

Kellanova Better Days™ Promise Commitments and Methodology

October 2023

Creating a place at the table for everyone

We believe that part of running a good business is doing good for society. Kellanova Better Days™ Promise is our commitment to advance sustainable and equitable access to food by addressing the intersection of wellbeing, hunger, sustainability, and equity, diversity and inclusion (ED&I) for 4 billion people globally by the end of 2030.

By delivering on our Promise, we envision:

- A day where people are fed and fulfilled
- A day where our planet thrives
- A day where there is a place at the table for everyone

To help fulfill this vision, we are committed to achieving the following globally by the end of 2030:¹

- Nourishing 1.5 billion people with our foods that deliver nutrients of need.
- Feeding 400 million people facing food insecurity.
- Engaging 2 billion people in advocating for sustainable and equitable access to food.
- Nurturing people and plant, including advancing the wellbeing of 250,000 people all along our food value chain, from farming communities to processors.
- Ensuring equity, diversity and inclusion (ED&I) in our own workforce and among our North American suppliers. This includes our aspirational goals of 50/50 gender parity at the management level by the end of 2025 and 25% People of Color in the U.S. at the management level by the end of 2025.



Nourishing 1.5 billion people with our foods that deliver nutrients of need

Our approach to nourishing is based on a firm belief that all foods have a place in the diet. For us, nourishing foods are about the eating occasion and the overall food experience. Also, as science advances and people's needs change, we continue to look for innovative ways to enhance the nutrition profile of our foods while mainlining taste and performance.

¹ Based on a 2015 baseline from our predecessor, Kellogg Company

To measure this metric, we annually calculate the number of people nourished with our foods by first determining the volume of meal-building and snack foods sold that meet our Kellanova Global Nutrient Criteria (KGNC). Foods that qualify are those that meet our KGNC – they provide positive nutrients (fiber, micronutrients or protein) and do not exceed specified levels of calories, sodium, saturated fat and sugar. Additionally:

- Snacks included in this calculation are only those sold in portion-controlled packs.
- Meal-building foods are those that are typically center-of-plate, including breakfast cereals, waffles, noodles, and meat alternatives.
- Snack foods are those that are eaten as a snack, typically between meals.

Kellanova Global Nutrient Criteria

| <u>Category</u> | <u>Calories (kcal/serving)</u> | <u>Total Sugar (per 100 grams)</u> | <u>Sodium (per 100 grams)</u> | <u>Saturated Fat (per 100 grams)</u> | <u>Mandatory Requirements</u> |
|--|--------------------------------|------------------------------------|-------------------------------|--------------------------------------|---|
| Ready-to-Eat Breakfast Cereal (non-U.S.) | ≤220 | ≤35 g | ≤650 mg | ≤5 g | Provides an essential nutrient OR ≥ ½ serving or first ingredient whole grain |
| Cereal Bars and Snacks | ≤200 | ≤35 g | ≤550 mg | ≤6 g | Provides an essential nutrient OR ≥ ½ serving or first ingredient of any combination of fruit/vegetable/non or low-fat dairy/meat or meat alternative/whole grain |
| Waffles and Pancakes | ≤300 | ≤25 g | ≤600 mg | ≤5 g | Provides an essential nutrient OR ≥ ½ serving or first ingredient whole grain |
| Noodles (*as consumed) | ≤360 | ≤5 g | ≤500 mg | ≤5 g | n/a |
| Plant-Based Meat Alternatives | ≤250 | ≤10 g | ≤800 mg | ≤6 g | Provides an essential nutrient OR Protein ≥ 5 g/100 g |
| Savory Snacks | ≤180 | ≤10 g | ≤860 mg | ≤9 g | No fortification on savory snacks which do not meet KGNC and local regulatory requirements |

Kellanova collects sales data for foods meeting our KGNC criteria from the following markets: the U.S., Canada, Mexico, Brazil, Colombia, Europe, India, South Africa and Australia.

This total sales volume of food that meets our KGNC in these markets is converted to a number of servings based on a standard serving size of 1 oz (28.3495 g). Servings are then converted to a “people” metric based on four servings per week over a year for meal-building foods and two servings per week over a year for snack foods in portion-controlled packs.

Kellanova also is committed to not using industrial trans fats in our foods and to providing clear science-based front-of-pack nutrition labeling.

Feeding 400 million people in need around the world

According to the [World Food Programme](#), the world produces enough food for everyone. Yet, nearly 10% of people² continue to struggle with hunger. That's why we're working toward [United Nations Sustainable Development Goal \(SDG\) #2](#) – Zero Hunger. Until Zero Hunger is realized, Kellanova is doing our part to help feed 400 million people in need around the world.

Food bank donations and disaster relief

This target includes food donations to food banks on six continents and disaster relief initiatives. To determine this metric, we calculate the average volume of Kellanova foods – in kilograms – that people consume annually in countries where we provide food donations. To determine the number of people impacted, we track kilograms of food donated and apply the following calculation:

$$\frac{\text{Kg of food donated}}{\text{Average kg per capita of Kellanova food purchased}} = \text{Number of people impacted}$$

Additionally, Kellanova and its charitable funds make monetary donations to food banks and meal programs. In these instances, kilograms of food secured and distributed through these donations are reported to Kellanova, and the number of people reached is calculated using the formula above. In addition to food donated by the company, Kellanova employees also regularly engage in food drives and similar activities whereby food is donated to local food banks. In this instance, the kilograms of food donated is also tracked, and the number of people impacted is then calculated using the formula above.

Feeding Programs

Kellanova also tracks the number of children reached through feeding programs it supports. This includes breakfast programs in multiple countries and U.S. school meal programs. With our partners, we include the number of children participating in programs that receive monetary or food donations from Kellanova.

Engaging 2 billion people globally in advocating for sustainable and equitable access to food

We recognize that addressing food security is not something we can achieve alone. To make a difference, Kellanova is committed to engaging 2 billion people in advocating for sustainable and equitable access to food by:

- Collaborating with a wide variety of stakeholders including employees, customers, consumers, suppliers, investors, suppliers, communities and government officials through events, webinars and other programs.
- Encouraging employee volunteerism to support the places we live and work.

² <https://www.who.int/news/item/06-07-2022-un-report--global-hunger-numbers-rose-to-as-many-as-828-million-in-2021>

- Driving action through:
 - On-pack engagements and in-store promotions.
 - Tradition media and social media impressions.
 - Online advocacy via Kellanova and brand websites and other platforms.

We track and report on the number of people who participate and engage with the activities noted above on an annual basis.

Nurturing people and plant

Sustainability, hunger, wellbeing and equity, diversity and inclusion are all interconnected. Our changing climate is impacting the health of people and reducing crop yields, leading to greater food insecurity. Many diverse and underserved communities are disproportionately impacted by climate change and now face higher barriers to health and access to nutritious foods. And these same communities are most at risk for undernutrition, hidden hunger and obesity.

Our Kellanova Better Days™ Promise sustainability goals and methodology for determining our progress follow:

| Goal | Methodology |
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| Kellanova is committed to setting company-wide emission reductions in line with science-based net-zero standards with the Science Based Targets initiative. | We have committed to set company-wide emissions reductions in line with the science-based net-zero standards with the Science Based Targets initiative.(include link to status). Our goals have not been approved or validated yet by SBTI. We are in the process of submitting our targets to SBTI for review and validation and will share once approved. We will measure and align greenhouse gas (GHG) emissions to the guidance outlined in the Greenhouse Gas Protocol and verified by a third party annually. |
| Achieve 100% renewable electricity in global Kellanova-owned manufacturing facilities by the end of 2030 | We calculate the use of sun, wind and hydropower. |
| Reduce water use in global Kellanova-owned manufacturing facilities in high water stress regions by 30% by the end of 2030 (from a 2015 baseline) | Our global water risk assessment allows us to evaluate physical water stress, regulation, usage and business risk. It evaluates sites from two perspectives: an internal rating based on data from each site, and an external rating of core indicators from the World Resources Institute Aqueduct water risk mapping tool. Site-specific water use targets for the high-risk facilities are developed in alignment with water reduction action plans. The water consumption of the sites is monitored through our compliance and data management system. |
| Reduce food waste across our global Kellanova-owned manufacturing facilities by 50% by the end of 2030 (from a 2016 baseline) | We measure our food waste in conformance with the Food Loss and Waste (FLW) Protocol . This protocol allows an entity to choose the combination of materials and destinations it considers to be "food loss and waste." Kellanova's definition of "food loss and waste," which we label "organic waste," extends to all organic waste lost in our facilities. |

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| <p>Advance the wellbeing of 250,000 people in our value chain, from farming communities to processors, prioritizing support for vulnerable groups* by the end of 2030 (goal will be tracked starting 2023)</p> <p>* Special attention to those who are at heightened risk for vulnerability or marginalization including but not limited to women, young people, indigenous peoples, minorities, people with disabilities, and migrant and/or foreign workers</p> | <p>Kellanova is committed to advancing the well-being of people directly or indirectly associated with our business activities. We partner with a variety of organizations and stakeholders to drive impact and positive outcomes through our programs and initiatives for people and the environment. These include, but are not limited to:</p> <ul style="list-style-type: none"> • Support for training and implementation of regenerative agriculture techniques • Financial and technical/capability building assistance to improve livelihoods, working conditions, and ecosystems services • Prevent, mitigate, and remediate issues that affect well-being including respect for human rights, climate resiliency, and social and environmental impacts to communities <p>We track and publicly communicate our progress based on multiple material metrics and processes as they relate to impacts and outcomes for people including:</p> <ul style="list-style-type: none"> • Active training participation of suppliers, rightsholders, and community, farm or factory representatives • Measurable technical assistance such as financial support for farmers implementing regenerative agriculture processes, direct purchase of inputs or equipment, or capability building resources to improve and safeguard the rights of workers in factories • Impacts and outcomes such as yield improvements, income diversification, recruitment fee repayments, and/or the advancement of labor rights and working conditions <p>Through our Origins projects and UNSDG priorities, we strive to implement projects that focus on the interconnectedness of environmental and social challenges. Leveraging holistic interventions has a compound effect for people and planet improvements and can balance scalability with targeted impact.</p> <p>For each program or intervention that meets our methodology requirements we report on number of people supported and/or impacted.</p> |
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| Responsibly source 12 priority ingredients by 2030 | <p>For row crops including corn, wheat, rice, potatoes and fruits, we source our priority ingredients by measuring continuous improvement at the field and farm levels across key environmental and social indicators of sustainable, responsible agriculture. In partnership with our suppliers, we have used accepted industry-standard survey tools and calculators, including the Cool Farm Tool, Field to Market's® Fieldprint® Platform or SAI Platform's Farm Sustainability Assessment.</p> <p>Where equivalent industry tools are not available, we use the Grower Survey, an annual farm management survey that we developed and first launched in 2016 (as Kellogg Company) to document and measure on-farm management decisions with farmers over time.</p> |
| Work towards 100% reusable, recyclable or compostable packaging (by volume) for Kellanova products sold by the end of 2030 | <ul style="list-style-type: none"> • Reduce packaging usage across our portfolio by decreasing total packaging weight. • Remove certain plastic items and packaging materials, including all single-use foam and plastic service ware, straws, and bottles at our global facilities; single-use plastic cutlery from food packaging; and exclude single-use plastic straws, stirrers, polystyrene and oxo-degradable plastics from food packaging. • Redesign packaging to be recyclable or compostable. • Develop partnerships to strengthen the recycling infrastructure and increase recycling rates. |

Ensuring equity, diversity and inclusion

Another important way we are creating better days by the end of 2030 is by ensuring equity, diversity and inclusion (ED&I) in our own workforce and among our North American suppliers.

Specifically, we have the following aspirational goals:

- 50/50 gender parity at the management level by the end of 2025.
- 25% People of Color at the management level in the U.S. by the end of 2025.
- Achieve 2023 Tier 1 and Tier 2 supplier diversity spend goals of \$259 million and \$52 million, respectively.

We track our progress toward these first two goals monthly and share the data and insights with our Talent and Leadership teams via an ED&I Scorecard.

We set and track our Tier 1 and Tier 2 supplier diversity spend goals annually for Kellanova North America, which includes our operations in the U.S. and Canada. Tier 1 diverse suppliers are those that have a direct relationship with Kellanova. Tier 2 supplier spend is counted when our suppliers contract with certified diverse suppliers and report that spend back to us.

Kellanova defines diverse U.S. suppliers as companies that are owned by women, people with disabilities, those who are part of the LGBTQ+ community, service-disabled or veterans, and members of ethnic minorities, including African-Americans, Asian Americans, Hispanic and Native

Americas. In Canada, minority suppliers include Aboriginal-owned companies as well as those owned by "visible minorities" that the country defines as "non-Caucasian in race or non-white on color." To be included in our supplier diversity total, companies must be certified as diverse suppliers. We confirm this certification annually.

Summary

Our Kellanova Better Days™ Promise is well entrenched in our business and across the culture we are creating. It demonstrates to our employees, consumers, customers, investors and others that we care about the communities where we live and operate, and is central and critical to our company's growth.