

WK Kellogg Co Unveils Sustainable Business Strategy

Feeding Happiness Initiative Aims to Build Healthier, Happier Futures

BATTLE CREEK, MI – February 14, 2024 – WK Kellogg Co (NYSE: KLG) announced today its sustainable business strategy, *Feeding Happiness™*, a framework focused on bringing healthier, happier futures within reach.

Guided by a vision set forth by its founder, W.K. Kellogg, the company believes doing good is good for business. The *Feeding Happiness* strategy builds upon W.K.'s passion for wellbeing and the company's purpose to unlock the power of its foods, creating joy and connection to inspire gr-r-reat days.

WK Kellogg Co is making strides in nutrition and hunger relief through foods that provide positive nutrients and increasing access to those foods, while also fostering community connections and social connectivity for children through sports, play and learning. *Feeding Happiness* will advance these efforts.

"Understanding the impact of our actions on both people and our planet is essential," said Gary Pilnick, Chairman and CEO, WK Kellogg Co. "We want our business to withstand the test of time and to do that, we must create value for the people and communities we depend on."

The *Feeding Happiness* strategy is centered around three focus areas: *Make Eating Well Easy*, *Help Kids Be Their Best* and *Better Our Communities*. Through innovative programs, partnerships and responsible practices, WK Kellogg Co aims to continue to positively impact people and the planet.

"Food nourishes more than our bodies, it brings people together. And we know social connections and a sense of belonging make people happier," said Sarah Ludmer, Chief Wellbeing and Sustainable Business Officer, WK Kellogg Co. "We are focused on increasing access to nourishing foods, reaching millions of kids through sports and learning initiatives, and investing in our communities."

Feeding Happiness Focus Areas:

Make Eating Well Easy: Increase access to foods providing key nutrients and ingredients.

- Increase the number of people reached through feeding programs and hunger initiatives
- Expand our portfolio with offerings containing fiber, protein, whole grain and/or Vitamin D
- Ensure the majority of our cereal sales fit within the daily recommendations for added sugar
- Establish a responsible sourcing program for priority ingredients

Help Kids Be Their Best: Spark happiness and confidence for millions of kids through sports, play and learning.

- Reach 2.5 million kids through *Mission Tiger™* by 2025
- 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.

- Continue to provide volunteer opportunities for employees and strengthen community partnerships
- Progress against Kellogg Company-established *SBTi* (Science Based Targets initiative) targets and initiate WK Kellogg Co SBTi process
- Strive to design all packaging to be recyclable, recyclable ready or reusable; today, over 98% of WK Kellogg Co packaging is recyclable or recycle ready

ABOUT WK KELLOGG CO

At WK Kellogg Co, we bring our best to everyone, every day through our trusted foods and brands. Our journey began in 1894, when our founder W.K. Kellogg reimagined the future of food with the creation of Corn Flakes, changing breakfast forever. Our iconic brand portfolio includes *Kellogg's Frosted Flakes®*, *Rice Krispies®*, *Froot Loops®*, *Kashi®*, *Special K®*, *Kellogg's Raisin Bran®*, and *Bear Naked®*. With a presence in the majority of households across North America, our brands play a key role in enhancing the lives of millions of consumers every day, promoting a strong sense of physical, emotional and societal wellbeing. Our beloved brand characters, including Tony the Tiger® and Toucan Sam®, represent our deep connections with the consumers and communities we serve. Through our sustainable business strategy – *Feeding Happiness™* – we aim to build healthier and happier futures for families, kids and communities. We are making a positive impact, while creating foods that bring joy and nourishment to consumers. For more information about WK Kellogg Co and *Feeding Happiness*, visit www.wkkellogg.com.

<https://newsroom.wkkellogg.com/2024-02-14-WK-Kellogg-Co-Unveils-Sustainable-Business-Strategy>