, 2024).

Making Our Foods Available To More People

Cereal is a delicious and affordable food that delivers needed nutrition. As such, it is available through federal feeding programs including subsidized school meals, the U.S. Department of Agriculture (USDA) [Special Supplemental Nutrition Assistance \(SNAP\) Program](#) and its [Women, Infants and Children \(WIC\)](#) initiative. As part of the WIC program alone, more than 6 million women have the opportunity to redeem cereal for free, and 1.5 million WIC families enjoyed Kellogg's cereals in 2024.

WK Kellogg Co is a long-standing partner of WIC, which helps to safeguard the health of low-income pregnant, postpartum and breastfeeding women, infants and children up to age 5 who are at nutrition risk. We have a variety of WIC-eligible cereals, including Kashi, the first and only organic cereal offering in the in WIC program. We also offer a variety of education materials to help families make healthy choices. Also, in September 2022, we made a commitment as part of the White House Conference on Hunger, Nutrition and Health to identify more ways to increase redemption of WIC cereals within the program and are actively partnering with retailers on this key initiative.

In 2023, we launched a pilot with select retailers that increased product availability and visibility of WIC eligible cereals in store via display, and included WIC-friendly recipes for WIC shoppers. During this one-month period, resulted in a 52-55% increase in redemption across stores with strong execution – delivering nutrition to more families.

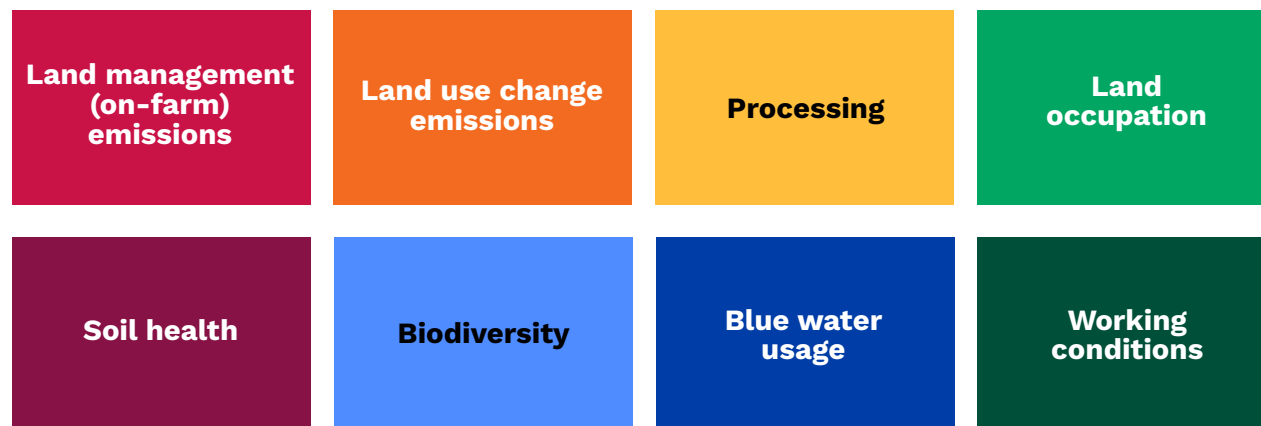
Cereal also plays a useful role in school meal programs for kids in grades K through 12. To help deliver cereal breakfasts to classrooms, WK Kellogg has funded breakfast carts in collaboration with [GENYOUth](#) that equips schools with Grab and Go breakfast carts to increase student access to nutrition. Our longtime partnership with the [School Nutrition Association \(SNA\)](#) also supports school nutrition professionals in advancing the accessibility, quality and integrity of school meal programs. Also, in an effort to support K-12 operators in the U.S., we participate in the Cool School program, which allows food service directors to earn points that can be redeemed for equipment to augment their stretched budgets. And our food choices are student favorites that deliver great taste and whole-grain nutrition, while saving on labor for school nutrition teams.



Responsibly Sourcing

Our Feeding Happiness® sustainable business platform includes a commitment to protecting the long-term supply of our core ingredients through responsible sourcing and regenerative agriculture programs.

- We have reviewed our ingredients against 16 environmental and social impacts, as well as volume, to preliminarily identify our nine priority ingredients: corn, wheat, rice, sugar cane, sugar beet, cocoa, palm oil, raisins/sultanas and strawberries. These ingredients make up 90% of our purchased ingredients by weight.
- We established a partnership with [HowGood](#) to help us evaluate the carbon emissions and environmental and social impact of these ingredients, using their database of more than 90,000 agricultural emission factors, against eight sustainability metrics:



- In collaboration with HowGood’s research team, we developed a unique, standardized way to quantify what “responsibly sourced” means for our ingredients. In 2024, 77% of our priority ingredients by volume met this attribute. Read more about our [methodology](#). Additionally, we identified biodiversity and soil health as focus areas affecting our high volume ingredients and will be exploring strategies to drive improvements in these hotspots.

- Through our data-collection campaign, we engaged our top suppliers representing 88% of our priority ingredient volume (excluding sugar cane and palm oil) to gather primary farm-level data on irrigation, tilling and pesticide practices to best understand opportunities for improvement within our supply chain.
 - During our pilot launch in our first year, we learned that traceability to smallholder farms was difficult for sugar cane and palm oil producers. We source 100% of the palm oil for our products as RSPO Certified by Mass Balance.

We’ve also begun collaborating with our suppliers through [Sedex](#), a platform that enables companies to share data and work together on improving working conditions, health and safety, environmental practices and business ethics.

Advancing Regenerative Agriculture Principles

The regenerative agriculture movement has gained momentum. This thoughtful way of farming makes sure the harvested land stays healthy and sustainable for years to come. Regenerative agriculture may also provide improvements consumers want to see in their food, such as nutrient density and ingredient quality.

We are members of the Nutrient Density Initiative that covers the science linking soil health to human health and appreciate their endeavors to support food companies translating these nutritional benefits into informed shopper demand.

Sarah Ludmer, our Chief Wellbeing and Sustainable Business Officer, discussed our interest in fully unlocking the environmental benefits of helping supplier adopt these more sustainable farming practices in an article in [Trellis](#). Our work discussed above with HowGood is part of this effort. We also made a \$7,500 donation to the [Dan Gillespie Soil Health Fund](#) that supports education and programming for young farmers and ranchers, and others directly involved in agriculture in Nebraska and surrounding states. Dan Gillespie was a lifelong farmer and longtime no-till farming practitioner and advocate whose work continues to inform and inspire farming communities.





Help

KIDS BE THEIR BEST

We are passionate about helping millions of kids be their best through sports, play and learning – important moments that can transform a child’s every day. We partner closely with organizations that share our goals because this mission is bigger than just us, and we champion these moments through our brands and characters. Programs like Mission Tiger® and Feeding Reading® give us a roadmap for how to connect the foods we make to the experiences that spark happiness and confidence for kids – and it’s just the start.

Doug VanDeVelde,
Chief Growth Officer



Tony the Tiger is on a Mission



Sports give kids skills that help them succeed, including patience, persistence and an understanding of the value of teamwork. However, 6 of 10 middle school educators feel like their sports programs are barely funded or underfunded¹³. And there's more:

- Just over **2 of 10** kids are active to a healthy level¹⁴.
- Only **37%** of kids played a team sport on a regular basis¹⁵.
- Yet, active kids score up to **40% higher** on test scores¹⁴.

¹³2019 Donorschoose.org survey

¹⁴Aspen Institute 2014

¹⁵Aspen Institute 2018

That's why Kellogg's Frosted Flakes® and Tony the Tiger launched Mission Tiger®. Together, we are bringing middle school sports back, because all kids deserve a chance to be a tiger. Our goal is to create 2.5 million kid sports experiences by the end of 2025. Already we've helped create more than 2.2 million experiences in all 50 U.S. states and helped drive donations of \$4 million to school sports programs since launching Mission Tiger in 2019.

Here's how it works:

- Consumers purchase a box of Kellogg's Frosted Flakes® and upload their receipt to MissionTiger.com.
- This sparks a \$3 donation to [DonorsChoose](https://DonorsChoose.org), a nonprofit organization dedicated to supporting public school educators nationwide.
- These donations go directly to middle school sports programs supported by DonorsChoose to fund specific and approved needs teachers and coaches have identified.



Mission Tiger® had some exciting partnerships in 2024.

Following are just a few:

- With the [Albertsons Companies Foundation](#), we donated \$30,000 to Riverside Middle School in El Paso, Texas as part of our now five-year sponsorship of the Tony the Tiger Sun Bowl. With the funds, Parkland Pre-Engineering Middle School purchased new equipment and gear for their sports programs and strength training, plus maintenance tools.
- With Meijer, we donated \$50,000 to three middle schools in our Battle Creek, Michigan hometown to help them secure uniforms, equipment and technology for more than 360 middle school students.
- Tony the Tiger and retailer HEB's mascot Buddy joined forces to present a \$5,000 grant to Rodeo Palms Jr. High, Manvil, Texas for sports equipment to keep students active.



“This is huge,” said Battle Creek Public Schools Athletic Director Lorin Granger. “It’s going to allow us to create an opportunity to put baseball gloves and soccer cleats on our kids when they’re in middle school and help them be competitive in sports that we just aren’t competitive in now.”

Feeding Reading

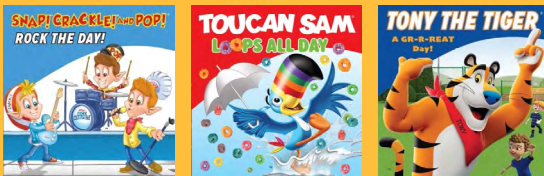
Fuels Minds and Bodies

Did you know that children learn 4,000 to 12,000 words each year by reading?¹⁶ Or that children who have their own home library of as little as 20 books achieve three more years of schooling than those without any books at home¹⁶?

Through our Feeding Happiness® sustainable business strategy, WK Kellogg Co is dedicated to helping kids be their best. This includes promoting literacy and wellbeing with our Feeding Reading program.

Here's how it works:

- Consumers purchase a box of any participating Kellogg's® cereal and upload their receipt to [FeedingReading.com](https://www.FeedingReading.com).
- In return, they get a credit to redeem for one book of their choice from more than 140 Penguin Random House titles.



¹⁶<https://www.weareteachers.com/reading-facts/>



In 2024 alone, kids and their families redeemed receipts for 50,000 books, and we donated another 45,000 books to numerous schools, after-school programs and other kid-focused locations. We also expanded Feeding Reading to Canada with 100 books in English and French. Since the program's inception, we have provided more than 2.4 million books.

To expand this effort even further, we introduced a new collaboration with Walmart, a Proud National Sponsor of [National Parent Teacher Association](https://www.nptanet.org/), in March 2024, which is National Reading Month. Together, we donated 500 books each, plus teacher and student gifts, to five elementary schools in Arkansas, Michigan, Nebraska, Pennsylvania and

Tennessee. Walmart associates from the local stores volunteered to distribute and read the books to students, and, in turn, Walmart donated \$10 to the school PTAs for every hour of time they volunteered.



Handmade thank you notes from school children who received books at Feeding Reading events.

Older *"Kids"* Matter, Too

Our passion for helping “kids” be their best doesn’t stop when they finish elementary or middle school.

- Battle Creek Central High School students participated in the first-ever WK Kellogg Co Cereal Box Competition hosted by our BLK+ Business Employee Resource Group (BERG). Students were challenged to design their own cereal boxes, from innovation, to brand idea, packaging and presentation. These future leaders gained valuable experience and offered great ideas, including Matcha Green Tea and Cosmic cereal.



- Leaders from our Hola BERG met with students from Western Michigan University’s Accounting Club and Hispanic Business Organization, sharing insights into our company’s rich history and culture, as well as career opportunities.





Better

OUR COMMUNITIES

In our roles at WK Kellogg Co, we have the opportunity to work with our colleagues to strengthen community connections and relationships where we live and work. Across our company, we invest time and resources to create positive progress for our colleagues, our communities and our planet. Whether it's reducing our environmental impact or furthering our philanthropic and volunteer initiatives, we are devoted to uplifting our communities by giving back. Because for us, it's important that we leave the world better than we found it.

Stacy Flathau,
Chief Corporate Affairs Officer



Project *Green Flake* Underway

- Established a Natural Resource Conservation Center of Excellence within the Supply Chain to engage our production facilities and ensure best practice sharing.

- Achieved net zero waste to landfill at our Belleville, Ontario, Canada production facility.

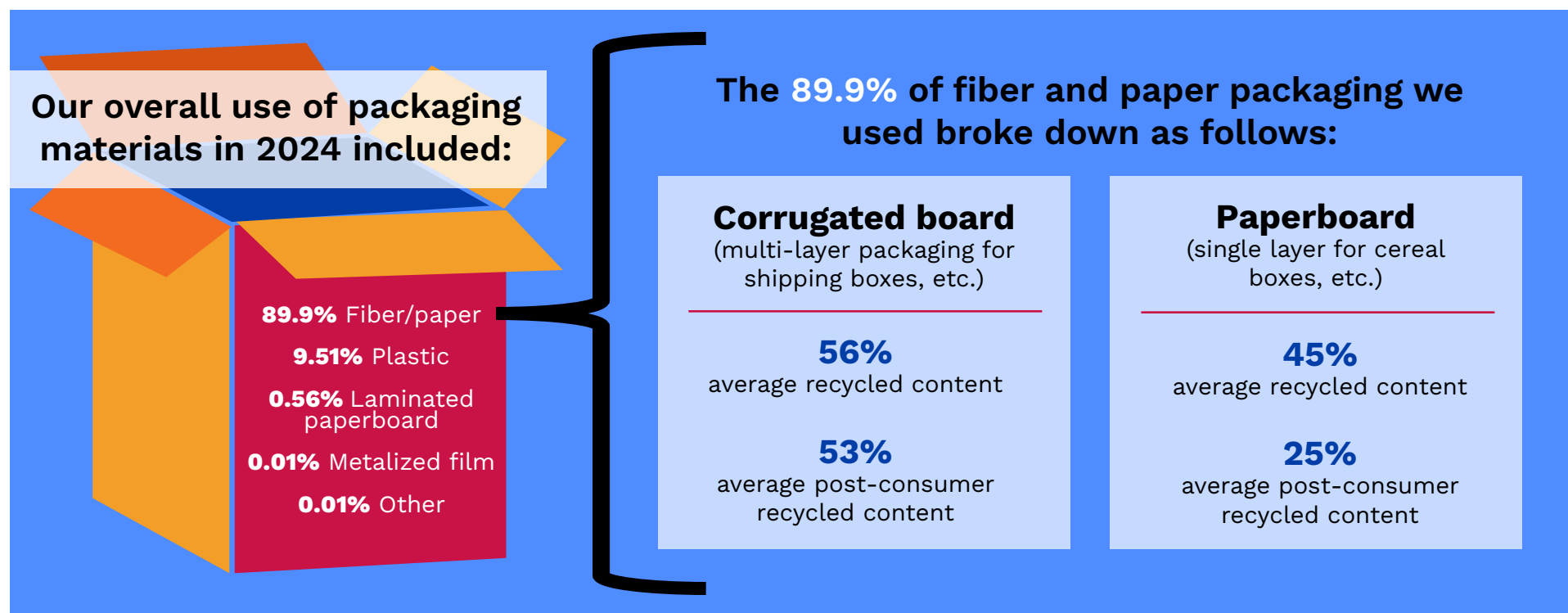
- Engaged with [UCB Zero Waste](#) to determine how best to achieve zero waste to landfill across our operations.

- Joined the [Michigan Sustainable Business Forum](#) to work with likeminded organizations across our home state on promoting business practices that advance climate leadership, social justice and the creation of a circular economy.



Reimagining *Packaging*

We strive to design packaging that is recyclable or recycle ready. Already 98% of our U.S. packaging meets this criteria. In 2024, WK Kellogg Co further reduced our use of paperboard by 1.9 million pounds. We also eliminated 150,000 pounds of plastic by reducing the film thickness in our packaging without compromising food quality or safety. Plus, all U.S. paperboard we use comes from mills certified to the [Sustainable Forestry Initiative \(SFI\)](#) standard.

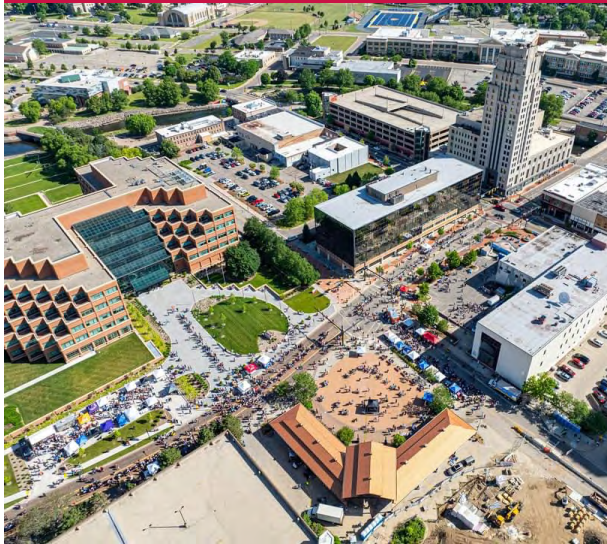


Using packaging that is recyclable or recycle ready is half the equation; equally essential is the role consumers play in recycling these materials. We also participate in extended producer responsibility (EPR) programs across North America to support the recovery and recycling of our product packaging and incentivize the use of recyclable and compostable materials. Another important way we aid recovery is through the incorporation of the [How2Recycle®](#) label, which is a widely recognized labeling system that simplifies the recycling process by offering clear, actionable instructions right on our packages. It explains what parts of the packaging can be recycled and how to prepare them for disposal, reducing confusion and ensuring more materials reach recycling facilities. We have been using the How2Recycle label on our U.S. foods for some time and began doing so in Canada in early 2025.

Lending Support to our Hometown

For nearly 120 years, Battle Creek, Michigan, has been our hometown.

“We are deeply committed to our community and excited about our ongoing investments and future together,” said Chairman and CEO Gary Pilnick at our first anniversary celebration.



These investments include both financial and food contributions to a number of Battle Creek-based organizations, including



**SOUTH MICHIGAN
FOOD BANK**

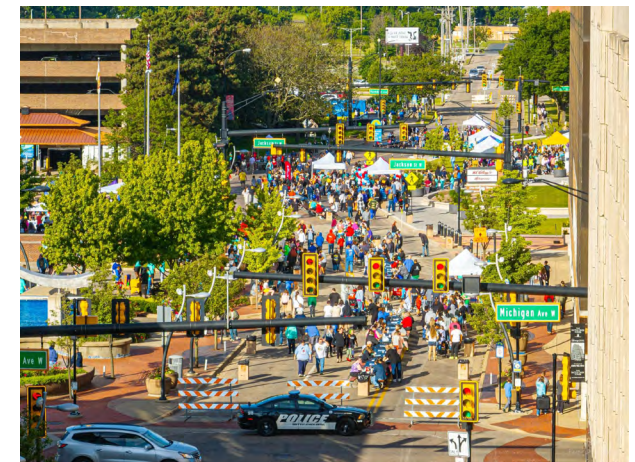
BEAR NECESSITIES
Student Food Pantry

We were especially excited to reinstate the previous tradition of a cereal sale with our neighbor, Post Consumer Brands. In March, our companies celebrated National Cereal Day by each donating 5,000 boxes of cereal that were then sold for only \$2 each. Proceeds went to the

United Way of South Central Michigan and leftover food was donated to those in need.

Chris Sargent, President & Executive Officer at United Way, said the collaboration between WK Kellogg Co and Post speaks volumes about their shared compassion, commitment and deep belief in creating lasting impact. “We are incredibly grateful for their leadership and generosity as they stand united for the good of our community.”

In Canada, we donated CD\$100,000 to Food Banks Canada to support the communities where our employees work and live.



Our Teams and Brands Show They Care

Our support for communities also extends beyond our hometown and often involves our brands and employees as well. For example:



The 2024 Breakfast for All promotion rewarded consumers with two \$5 coupons when they purchased any Kellogg's® participating cereal and any of Silk®, Ziploc®, Thomas'® English Muffins, or Activia® products. Plus, with each qualifying purchase, we also donated \$5 to Feeding America®.



Colleagues in Queretaro, Mexico prepared and delivered 300 lunch boxes to families waiting outside public hospitals, making sure they had access to nutritious meals while supporting their loved ones through challenging times.

We partnered with Minecraft to help the [Arbor Day Foundation™](#) plant 250,000 trees, representing 10 species, to protect and restore critical forest ecosystems in Oregon, Florida, Michigan and South Carolina in 2024.



Our Women of WK+ Allies BERG made cards to show appreciation for those serving in the military. And the WK Vets & Allies group donated cereal to the United States Organizations, Inc. (USO) for more than 6,300 U.S. Army and Navy National Guard training participants at Camp Grayling in Michigan.



Kellogg's® Rice Krispies® and Kellogg's® Mini-Wheats® participated in Canada's Make Happy Tummies Campaign, formerly Toonies (the \$2 coin) for Tummies, along with many grocery, food, beverage and consumer product companies. Monies raised supported more than 3,000 school



breakfast programs in Western Canada, Ontario and Atlantic Canada.



How Our Employees Give Back

Making a difference in our communities also matters greatly to our employees. This spirit of generosity came through especially loud and clear during our inaugural United Way® fundraising campaign. In just two weeks, our company and employees donated \$460,000 to help families in our WK Kellogg Co communities who are struggling with hunger or need assistance to meet other basic needs. Via United Way, donations went to food banks, breakfast programs and other local support services.

Employees at our Belleville food production facility in Ontario, Canada made their own unique contribution, taking a day to plant more than 200 trees in their community during the local United Way Hastings & Prince Edward annual Day of Caring. The Canada team also pitched in on Earth Day to help clean up the nearby Etobicoke Creek over the lunch hour. And elsewhere, Battle Creek Headquarters employees volunteered on Earth Day at the Zoo City Farm & Food Network in nearby Kalamazoo, Michigan, and planted trees at the local Willard Beach on Goguac Lake in Battle Creek.



Also in Canada, we supported the local [After the Bell](#) program of Food Banks Canada that provides food packs to kids throughout the summer when school meal programs are not available. Food banks receive the packs that include shelf-stable items like milk, hummus, crackers, cereal and more. After the Bell also grants monies to supplement the food packs with fresh items like fruits, vegetables, cheese and yogurt.

To help our colleagues track their social impact, we launched the WK Cares platform in early 2025. This online program allows employees to manage their volunteer activities and support the charitable partners they care about most. WK Cares lists more than

10,000 in-person and virtual volunteer opportunities. And employees receive \$20 in Cause Credits that can be donated to qualified charities of their choice for every volunteer hour they volunteer, up to \$500 per person per year.



In 2024,
1,390 WK Kellogg Co
employees
volunteered
4,450 hours
at more than
300 organizations.

Partnering With Retailers

Fighting hunger is not something we do alone. This is why WK Kellogg Co often teams up with our retail partners to help make a difference. Here are just a few examples from 2024:

We participated in the [Walmart](#) Fight Hunger Spark Change campaign in the U.S. and Canada by donating to [Feeding America](#)® and [Food Banks Canada](#) when consumers purchased specific foods online or in stores.



With [ACME's Nourishing Neighbors program](#), we donated \$50,000 to [No Kid Hungry](#)® to support their work helping kids who depend on school meals and often miss out when school is not in session. "The support from partners like WK Kellogg Co and ACME is what fuels the critical work of No Kid Hungry," said Managing Director, Corporate Partnerships Allison Shuffield of Share Our Strength's No Kid Hungry campaign.



With the [Kroger](#)® Michigan Division we helped secure 1 million servings of cereal for [Gleaners Community Food Bank of Southeast Michigan](#). WK Kellogg Co donated an entire truckload of cereals to the 2024 Children's Hospital Cereal Drive.



In partnership with...



Stepping In When Disaster Strikes

Part of our Feeding Happiness® strategy is actively working to support and feed those in communities impacted by disasters. When disasters strike, WK Kellogg Co works to get food to people impacted with several partners, including [Convoy of Hope®](#), [Feeding America®](#), [Midwest Food Bank®](#), [Operation Blessing](#) and [United Against Poverty](#).

Our team provided nearly 2 million servings of cereal to those impacted by Hurricane Helene in Florida, Georgia, North Carolina, South Carolina, Tennessee and Virginia.



When tornadoes ripped through our headquarters community in Michigan and neighborhoods that our employees call home, we donated \$2 for every dollar donated by employees to the local [United Way of South Central Michigan](#) Disaster Relief Fund.



Similarly, when tornadoes impacted Omaha, Nebraska where we have a production facility, our company matched employee donations 4 to 1 and donated \$20,000 to [United Way of the Midlands](#). Local employees at our production facility donated 6,000 boxes of cereal and water and volunteered at local food pantries. Pallets of cereal also were set out in the lobby so employees could take them to those they knew were in need.



“At WK Kellogg Co, stepping up to support our communities at a time when the need is greatest is core to who we are as a company,” said Sherry Brice, Chief Supply Chain Officer. “We couldn’t be prouder of our Omaha colleagues for the leadership, initiative and agility they demonstrated in mobilizing our support of the community in such record time. A gr-r-reat example of how we are Feeding Happiness™ the WK way.”

- Sherry Brice, Chief Supply Chain Officer





Engaging Our Employees to Better Our Company and Communities

The research is indisputable; employees who feel a sense of engagement and belonging are more likely to succeed and stay with our company. This is good for them and good for WK Kellogg Co as we engage in our communities and serve consumers. We are committed to valuing, respecting and empowering all employees, and we support all colleagues through our eight BERGs.

Through this report, we've shared highlights of our BERGs at work, and the differences they are making. Here are some additional examples of their contributions:

- KVets & Allies and Kapable combined forces to raise awareness about mental health and suicide prevention with a special walk at our headquarters in recognition of Suicide Prevention Month.

- All BERGs, including, All Professionals, MERGE (Multi-Cultural Employee Resource Group for Everyone), our multicultural resource group for all, and WK Pride+ Allies sponsored a Toys for Tots drive during the 2024 holiday season to collect toys for local children as well as those across the U.S.



Industry Leading Program Ensures Food Safety

Across WK Kellogg Co, we engage with all employees to educate and communicate the importance of food safety. Of course, this education is especially robust in our production facilities where our team is empowered and expected to take immediate action to address any potential risks they encounter – even making an individual decision to stop production if warranted.

Daily plant walks with cross-functional teams ensure that everyone understands our high expectations. This work is clearly articulated in our Food Safety Plan, a proactive, preventive process that identifies how we control risks within our facilities and across our supplier network. Additionally, all our WK Kellogg owned facilities are [Safe Quality Food Institute \(SQF\)](#) certified, and regular audits round out this vigilant approach.

These internal efforts are strengthened by the many years of expertise provided by members of our external Food Safety Advisory Board, including Dr. David Acheson, M.D., previously deputy commission of foods for the U.S. Food

& Drug Administration. A member of our team also serves on the board of the [Food Allergy Research and Resource Program](#) at the University of Nebraska, a widely recognized authority on this topic.

Our food safety culture is strong and continues to strengthen as we laser focus on the strengths and opportunities within the ready-to-eat-cereal category.



Policies and Positions

The following policies guide our commitment to fulfilling our Feeding Happiness® strategy and are underpinned by our responsible business fundamentals discussed above.

Employee Code
of Ethics

Human Rights

Marketing and
Communication
Guidelines

Responsible
Sourcing Policy

Supplier Code
of Conduct



Thank You

Thank you for your interest in WK Kellogg Co's sustainable business journey. Please continue to visit our website as we regularly share more about [Our Impact](#) and feel free to [contact us](#) with questions.