

451°

GOOD 360°

2024 Corporate Social Responsibility HIGHLIGHTS REPORT



A message from our President

At 84.51°, corporate social responsibility is more than a set of initiatives; it's a fundamental part of our identity. Our work goes beyond delivering exceptional value to our clients – it's also about empowering people to create positive change that moves far beyond traditional business metrics.

This year, we've embedded that purpose into everything we do:

- **Area 51:** At our annual company event, associates embraced our "Limitless Minds" value to tackle real-world challenges faced by six charitable organizations. They developed creative solutions, with winning teams continuing to support these nonprofits beyond the event.
- **Adopt a Classroom:** Adopting an additional 4th-grade classroom at the Oyler school allowed us to expand our Degrees of Giving efforts there by applying more resources to provide support and bridge opportunity gaps.
- **Diversity & Inclusion programs:** To build a positive and inclusive work environment, we organized and promoted 80 activities that attracted 8,000 attendees, for outcomes impacting more than 10,000 lives.
- **Sustainability efforts:** We diverted nearly 32,000 pounds of paper and food waste from the waste stream via composting and began sourcing all the electric power for our Cincinnati office from the Cincinnati Zoo's solar farm.
- **Skills-based volunteering:** Our associates helped local charitable organizations with initiatives including food distribution mapping to combat hunger, outfitting 21 schools with essential resources, and supporting local nonprofit marketing strategies.

Good 360° means putting people and communities at the center of what we do. We're proud of the impact we've made and will continue to make – both within our organization and in the communities we serve.

Milen Mahadevan

President, 84.51°

“ Giving back is an important part of our mission. We create meaningful opportunities that instill a sense of purpose across our organization to make the world a better place for our associates, collaborators, and communities. ”

Milen Mahadevan

President
84.51°



Doing GOOD for our people

Creating a culture of health, balance, and inclusion at work and beyond so every associate feels valued, seen, and empowered to thrive.



Health, Financial Well-being & time away

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, financial well-being, and time away.

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, in addition to **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 values and beliefs come to life in our Cincinnati, Chicago, Deerfield, and New York City offices — offering amenities that drive everything from health and wellness to inclusion and accessibility.

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:

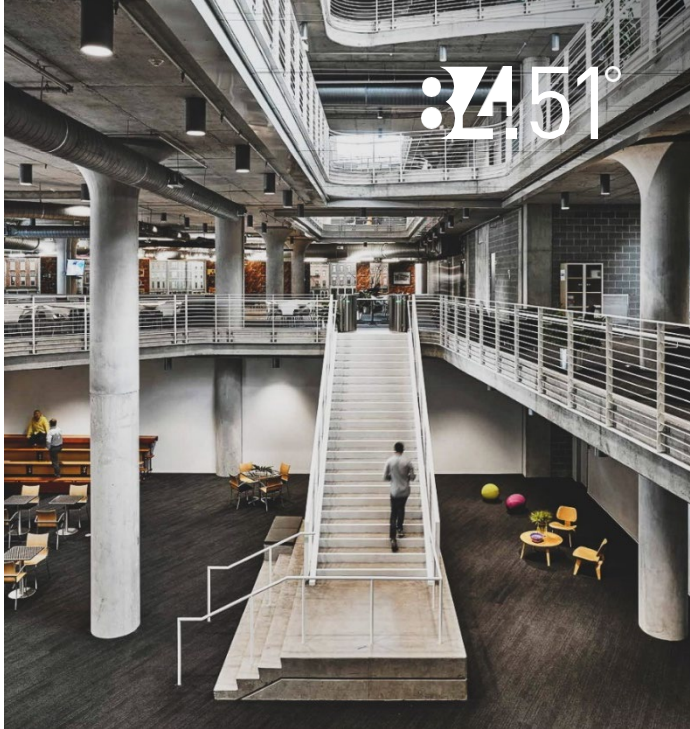
- Fully equipped mothers' rooms
- Privacy rooms for individual thinking
- Individual working stations with SAD (Seasonal Affective Disorder) lights
- Meditation/prayer room (Cincinnati only)
- No cubicles or offices for anyone, including c-suite
- All-gender restrooms (Cincinnati only)

Our medical coverage includes **fertility and LGBTQ+ benefits**

8 free mental health SESSIONS

In 2024, we provided **\$211,000** in tuition reimbursement for **37 RECIPIENTS**

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



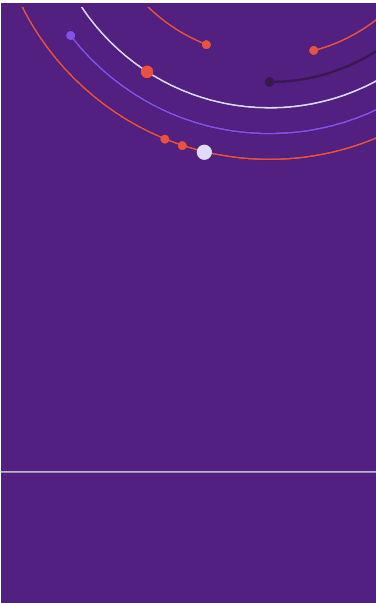
DIVERSITY & INCLUSION:

Our journey to leading with inclusion and belonging

We operate with limitless minds, fearless hearts, and relentless delivery, built on collaboration. Inclusion and belonging are essential to building 84.51° as a place where every individual feels valued, seen, and empowered to thrive. When we lead with a limitless mind, we embrace diverse perspectives as catalysts for innovation, challenging old ways of thinking to unlock new possibilities. It is a fearless heart that allows us to create space for honest conversations, empathy, and bold action—especially when it comes to the amplification of our similarities and unification of our differences. And with relentless delivery, we turn our commitment into consistent action, embedding inclusion and belonging into every process, decision, and interaction.

Our efforts to deliver on our values through the promotion of inclusion and belonging requires intentional work to make 84.51° a great place to work. It starts with having exceptional talent across our teams and creating opportunities for all to feel seen and heard.

- Through the efforts of our **Talent Acquisition Team**, finding the right candidates with unique experiences to enrich our culture and help to deliver on purpose. As the recipient of the Cincinnati Business Courier’s CLIMB Award for Trailblazers in Tech, our Talent Acquisition team curated a database of over 100 different diverse recruiting sources, enabling opportunities to deliver on the best and brightest talent in Tech.
- Through our **People Led Teams (PLTs)**, helping to celebrate and promote our unique differences and shared passions for our cultures, family, sports, and community with over 80 events and activities.
- Through the efforts of our annual offsite event, Area 51, planning team and ally group to implement accessibility best practices to ensure an equitable experience for all associates.



“ The Cincinnati Regional Chamber’s partnership with 84.51° has been a powerful catalyst for developing women leaders through programs like Power Squad, WE LEAD. These initiatives equip participants with practical tools, meaningful networks, and the confidence to lead. This longstanding relationship has developed over 40 women in the past five years, many of whom have gone on to excel in leadership roles, while continuing to deliver transformative impact and foster a thriving pipeline of diverse talent. ”



Devona Stripling
Director, Everyone
Belongs Here, Cincinnati
Regional Chamber

Building a positive and inclusive work environment through specific initiatives

We strive to create a supportive environment that inspires our associates to bring their whole selves to work every day. We're constantly creating new spaces to elevate voices, share experiences, and support one another through our People-led Teams (PLTs). Through our PLTs, we are creating unique communities to grant people the space and opportunities to support inclusion and belonging.

80

activities

8,000

attendees across all events

10,000+

lives impacted

We foster inclusion and belonging through people-led groups such as:

- **Well+Being** provides holistic health support to associates, encompassing mental, emotional, and financial wellness beyond just physical health
- **Degrees of Giving** provides charitable giving to nonprofits chosen by 84.51° associates
- **Green Team** champions sustainability and eco-friendly practices
- **ITOPiA** creates space for introverted voices and needs
- **Men for Equality** supports more diverse and inclusive cultures
- **Women's EDGE** offers resources to uplift women and fosters career growth
- **Working Parents Group** provides a supportive network for 84.51° associates balancing successful careers with family life
- **Allyship in Action** fostering equality for all marginalized groups and honoring our diverse workforce
- **84.5Fun** organizes events to enhance company culture and provide social opportunities
- **In the Know** spotlights exciting work across 84.51° and highlight the topics that shape our vibrant culture
- **ally** promotes accessibility for disabled and neurodiverse associates



“

At 84.51° our purpose is to make people’s lives easier. We want to create memorable moments and relevant experiences that reach our customers who come from many different lived experiences. We know that through diversity and collaboration we can deliver on purpose and our organization’s success.

”



Connie Ross
Talent Manager
of Inclusion and
Belonging



Intentionally working to advance inclusion and belonging

At the heart of living our purpose is a commitment to making inclusion and belonging intentional outcomes in everything we do. It is through collaborations that we play a vital role in closing opportunity gaps and building a stronger future workforce.

We've built meaningful relationships with community organizations like Adopt a Class and Girls with Pearls, recognizing the importance of early engagement and mentorship of young people in the communities we work, live, and play. Our teams provided mentorship and support to 146 kids from underserved communities within Cincinnati and Northern Kentucky. By investing time and resources, we are helping students to gain access to real-world skills that can significantly impact their academic and career trajectories

Through cultural and heritage month celebrations, we've taken the time to highlight the importance of inclusion by exposing our associates to differing experiences, to help foster deeper understanding and recognition on the impact of each respective community in the work that we do at 84.51°. From food samplings, art shows, live music to pop-shops, we immersed ourselves in different cultures and experiences to help us deliver on our purpose and our work.



Girls with Pearls

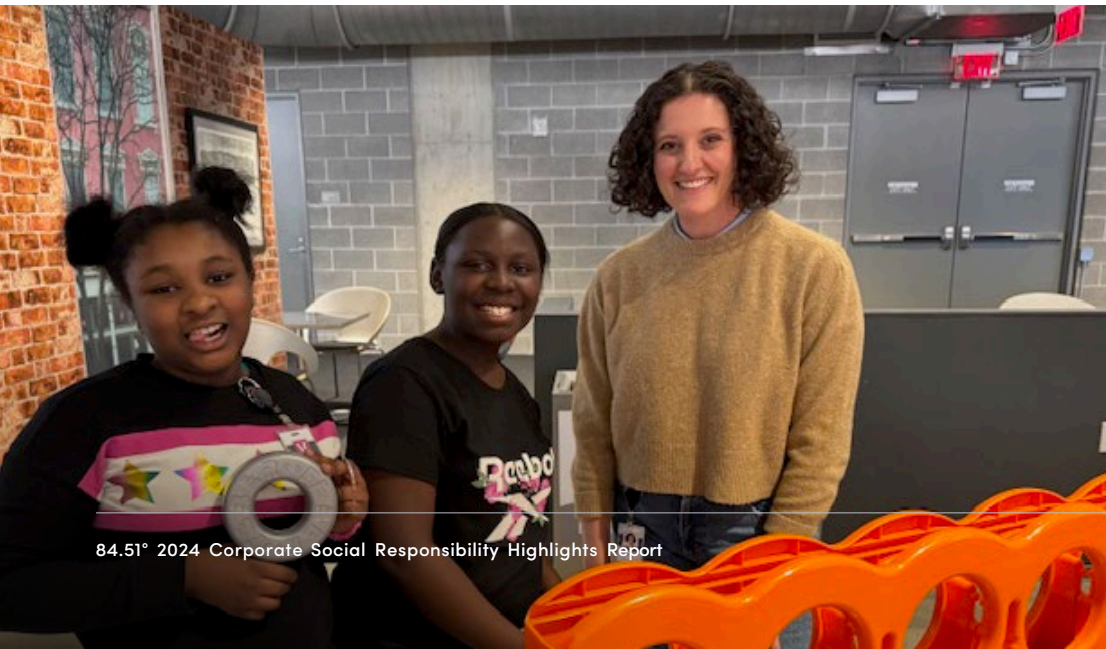
We invited over 70 young girls from five Cincinnati-based schools to our office. With contagious energy, chanting, "No goals set, no goals met!" we kicked-off an inspiring vision board activity to help each young girl visualize their goals and manifest their dreams.

Hispanic Heritage Month

In October we celebrated Hispanic Heritage Month by promoting inclusivity and recognizing the significant contributions of the Hispanic and Latino/Latina/Latinx community. As a first for 84.51°, we featured over 20 vendors all providing an immersive experience of food and culture for our associates to engage and shared consumer research on the impact of Hispanic consumers on our business to better understand Hispanic and Latin American culture.

Degrees of Giving and Adopt a Class charities
**Oyler School and Withrow
University High School**

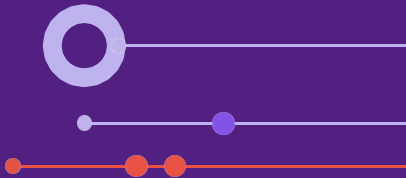
Working with the Oyler school as both a Degree of Giving Charity and Adopt a Class, and Withrow University High School as an Adopt a Class, has been an impactful and rewarding experience. This year, we adopted one Oyler 4th grade classroom and two Withrow 8th grade classrooms. Through reading and mentoring opportunities, our associates have had the chance to build meaningful connections with students, support literacy and academic growth, and inspire confidence in the next generation. Our collaboration not only helps to bridge opportunity gaps, it also deepens our sense of purpose and social responsibility. Investing our time and care into these schools creates a ripple effect – strengthening relationships, broadening perspectives, and fostering empowerment. It's more than volunteer work; it's a powerful exchange that uplifts both students and mentors alike.



84.51° 2024 Corporate Social Responsibility Highlights Report

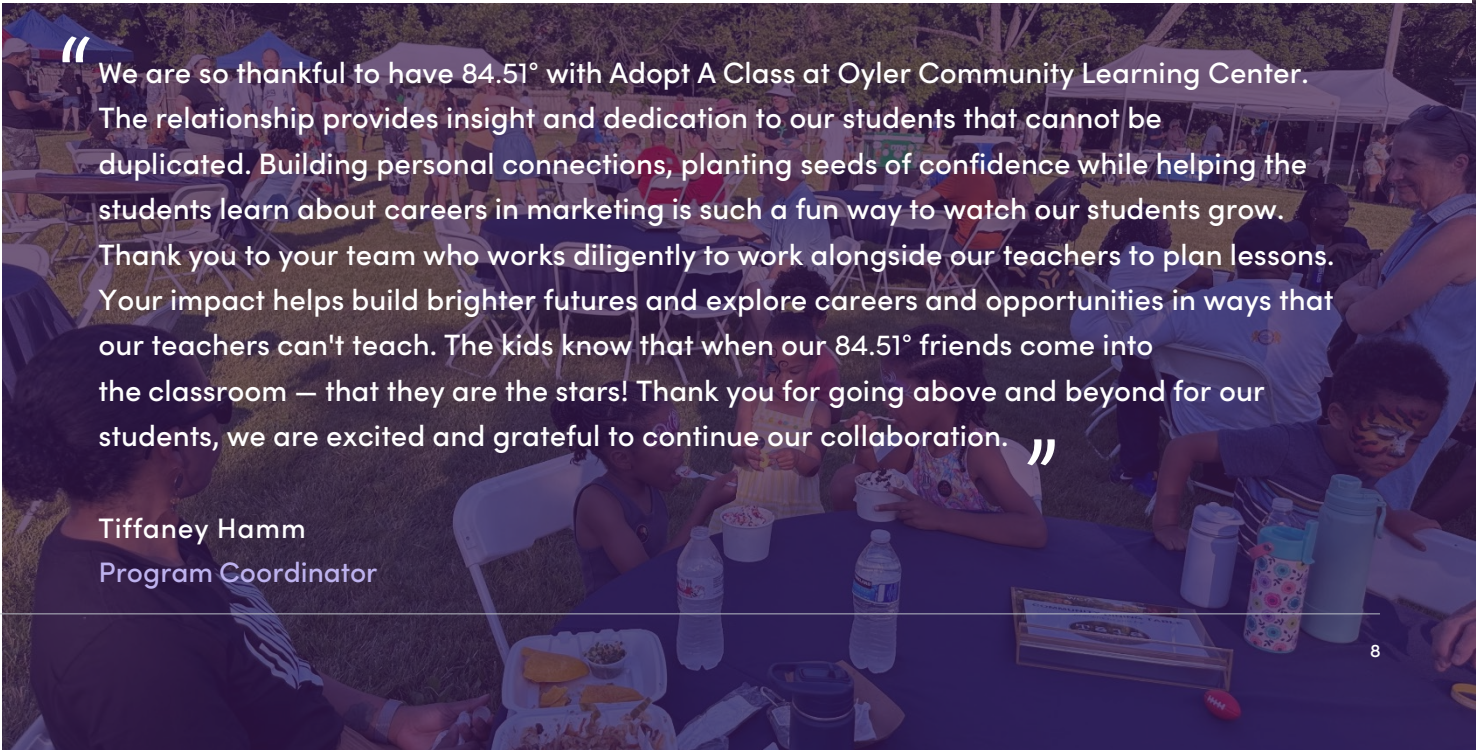
“ When reflecting on what I find most rewarding about volunteering at Oyler with Adopt A Class, I was reminded of a recent NFL commercial showcasing athletes volunteering with children's organizations. The overarching message — "Every child can be somebody if they have somebody to show them the way" — resonated deeply with me, as it perfectly aligns with Adopt A Class's mission. By pairing professional teams with individual classrooms, Adopt A Class provides students with valuable exposure to a wide range of life and career experiences, empowering them to reach their full potential. Each time we step into our fourth-grade classroom at Oyler, we introduce students to new career opportunities through engaging group activities and meaningful one-on-one interactions. The opportunity to positively impact these students' lives is incredibly fulfilling, and I am grateful to be part of a program that fosters inspiration, guidance, and growth. ”

Eve Thorner
Senior Business Acceleration
Consultant - Merchandising



“ We are so thankful to have 84.51° with Adopt A Class at Oyler Community Learning Center. The relationship provides insight and dedication to our students that cannot be duplicated. Building personal connections, planting seeds of confidence while helping the students learn about careers in marketing is such a fun way to watch our students grow. Thank you to your team who works diligently to work alongside our teachers to plan lessons. Your impact helps build brighter futures and explore careers and opportunities in ways that our teachers can't teach. The kids know that when our 84.51° friends come into the classroom — that they are the stars! Thank you for going above and beyond for our students, we are excited and grateful to continue our collaboration. ”

Tiffaney Hamm
Program Coordinator





Spreading GOOD in our communities

Making a positive impact in the communities we serve by addressing real challenges, uplifting those around us, and contributing to long-term social and economic progress.



CINNATI MEAL PACK FOR 9/11 DAY

Never forget what we're capable of doing together.



Our commitment to community investment

Our associate-driven commitment to community investment is a cornerstone of our company culture and truly embodies our Living Our Purpose philosophy. Team members can contribute through multiple avenues: our tiered giving programs, employee grant stipends that empower personal philanthropy, and skills-based volunteering opportunities that apply our professional expertise for community benefit.

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 14 nonprofits to support through our time, talent, and treasures. Most of the charitable organizations receive \$5,000 annually, with two charities nominated and elected by our remote associates receiving \$1,000 each. Additional funds are provided through fundraising events throughout the year, such as the annual Silent Auction and Chow for Charity. In 2024, 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 2024, we provided Employee Grant Stipends to 27 organizations.

Area 51: Our annual company-wide event fosters innovation and connection between associates while supporting charitable initiatives. This year, 84.51° associates from across roles and teams came together to embrace our “Limitless Minds” value and creatively tackle real-world challenges faced by six charitable organizations. Through dynamic breakout sessions and cross-functional collaboration, associates used their unique skills to develop impactful solutions that were pitched “Shark Tank”-style to community partners and business leaders. Winning teams continued the journey with ongoing support for these nonprofits, creating lasting impact.

9/11 Day: 84.51° was a sponsor of 9/11 Day – a National Day of Service led by a nonprofit organization founded by family members of 9/11 victims to honor the memory of those lost by serving others. Nearly 50 of our associates across 6 cities joined forces with this organization and local Feeding America-affiliated food banks to pack meals for communities in need, turning remembrance into action.



Degrees of Giving

Through our Degrees of Giving charitable initiative, we proudly supported nominated charities throughout 2024, channeling our associates' time, talent, and treasures to make life more rewarding for both our communities and our team members.

55+ Volunteer events

800+ Volunteers

1,200+ Volunteer hours

OUR CHARITIES



Skills-based volunteering

84.51° 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) nonprofit organizations. It includes pro-bono services in areas like data analytics, data/software engineering, and technology, making a meaningful impact in the communities where we live and work. Employees use their professional skills to support nonprofit organizations, solving challenges and enhancing operations. By aligning our expertise with community needs, we create sustainable value and foster lasting relationships.

Here are some highlights from 3 of our projects:

Organization: Sam Hubbard Foundation

PROJECT: Hubbard’s Cupboard supports low-income schools with classroom snacks, supplies, and essential resources. A dashboard was developed using their data to track academic performance against benchmarks, monitor investments, and analyze survey trends. The tool enables ongoing progress tracking, goal-setting, and investor reporting. The program now serves 21 schools.

“ Had a great time working on this project in late 2023/early 2024! The **Sam Hubbard Foundation** and **Crayons to Computers** are both awesome organizations doing amazing work in our community, and it's always great to be able to take the skills I use everyday to help support and empower students and teachers! I'm looking forward to continuing to wield **#DataforGood** for future projects in our community and beyond. ”

– Ryan Burghart, Product Manager

Organization: SAFE (Systems to Achieve Food Equity)

PROJECT: SAFE (Systems to Achieve Food Equity) is a group of community organizations focused on reducing food insecurity in Cincinnati by funding data-driven interventions to reduce the meal gap. The Kroger Co. Zero Hunger | Zero Waste Foundation has provided grants for some SAFE interventions, while 84.51° manages the data pipeline and mapping data that helps to identify and direct funding to local nonprofits with the highest potential to impact food insecurity.

“ The data that we produce helps inform community leaders, non-profits, and citizens by aggregating publicly available data in an easily digestible way. Through the generosity of the Zero Hunger | Zero Waste Foundation , the SAFE team has funded hundreds of thousands of dollars in local initiatives. The data has been used to push for major food distribution events and other interventions throughout communities in Cincinnati. I’m proud that community organizations look to 84.51° and Kroger as a trusted collaborator to develop these types of solutions within the communities that we live and work. ”

– Charles Hoffman, Data Science

Organization: Last Mile Food Rescue

PROJECT: Last Mile Food Rescue was founded on the simple belief that good food belongs to people, not landfills. The organization tackles both food insecurity and food waste by connecting surplus food to those in need through an efficient logistics network. Led by experienced supply chain management expertise, Last Mile has diverted millions of pounds of food from landfills to tables by building partnerships between food donors and agencies serving vulnerable populations.

“ It was awesome to support an organization that directly impacts the local Cincinnati area through the reduction of both food waste and food insecurity. Knowing that the Consumer Research team has helped LMFR with similar projects in the past made working with their team extremely easy and will hopefully open the door to future projects that build on this foundation. ”

– Ryan Hensley, Consumer Research





Ensuring **GOOD** for our business

We operate responsibly and uphold high standards for integrity and transparency in decision-making



84.51° is a company built on the concepts of trust, verification, and empowerment. To ensure our ability to effectively support the business, protect information, and maintain client trust, we enforce a security policy to ensure safe and reliable processes are understood and followed.

OUR COMMITMENT TO STRONG GOVERNANCE 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 work in collaboration with Kroger’s Law Department, which oversees matters of corporate governance with oversight from the company’s 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

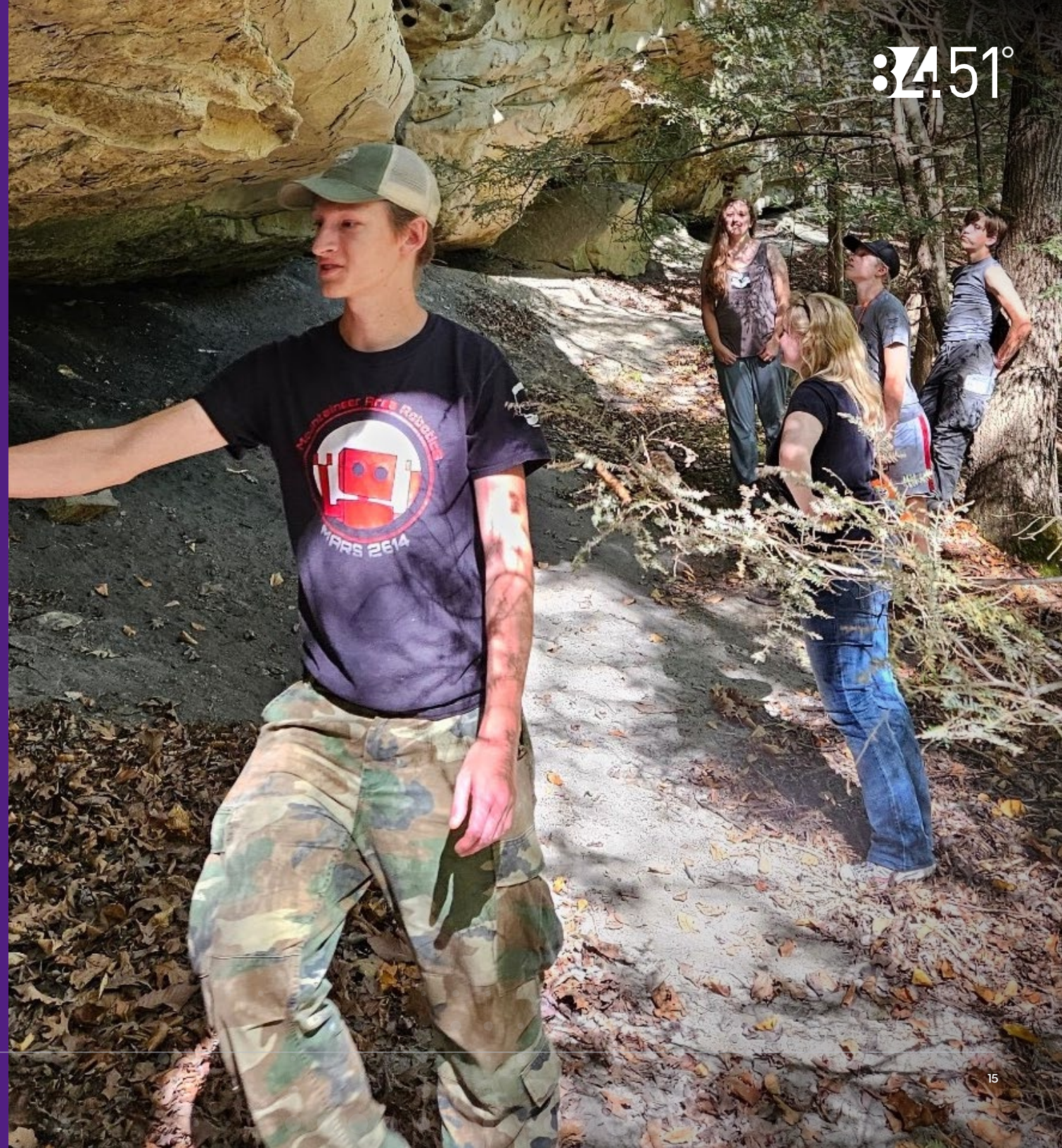
84.51° adheres to the Kroger Family of Companies’ Privacy Notice to ensure that we are committed to handling both consumer and associate information in ways that are transparent, fair, and trustworthy. We protect information that we hold by implementing least privilege access and only sharing data outside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





Rooted in GOOD for the environment

Advancing sustainability by integrating environmentally friendly practices and initiatives into our operations, buildings, and community engagement.



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. And since November 2024, 100% of the electric for our Cincinnati office is supplied from a large-scale solar array built on a farm owned by the Cincinnati Zoo.

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

Months after launching with Scope3 (the carbon measurement platform), Kroger Precision Marketing (KPM) is creating the first benchmarks for carbon measurement in retail media. Initial results of our work together revealed significant improvements in the carbon footprint of KPM's programmatic campaigns. Utilizing Scope3 data in an alpha test, KPM's campaigns dropped to an overall carbon cost that's 37% lower than the US benchmark in programmatic.

Over the past 10 years,
we've diverted
**More than
50,000 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 collaborate with organizations that find new homes for the furniture.



In 2024, our Cincinnati office
sent approximately
**32,000 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 Kroger, consumer packaged goods companies, agencies, publishers, and affiliates 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 sourced through the Kroger Plus loyalty card program to fuel a more customer-centric journey using 84.51° Insights, 84.51° Loyalty Marketing and our retail media advertising solution, Kroger Precision Marketing.

