



**20
23**

**CORPORATE SOCIAL
RESPONSIBILITY
REPORT**



In Hy-Vee's 93-year history, we have always been a company of great purpose, dedicated to helping others.

As one of America's most trusted brands, we are committed to caring for the environment and giving back to our people and communities. That's why we're taking proactive measures to make the world a better place to live for all. In this publication, you'll learn how we are helping:

Our People

At Hy-Vee, we care deeply about the health and well-being of our customers, employees and communities. That's why we have formed partnerships with key organizations within our local communities to provide educational and career opportunities to minorities, at-risk youth, people with disabilities and others.

Our Planet

Hy-Vee's dedication to preserving our planet shows through our many initiatives aimed toward reducing waste, like our food diversion practices, and investment in electric vehicles and solar energy. In 2022, we were named one of the Greenest Grocers in America, cited for our commitment to sustainable seafood and efforts to manage our environmental footprint with our latest store designs.

Our Places

Even though Hy-Vee is based in the Midwest, our commitment to helping others extends far beyond. Through our efforts with national charitable organizations and local initiatives, we work hard to make a difference. Our stores and employees demonstrate our fundamentals of helpfulness and kindness, donating their time, money and food to those in need.

We are proud of our progress thus far, but there's still much more work ahead for us to do. We look forward to finding new ways to care for our planet, our people and our places as we work to make our customers' lives easier, healthier and happier.

*Information reported through September 30, 2023.

OUR purpose

At Hy-Vee, we do more than just sell groceries. Our mission is to make lives easier, healthier and happier — and we extend that mission well beyond our store aisles. Our company's purpose is centered around four key initiatives:

1 Fighting Hunger

Food insecurity is an ongoing issue faced by millions of Americans each year, and we have witnessed firsthand the challenges and struggles many face accessing fresh, nutritious meals. Feeding families since 1930, we are able to leverage our partnerships with customers, suppliers and food banks to help donate millions of meals to families in need each year. Over the past decade, we have also established long-standing partnerships and initiatives to help combat hunger within our communities, including Hams for the Holidays, Family Meals Month and meal packaging events.

2 Offering Employment & Education Opportunities

Our people are our greatest strength and the reason we have not just survived, but thrived for 93 years and counting. At Hy-Vee, we are fostering an inclusive workplace that offers best-in-the-industry benefits, competitive wages and educational resources, as well as career advancement opportunities. It's for these efforts that 14% of our workforce has served Hy-Vee for 10 or more years and that we've been nationally recognized as one of America's Greatest Workplaces by *Newsweek* and a Best-In-State Employer by *Forbes*.

3 Caring for the Environment

We are committed to doing our part to help protect the Earth. We demonstrate this commitment every day through our Hy-Vee One Step program, which funds the planting of thousands of trees each year. We're also committed to reducing our carbon footprint throughout our operations through our reusable bag program and investment in solar energy and electric vehicles. We're also one of the leading retailers when it comes to providing 100% sustainably sourced seafood.

4 Building Stronger Communities

For more than 90 years, we have been committed to supporting the communities we call home with a focus around four key efforts:

- **Providing Help in Times of Need** — We are always ready to lend a helping hand when disasters strike. Through our Hy-Vee Disaster Relief fleet, we've traveled across the U.S. to provide water, fresh meals and supplies to communities in need over the past several years.
- **Giving Back** — We give back to our communities each year through volunteerism, community events and monetary donations to help support local charities, nonprofits and food banks.
- **Supporting Inclusivity** — To promote inclusivity within our stores and our communities, we support minority-owned businesses, as well as local organizations that promote unity and support diverse populations.
- **Offering Accessible Health Care** — We are focused on making our customers' lives healthier. To help individuals access affordable health care, we've invested in services like mobile health units, virtual dietitian services, telehealth and more.

Hy-Vee Hy-Light

A \$400 gift to the Boy Scouts in 1941 marked the company's first corporate donation. Since then, philanthropy and corporate giving has become an increasingly important expression of Hy-Vee's values.

BY THE numbers

93

Founded in 1930, Hy-Vee has been operating for 93 years.

550+

Operates more than 550 retail business units across the U.S.

\$13B

More than \$13 billion in sales in 2023.

\$55.8M

Hy-Vee has donated an average of \$55.8 million each year over the past three years.

75,000

Employees.

Our mission:

Making lives easier, healthier, happier.

1 Friendliness

We have the friendliest employees in the industry. Whether it's with a kind smile or a cheerful greeting, Hy-Vee employees take pride in their relationships with customers and each other.

2 Honesty

Hy-Vee employees believe in being open and honest with our customers and fellow employees. From our advertisements to the way we conduct ourselves inside and out of the stores, customers know they can trust Hy-Vee.

3 Respect

Hy-Vee treats its employees with respect, and expects its employees to treat one another the same way. Our culture of respect shows in the way we treat our customers.

4 Dedication

Hy-Vee employees are focused on providing great service. Every day, every hour, thousands of our employees dedicate themselves to going above and beyond for our customers.

5 Dignity

Since our start in 1930, Hy-Vee employees have been taught to “act like they own the place.” We take pride in what we do and where we work each day.

6 Caring

Hy-Vee cares deeply about what’s happening in our aisles, and in the communities beyond. We support thousands of local charities and organizations, and our employees give their time and talents both inside and outside of the store.

7 Ethics

Hy-Vee’s founders, Charles Hyde and David Vredenburg, were known for their honesty and integrity and made these values the building blocks of our company. Hy-Vee employees stay true to the highest of character.

8 Sincerity

At Hy-Vee, we genuinely want to share our success with our employees and inspire a sincere attitude toward assisting customers.

9 Fairness

Our founders promised quality merchandise, excellent service and low prices. Hy-Vee continues this tradition by providing all customers the same opportunity to get the best products at the best value.

10 Integrity

Our employees are expected to always do what is right for our customers, our communities and fellow employees. We hold ourselves to the highest moral principles.

11 Sharing

Sharing is a central value for Hy-Vee and has been since the company was founded. Our profits are shared with our employee owners, as well as our communities through millions of dollars in annual donations to nonprofit organizations.

12 Morals

We understand the importance of our reputation, which is why we teach our employees to live the Hy-Vee fundamentals both inside and outside the store. Hy-Vee employees uphold the finest caliber of language, behavior and standards.

13 Ownership

As an employee-owned company, our employees have a say in how we achieve success, and accountability when we don’t. The company truly is a reflection of the effort and dedication our employees bring to their work.

14 Manners

Hy-Vee employees maintain a polite and friendly attitude every day, creating an atmosphere that makes our customers feel comfortable and welcome in our stores.



The Fundamentals That Guide Us

Since our founding in 1930, we have continued to live by a basic set of 14 fundamentals that guide our everyday operations. We look for people who live out our company fundamentals day in and day out and who are proud to live by the Hy-Vee name, offering industry-leading customer service.

Together, we can make a difference. One step at a time.

At Hy-Vee, we believe that by working together we can help the world become a better place through initiatives that help people, communities and the planet. That's why in 2011, we established the Hy-Vee One Step program, dedicated to making lives easier, healthier and happier.

Through the Hy-Vee One Step program, we offer customers a selection of everyday, earth-friendly items like paper towels, cleaning products, bottled water, cereal and potatoes with a portion of those proceeds donated to charitable organizations.



820,390
TREES PLANTED

Planting Trees

Trees supply two of life's essentials — oxygen and food. Beyond that, they have important practical, commercial and social values that affect a community's quality of life. Among their many attributes, trees offer clean air and shade, lower energy costs and provide a means of storm water control. To date, Hy-Vee One Step products have gone toward planting **820,390 trees**. In partnership with the Arbor Day Foundation, we plant new trees every year in neighborhoods, parks and other public spaces around our communities.



Fighting Hunger

As food insecurity continues to grow, millions of people around the world and within our own local communities lack a dependable and adequate supply of nutritious food. To date, Hy-Vee One Step products have funded **20.3 million meals** to Meals from the Heartland, a nonprofit that packages nutritious meals to be distributed to individuals in need across the world.

20.3M
MEALS DONATED TO
MEALS FROM THE
HEARTLAND



HyVee®
ONE STEP

Supporting Gardens

One Step garden grants are given to community gardens that provide fresh, healthy food for their communities and teach those in need about health and nutrition through the process of planting, tending and harvesting their own fruits and vegetables. These grants are used to purchase seeds, plants, garden tools and food preservation equipment for community gardens. Through One Step, we have awarded **763 garden grants** across the Midwest.

763 GARDEN GRANTS



130 WELLS FUNDED



One Step

HyVee®
ONE STEP

Building Wells

Worldwide, it's estimated that one in six people lack access to safe drinking water and two in six people lack adequate sanitation. Water-related illnesses are the leading cause of human sickness, suffering and death. In partnership with organizations like Rotary International and Blessman Ministries, we have funded **130 wells**, providing millions of people around the world with better access to clean water and improved sanitation.





Hy-Vee Hy-Light

"I was excited to learn about Hy-Vee's dynamic 100 Million Meals campaign — raising unrestricted funds, food and bringing critical brand awareness to the Feeding America network. Leadership Partners like Hy-Vee are critical to the work we are doing to end hunger. This type of partnership and collaboration is especially gratifying and exemplary of what is possible when we work together."

— Claire Babineaux-Fontenot
CEO, Feeding America

Feeding Families is What We Do

For 93 years, we have helped put food on the table for families across the Midwest. In recent years, we've doubled down on this commitment to help put an end to hunger within our local communities. Through a series of campaigns, we've made strides to bring more awareness to food insecurity and help support local food banks. Rallying together our customers, suppliers, employees and community partners around this important cause, we've been able to make a difference in the lives of millions.

2021

Scan Out Hunger

In 2021 we set a goal: to provide 5 million meals to feed families in need. What resulted was our Scan Out Hunger campaign that brought customers, suppliers and employees together and focused around one cause. To promote the campaign, we created tailgate-themed commercials with our celebrity partners and developed an "H" QR code, encouraging individuals to scan the code to make a donation to Feeding America. In just three short months, we not only reached our 5 million meals goal, but surpassed it. Altogether, we raised enough funds to provide **9.3 million meals** to families in need.

2022

Food Bank Fridays

Following the rise of record inflation and the reduction of federal SNAP benefits, we launched our Food Bank Fridays campaign in 2022 to help replenish local food banks within our communities. Every Friday, we featured a food bank on our social media channels showing how our impact helped feed families in their community. Altogether, we were able to raise enough funds to provide more than **27 million meals** to Feeding America member food banks.



Leadership Partner Award

In 2022 and 2023, we received national recognition from Feeding America for our more than \$1 million donation to support hungry families in need.

2023

100 Million Meals Challenge

In 2023, we announced our biggest goal yet: to provide **100 million meals** to families in need. What followed was our 100 Million Meals Challenge in partnership with Feeding America. To bring national-level awareness to the cause, we promoted the challenge throughout the 2023 NTT INDYCAR SERIES, live on NBC, and also spotlighted hunger in America during the Hy-Vee INDYCAR Race Weekend in July 2023. Thanks to the generosity of our customers, employees and supplier partners, we are well on our way toward reaching our 100 million meals goal.

Did you know?

Just \$1 helps provide at least 10 meals secured by Feeding America on behalf of local member food banks.

Long-standing Efforts

Over the years, we've formed several long-standing partnerships and initiatives to help raise awareness about food insecurity within our communities.

Hy-Vee Hy-Light

"The brand of Hy-Vee means a lot more than just groceries — it's community..."

— Ahman Douglass

Des Moines Fire Department and Hy-Vee Hams for the Holidays partner



Hams for the Holidays

Since 2017, we've partnered with Hormel Foods to help feed communities across the Midwest through our annual Hams for the Holidays event. Altogether, we've distributed 35,000 Hormel Cure 81 hams to families in need ahead of major holidays including Christmas and Easter. Each year, we work alongside local first responders and other community partners to distribute the hams to residents in lower-income neighborhoods.

35,000 HAMS DISTRIBUTED TO FAMILIES IN NEED SINCE 2017

National Family Meals Month

Since 2015, we've celebrated FMI's National Family Meals Month every September to help bring families together during mealtime. Each year, we host events throughout our local communities like meal giveaways, as well as offer special promotions in stores including "kids eat free" to encourage families to come together for mealtime. Our Hy-Vee registered dietitians and Hy-Vee KidsFit teams also offer free resources and nutritious recipes to inspire families.



FMI Gold Plate Award

For five consecutive years (and counting), we've received FMI's most coveted Gold Plate award for our outstanding efforts to promote family mealtime.

Meals from the Heartland Meal Packaging

Meals from the Heartland is an Iowa-based nonprofit focused on alleviating life-threatening hunger through packaged meals that are delivered to malnourished people across the world. Since 2011, we've supported the organization through monetary donations funded by our Hy-Vee One Step program, as well as by hosting annual meal packaging events. In 2022, we hosted a meal packaging event called "Unite for Ukraine" to provide meals to those located in war-torn areas. Each year, we also host the Hy-Vee One Step Challenge, bringing together local organizations, schools and families to package meals in a fun, friendly and competitive environment.





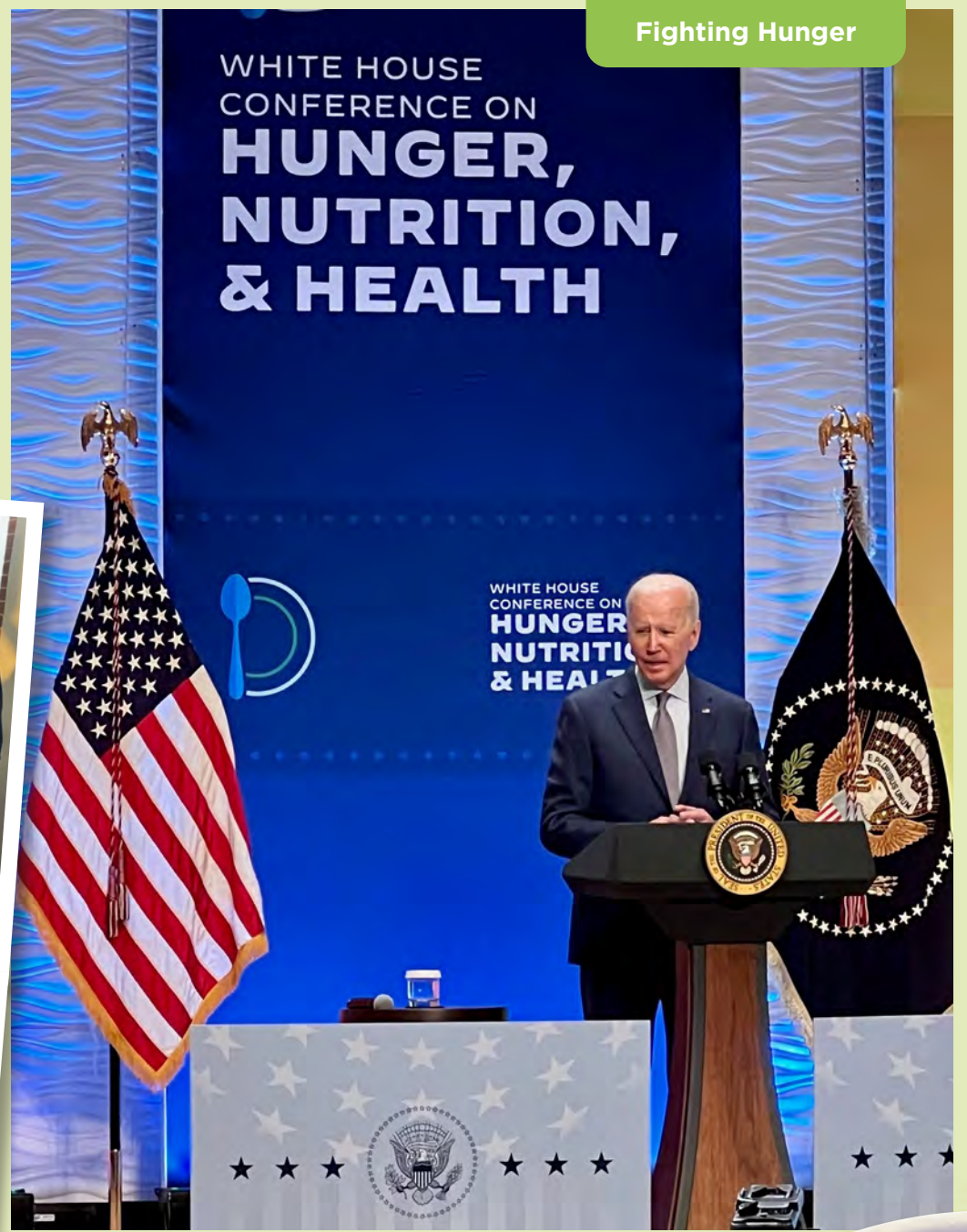
Increasing Food Rescue Efforts

Across our eight-state region, our stores partner with local food rescue organizations to donate food that is still safe to consume but can no longer be sold at retail. In FY 2023, we donated more than 7.4 million pounds of recovered non-perishable items, bakery items, frozen goods, fresh produce and personal care items to local hunger-fighting organizations within our communities. As part of our purpose-driven mission, we plan to continue to increase the amount of rescued food year over year.

These photos depict the series of food donations we've made to Feeding America member food banks since 2021.



Fighting Hunger



Our Ongoing Commitment to Fight Hunger

While we've made great progress in addressing food insecurity over the past few years, we're not done yet. We were part of a select group of retailers invited to attend the 2022 White House Conference on Hunger, Nutrition and Health, hosted by U.S. President Joe Biden. At the conference, we committed to delivering 30 million meals to vulnerable communities by 2025, as well as deploy our registered dietitian team to educate 100,000 Americans in areas of low food access on healthy eating and nutrition by 2026. We are one of only a few grocery retailers to employ dietitians who are readily available to assist customers free of charge. Through our ongoing 100 Million Meals Challenge and other dietitian initiatives, we are well on our way toward reaching these milestones and improving the overall health and nutrition of our communities.





In FY 2023, we gave back to our employees with:

\$48M shared in bonuses with full- and part-time employees

\$34M provided in matching contributions through The Hy-Vee and Affiliates 401(k) Plan

Our Greatest Strength

Since our founding more than 90 years ago, our employees have always been our greatest strength. As one of the largest employee-owned companies in the U.S., we take pride in investing in our people and supporting them in their professional growth. That's why in addition to providing competitive pay within each of our markets, we offer an array of benefits and opportunities to support our employees in their everyday lives.

Offering Employment & Education Opportunities



The Perks of Being a Hy-Vee Helpful Smile

To show our appreciation for all our employees do, we offer a number of everyday perks and benefits to help make our employees' lives easier, healthier and happier.

Grocery Benefits

- 10% weekly grocery discount
- 20% discount on select Hy-Vee food service items
- A FREE Hy-Vee PERKS Plus membership

Financial Benefits

- Daily pay and weekly pay options
- A 401(k) plan with a matching contribution that allows employees to become Hy-Vee owners
- Holiday pay for retail employees
- Exclusive banking and financial offers through Midwest Heritage bank

Lifestyle Benefits

- Exclusive childcare discounts through the Learning Care Group
- Access to Care.com to connect with service providers to care for families, pets and more
- Exclusive perks through PerkSpot.com, including discounts on childcare, electronics, cell phone plans, entertainment and more

Education Benefits

- Career development opportunities through Hy-Vee University and Aisles of Opportunity
- Up to \$10,500 in annual tuition assistance with Bellevue University (and employee family members can receive up to \$2,500 in annual tuition assistance)

Health Benefits

- Part-time insurance with an employer contribution based on eligibility
- Medical and dental insurance for full-time employees
 - Free Doctor on Demand telehealth visits with select insurance plans
 - Recognition of domestic partners as eligible dependents under insurance benefit plans
- 2-week parental leave for the birth or adoption of a child
- A 10% employee discount on RedBoxRx.com online pharmacy orders

37% INCREASE IN STARTING PAY SINCE 2017



Striving to be the Best Place to Work

At Hy-Vee, we are on a mission to become the best place to work. Over the past several years, we have made steady progress toward reaching this goal and have received widespread recognition for our efforts to build a welcoming and inclusive workplace.

Greatest Workplaces of 2023

In a series of independent studies conducted by *Newsweek* and Plant-A Insights Group, large employers across the U.S. were evaluated and ranked for their inclusion in the workplace. Hy-Vee was nationally recognized in several categories.

America's Greatest Workplaces

Ranking of the top 1,000 companies that employees say offer competitive pay and benefits, promote equality and diversity, and cultivate a culture open to new ideas.

America's Greatest Workplaces for Diversity

Ranking of the top 1,000 companies that employees say really respect and value different kinds of people.

America's Greatest Workplaces for Parents & Families

Ranking of the top 800 companies that support working parents and promote a healthy work-life balance.

America's Greatest Workplaces for Job Starters

Ranking of the top 450 companies that are investing in training and mentorship of their employees to help them grow in their career, regardless of age.

America's Greatest Workplaces for LGBTQ+

Ranking of the top 300 companies that demonstrate LGBTQ+ inclusivity in the workplace and where all employees feel valued and respected, regardless of their sexual orientation or gender identity.



Healthiest Workplace

Healthiest Employers named Hy-Vee to its list of Healthiest Employers of Iowa, which recognizes the nation's best and brightest in workplace wellness.



Best-In-State Employer

For the past several years, Hy-Vee has been named to *Forbes'* annual list of Best-In-State Employers for our efforts to improve the well-being of our employees.

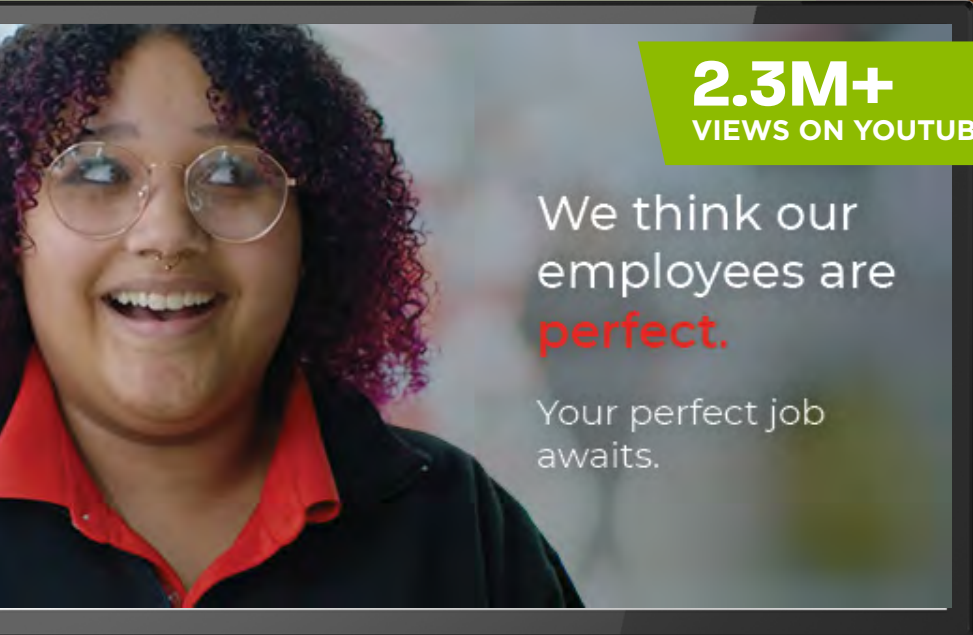
Best Place for Working Parents

Hy-Vee earned the Best Place for Working Parents designation for the family-friendly benefits we provide to employees, including flexible scheduling, discounts on childcare, insurance coverage and more.



Fostering an Inclusive Workplace

At Hy-Vee, we are building a company where everyone — employees and customers alike — is treated with respect and dignity and a place where our differences are embraced and celebrated. Over the past several years, we have invested heavily in D&I initiatives and training across the company.



2.3M+
VIEWS ON YOUTUBE

We Think Our Employees are Perfect

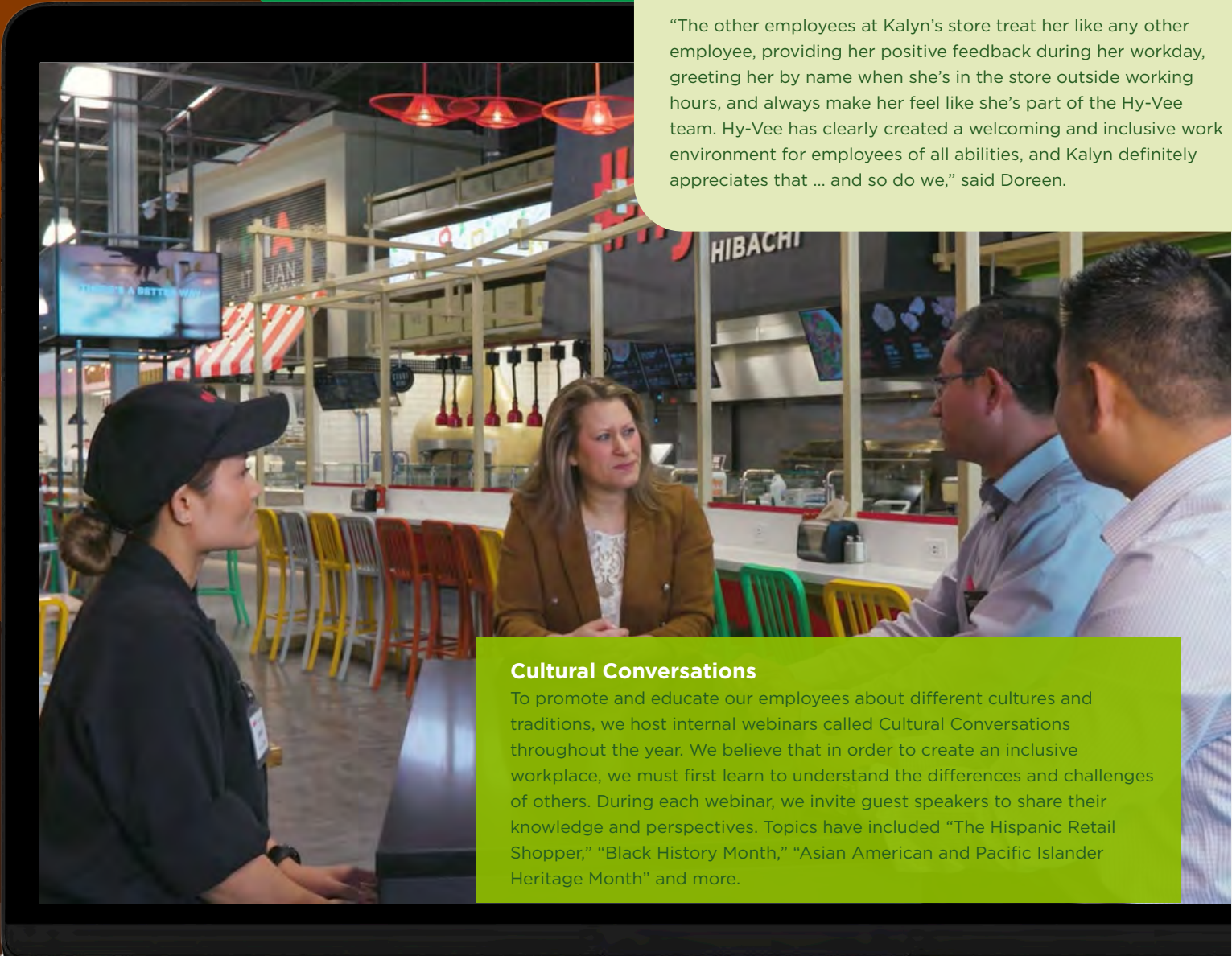
In 2021, we launched a new advertisement aimed at recognizing the one-of-a-kind, real-life individuals who make up Hy-Vee. What resulted was our “Perfect” commercial with the message, “We think our employees are perfect.” The response to the advertisement was overwhelmingly positive among both our employees and customers and reached more than 2.3 million views on YouTube.



Hy-Vee Hy-Light

Doreen and Doug Jasper were one of the couples who nominated Hy-Vee for the Happy Joe Whitty Award in 2021. Their daughter Kalyn has been employed at Hy-Vee as a courtesy clerk since 2010.

“The other employees at Kalyn’s store treat her like any other employee, providing her positive feedback during her workday, greeting her by name when she’s in the store outside working hours, and always make her feel like she’s part of the Hy-Vee team. Hy-Vee has clearly created a welcoming and inclusive work environment for employees of all abilities, and Kalyn definitely appreciates that ... and so do we,” said Doreen.



Cultural Conversations

To promote and educate our employees about different cultures and traditions, we host internal webinars called Cultural Conversations throughout the year. We believe that in order to create an inclusive workplace, we must first learn to understand the differences and challenges of others. During each webinar, we invite guest speakers to share their knowledge and perspectives. Topics have included “The Hispanic Retail Shopper,” “Black History Month,” “Asian American and Pacific Islander Heritage Month” and more.

Offering Employment & Education Opportunities

Hiring People of All Abilities

At Hy-Vee, we are committed to hiring people of all abilities, and we work closely with local organizations across our eight-state region to recruit and retain individuals with disabilities by removing barriers to employment. Over the past several years, we have received widespread recognition for our inclusive hiring practices:

2021 Happy Joe Whitty Award
Hand in Hand (Quad Cities, Iowa)

2021 Disability Employment & Inclusion Large Business Award
Nebraska Vocational Rehabilitation

2020 Employer of the Year for People with Disabilities
Dakota-Scott Workforce Development Board (Lakeville, Minnesota)

2019 Iowa Job Honor Award
America’s Job Honor Awards

2019 Building Bridges to Inclusion Award
Iowa Vocational Rehabilitation Services (Ottumwa, Iowa)

A Welcoming Workplace for All

We have received industrywide recognition for our efforts to create an inclusive workplace by recruiting from diverse populations, enhancing our D&I training and programming, and more.

2022 Diversity & Inclusion Award
The Shelby Report of the Midwest

2022 Impact Award
Progressive Grocer

2021 Inclusion Award
Greater Des Moines Partnership (Des Moines, Iowa)

2021 Diversity, Equity & Inclusion Workplace Excellence Award
West Des Moines Chamber (West Des Moines, Iowa)





Hy-Vee Homefront

At Hy-Vee, we are proud to support the men and women who have served our country. That's why we created Hy-Vee Homefront — an initiative that supports thousands of veterans, military members and families through employment, ongoing giving and special programs.



We Hire Heroes

We value the leadership, loyalty, honor and commitment to service inspired through enlistment in the military. Those same qualities mirror our company's core values of being helpful, friendly, honest, dedicated and respectful. To support military veterans in the workplace, we offer a wide range of career opportunities, from working in retail or supply chain, to management and more. In addition to a comprehensive benefit program, we also offer newly hired, eligible veterans the following relocation benefits:

- \$5,000 signing bonus with a two-year commitment
- Transportation of household goods within the continental U.S.
- \$500 allowance on closing costs of a home purchase through Midwest Heritage bank
- Paid day off on Veterans Day
- Career placement assistance for military spouses and family members within Hy-Vee and their local communities

1,500+ MILITARY VETERANS EMPLOYED BY HY-VEE IN 2023



Offering Employment & Education Opportunities

THE BEST EMPLOYERS FOR VETERANS

Forbes
2022
POWERED BY STATISTA

Top Employer for Veterans

Over the past several years, we have received national recognition for our efforts to recruit, retain and support former military members in the workplace.

America's Best Employers for Veterans

Forbes, 2022

Disabled American Veterans (DAV) Patriot Employer

2022, 2023

Employer Support of the Guard and Reserve

In 2022, we extended our support to veteran and active-duty military members by joining the Employer Support of the Guard and Reserve (ESGR) Statement of Support program. Through this program, we pledge that we will:

- Fully recognize, honor and comply with the Uniformed Services Employment and Reemployment Rights Act.
- Provide our managers and supervisors with the tools they need to effectively manage employees who serve in the Guard and Reserve.
- Appreciate the values, leadership and unique skills service members bring to the workforce and will encourage opportunities to hire guardsmen, reservists and veterans.
- Continually recognize and support our country's service members and their families, in peace, in crises and in war.

Honoring Years of Service

As Hy-Vee's first CEO Dwight Vredenburg said, "People go where they are invited and stay where they are well treated." Employee retention and workplace satisfaction is something we prioritize at Hy-Vee. That's why starting in 1964, we began holding annual Service Award ceremonies each October to recognize employees who have worked for Hy-Vee in five-year increments. Individuals celebrating 5-20 years of service are recognized at a local ceremony within their region, and those who reach 25 years or more of service are invited to a special ceremony at our headquarters in West Des Moines, Iowa. Each service award recipient receives a special gift, and employees who reach 50 years of service receive a new car of their choice.



- 25% of workforce has served the company for 5 or more years
- 14% of workforce has served the company for 10 or more years
- 9% of workforce has served the company for 15 or more years
- 6% of workforce has served the company for 20 or more years
- 3% of workforce has served the company for 25 or more years
- 2% of workforce has served the company for 30 or more years



179 individuals have received Hy-Vee's highest honor, the Richard N. Jurgens Legendary Customer Service Award, since 2006

Service at a Legendary Level

The Richard N. Jurgens Legendary Customer Service Award, first established in 2006, is our highest internal honor, awarded to only a select few employees from across the company who display above-and-beyond commitments to serving customers. Each year, candidates are nominated for the award by their peers, customers and supervisors, and winners are selected by a panel of Hy-Vee's top officers. Nominations are evaluated on the employee's overall contributions to the company in nine areas: passion for customer service, attitude, initiative, teamwork, problem-solving skills, dedication to Hy-Vee fundamentals, communication skills, professional image and self-confidence. Winners receive a coveted Legendary Customer Service name badge and a custom-designed ring to commemorate the honor, as well as a crystal trophy and a free trip of their choice. Each individual's photo is also displayed on a Hy-Vee semitrailer and each winner is invited to Hy-Vee's corporate office for a special award luncheon.

It Begins and Ends with the Customer

At Hy-Vee, the customer always comes first. Service is our No. 1 focus, and we have a common saying, "if you're not helping a customer, you better be helping someone who is." Whether working in our retail stores, in our distribution centers or in our corporate offices, our employees are always expected to serve our customers at the highest level.



Road of Gold

To promote safe driving within our transportation department, we founded the Hy-Vee Road of Gold program in 1990 to reward Hy-Vee drivers for their exemplary accident-free driving records. Altogether, we have recognized 167 individuals for reaching 1 million, 2 million or 3 million accident-free miles. Each recipient is inducted into the Hy-Vee Road of Gold Hall of Fame and receives a variety of gifts, as well as a personalized gold- (for 1 million mile safe drivers), black- (for 2 million mile safe drivers) or platinum- (for 3 million mile safe drivers) painted Hy-Vee tractor to drive for five years.



137

drivers recognized for reaching 1 million miles driven without a preventable accident

27

drivers recognized for reaching 2 million miles driven without a preventable accident

3

drivers recognized for reaching 3 million miles driven without a preventable accident

7 INDIVIDUALS REACHED 50 YEARS OF SERVICE WITH HY-VEE IN 2023



Investing in Our People

To help our employees expand their knowledge and advance in their careers, we place a heavy focus on training and education. Through our Hy-Vee University curriculum, we offer our employees the opportunity to pursue on-the-job training, apprenticeships and certifications to advance their knowledge and skill sets in their chosen field.

Hy-Vee University

Hy-Vee University offers a variety of training programs to prepare our employees for a successful career in retail. The complexity of the curriculum ranges from an exploratory program that allows trainees to identify their own career path within the company to advanced store manager training, which provides insight into all facets of our Hy-Vee operations.

Hy-Vee University introduces trainees to mentors and subject matter experts within the company who will offer guidance and assistance throughout their careers. It also provides an opportunity for trainees to gain hands-on experience in the major departments of our retail stores for a better understanding of total store operations. In addition, the training helps build key leadership skills such as time management, communication and problem-solving.

Hy-Vee University Courses:

- **Department Manager Training** Intended for future department managers, this course helps individuals fine-tune their skills and expertise in the department they will eventually lead. Training includes self-paced learning modules to increase product knowledge and hands-on activities to enhance trainees' understanding of department operations. Each trainee is also assigned an in-store mentor.
- **Principles of Retail Operations** Intended for emerging store leaders, this course helps individuals gain a thorough understanding of basic department operations and their relation to total store performance. This program combines self-paced learning modules with immersive hands-on training and live virtual sessions that take place in an assigned training store.
- **Advanced Retail Operations** Intended for future store managers, this course builds upon the information taught in Principles of Retail Operations, blending immersive hands-on training with in-person sessions to help individuals grow their management skills and deepen their understanding of overall store operations.



Retail Certifications

Our Hy-Vee Certification program is intended for employees who have a passion for a particular field and who want to increase their knowledge to better serve our customers. We offer certifications for Beer, Charcuterie, Cheese, Seafood and Wine.

Retail Certified Apprenticeships

Our Hy-Vee Retail Certified Apprenticeship program is intended to help recruit, train and retain employees in specialized careers with Hy-Vee. Using a combination of on-the-job mentoring and related learning, these "earn-to-learn" programs offer participants the training and experience to help them advance in their careers. We offer a meat cutter apprenticeship, as well as a pharmacy technician apprenticeship.

Offering Employment & Education Opportunities



Aisles of Opportunity

We are a company of many opportunities. From our retail stores and corporate offices, to manufacturing, transportation, health care and more, there are a wide variety of career paths available at Hy-Vee. That's why we developed Aisles of Opportunity, a career path tool to help employees identify their skills and interests, as well as create goals and an actionable plan to reach those goals.

702

EMPLOYEES ENROLLED
IN HY-VEE UNIVERSITY
CERTIFICATIONS AND
APPRENTICESHIPS IN FY 2023



English as a Second Language

Our Omaha-based food manufacturing subsidiary, D&D Foods, Inc., employs a team of approximately 100 full-time employees — more than 70% of whom are native Spanish speakers. To help remove language barriers in the workplace and increase employee retention, D&D Foods partnered with Learning for ALL, a local educational nonprofit, to begin offering English as a Second Language courses for current and emerging leaders within the organization in 2023. Individuals who enroll in the 48-week course have the opportunity to learn onsite and while on the clock in a group classroom setting, as well as enjoy free access to the Burlington English platform for additional resources. Currently, 16 leaders are enrolled in the course.

Investing in Our Supply Chain Employees

Through Indian Hills Community College, our Chariton Distribution Center employees have the opportunity to advance their skill sets and careers while staying close to home. Through the college, Hy-Vee employees have received CDL training, completed leadership and management courses, as well as English language learning courses and workplace Spanish courses. Our Chariton facility is currently offering an apprenticeship for Indian Hills Community College students in diesel mechanics with plans to add additional internships and apprenticeships in the future. To date, we have committed more than \$714,000 to support the local college.

Career Day

To promote career opportunities at Hy-Vee from within the organization, we regularly host an event called Career Day, inviting more than 1,000 employees from all areas of the company to explore the departments, divisions and subsidiaries that make up Hy-Vee. From transportation and logistics, to banking, culinary, retail management, health care and more, there's a number of career paths and opportunities at Hy-Vee. Attendees also have the opportunity to network and meet with Hy-Vee leaders at the event.



Offering Employment & Education Opportunities

Hy-Vee Hy-Light

"Hy-Vee's tuition assistance program and Bellevue University's flexible learning options helped me achieve my bachelor's degree while working full time and supporting my family. I cannot recommend this program enough to anyone who is looking to further their education and advance in their career." — **Matthew S.**
2022 Bellevue University Graduate



\$845,670

SHARED THROUGH THE HY-VEE
TUITION ASSISTANCE PROGRAM
SINCE ITS INCEPTION

Tuition Assistance

We are committed to helping our employees achieve their dreams and pursue higher education opportunities. The Hy-Vee Tuition Assistance program, established in 2020, offers Hy-Vee employees the opportunity to receive up to \$10,500 in annual tuition assistance through Bellevue University for associate's, bachelor's and master's degrees. Immediate family members of employees can also apply to earn up to \$2,500 in assistance each year. Bellevue University offers flexible learning options with many courses available online and/or in person. To date, more than 200 Hy-Vee employees and family members have enrolled in courses through the program.



Greenest Grocery Store

In 2022, Hy-Vee was named to Mashed.com's list of Greenest Grocery Stores in America, which featured the 10 most sustainable grocery retailers in the nation.

Hy-Vee Hy-Light

In the last three years, our partnership with GreenRU Organic Waste Diversion Program has kept **9.6 million** pounds of food and organic waste from our stores out of landfills. This waste is recycled into nutrient-rich compost.

Energy used per square foot in new Hy-Vee stores has decreased **25%** in the last eight years.

Nearly **50%** of the power used in Hy-Vee stores across our eight states is generated from renewable sources.

Caring for the Environment



New Stores Designed to Save on Energy

At Hy-Vee, we are committed to becoming more energy efficient every year. Our newest flagship stores are uniquely designed with energy consumption in mind. Throughout the store, we've implemented a number of energy reduction measures like only using LED lighting, dimming lights during the day and using occupancy sensors to reduce energy usage in areas like our frozen departments, bathrooms and more. Across the company, we have also installed nearly 2.3 million digital shelf labels across 268 retail sites to reduce our carbon footprint.

Solar is the Way

To offset our electrical usage, we've invested in solar energy panels across our new stores and facilities.

- Many of our new Hy-Vee Fast & Fresh locations use solar energy over the gas pumps to harvest the sun's energy while also acting as a roof for customers. The panels can generate up to 100 kilowatt-hours of power annually.
- In 2022, we celebrated the completion of our more than 175,000-square-foot cold storage expansion at Perishable Distributors of Iowa (PDI). As part of the expansion, we added solar energy panels to a portion of the building, which can generate more than 937 kilowatt-hours of power annually.
- Our newest Midwest Heritage bank branch opened in Grimes, Iowa, in fall 2022. The location features solar energy panels that can generate up to 40 kilowatt-hours of power annually.
- Our Chariton Distribution Center is currently constructing, in partnership with Alliant Energy, a solar field that at maximum capacity will generate enough energy each year to power up to 360 homes.



387 ELECTRIC VEHICLE CHARGING STATIONS



Connecting Customers with Electric Vehicle Charging Stations

As more drivers have shifted to electric vehicles, we have invested in more than 385 electric vehicle charging stations across 90 Hy-Vee locations, providing our customers with a convenient place to charge their vehicles while they shop at Hy-Vee. Twenty-nine of our stores offer Tesla Superchargers, which allow Tesla drivers to recharge their vehicles in 20 to 40 minutes for an estimated driving range of 270 to 350 miles. Across the company, we offer 508 charging ports, and we plan to continue adding more stations to new and existing stores as part of our ongoing sustainability efforts.



Kansas City Chiefs tight end **Travis Kelce** is a big fan of our Hy-Vee reusable bags and is often spotted carrying one on game days.

Caring for the Environment

Giving Back with Reusable Bags

The Hy-Vee Reusable Bag Program is designed to make it easy for Hy-Vee customers to contribute to their local community while supporting the environment. The program offers a \$2.50 red “My Heart” Reusable Bag with an attached Giving Tag that supports local nonprofits in the communities that Hy-Vee serves. With every purchase of a red “My Heart” Reusable Bag, \$1 is donated to a local nonprofit. When a customer purchases the red “My Heart” Reusable Bag featuring the Giving Tag, they have the opportunity to direct the \$1 donation to a local nonprofit that is important to them. Since its inception in 2019, the Hy-Vee Reusable Bag Program has generated \$141,516 in donations to local nonprofits, supported 4,096 local organizations, and eliminated the need for more than 4.2 million single-use plastic bags.



Reducing Single-Use Plastics

We are committed to reducing single-use plastic across our more than 285 retail stores and are always seeking new ways to reduce our plastic footprint. In our food service areas, we’ve switched to recyclable to-go containers and installed SmartStock cutlery dispensers to help reduce the amount of plastic cutlery used. Within our supply chain and produce operations, we use sustainable, reusable packaging containers from IFCO, a sustainable packaging supplier, which have brought significant annualized environmental savings.

Beyond the Bag

In 2020, we joined the Consortium to Reinvent the Retail Bag as a supporting partner of the Closed Loop, a consortium focused on reducing waste and greenhouse gas emissions via materials innovation, advanced recycling technologies, supply chain optimization and landfill diversion. In early 2023, Closed Loop Partners released a playbook to provide near-term single-use bag reduction solutions that any retailer can implement — from small local stores to large national brands.



Topping the List with Tuna

Hy-Vee ranked fourth among 16 national brands in Greenpeace USA's 2022 Tuna Report. The report ranks brands based on how sustainable and ethical the tuna products are for the world's oceans. We are the only retailer to publicly release a full list of our supply chain's fishing vessels, and were publicly praised by Greenpeace for this commitment to transparency.



Hy-Vee Hy-Light

"Hy-Vee is setting a new standard for seafood sourcing verification and transparency by digging into its tuna supply chains and making vessel name information publicly available. This activity is an important step for the U.S. market and demonstrates that when a retailer makes the effort to gain greater visibility into its seafood supply chains, the risks for illegal fishing activities and social issues can be identified and mitigated."

— **Jenny Barker,**
Executive Director of FishWise



Advocating for Sustainable Seafood Practices

At Hy-Vee, we're proud to offer our customers high-quality seafood that promotes well-being for them and the environment.

2012

Hy-Vee launched the Responsible Choice program, which pledges to protect ocean resources as part of our sustainability mission.

2017

Hy-Vee became the first Midwest retailer to offer 100% responsibly sourced fresh and frozen seafood at all of our stores. We also successfully transitioned 100% of our sushi and private-brand shelf-stable tuna products to responsible sources. Later that year, we added our fresh and frozen scallops and private-brand shelf-stable tuna to the program.

2018

Hy-Vee began selling Fair Trade Certified™ Wildfish Salmon in all of our stores, becoming the first Midwest retailer to do so. The Fair Trade Certified™ seal recognizes best-in-class seafood companies for their commitment to sourcing ethical seafood.

GREENPEACE

2018

Greenpeace released its 2018 Carting Away the Oceans (CATO) report, ranking Hy-Vee No. 2 out of the 22 largest supermarket chains in the U.S. for our sustainability efforts.

2021

We joined more than 200 other retailers in penning an open letter to the federal government to support permanent protections for the fishing operations in Bristol Bay, Alaska, as potential mining activities in the area threatened to disrupt the ecosystems there.

2021

We adopted a new Seafood Supplier Code of Conduct to ensure our suppliers enforce safe working conditions; that workers in our seafood supply chains are treated with respect and dignity; and that seafood harvesting and production processes are legal and transparent.

2022

We celebrated the 10th anniversary of the Hy-Vee Responsible Choice program, which aims to protect seafood populations and ensure sustainable harvests for generations to come. The "Responsible Choice" logo promises that any Hy-Vee seafood packaged with the label was farmed or caught in a 100% responsible way that protects the local ecosystem.



We employ our own U.S. Department of Commerce (USDC) lot inspector to ensure the quality, safety and integrity of the fresh seafood we buy from suppliers.

Committed to Reducing Emissions

The Environmental Protection Agency's (EPA) GreenChill program awarded Hy-Vee a 2021 Superior Goal Achievement award for our efforts toward reducing refrigerant emissions and decreasing their impact on the ozone layer and climate change. We first joined the EPA's GreenChill program in 2010, which focuses its refrigerant management plan on leak avoidance and using lower global warming potential (GWP) refrigerants. The GreenChill program, which includes more than 12,000 stores nationwide, recognizes stores for meeting strict performance criteria that demonstrates how their refrigeration systems are minimizing their impact on the environment.



Championing Supply Chain Sustainability

Supply & Demand Chain Executive awarded Hy-Vee the 2021 Green Supply Chain award for our efforts in prioritizing supply chain sustainability despite worldwide challenges, including the pandemic. All three of our distribution centers follow eco-friendly practices to remain TRUE Zero Waste certified, which means that 99.02% of all waste from their facilities for the past year was kept out of landfills through a variety of sustainable practices.

Looking to the Future with Greener Transportation Alternatives

In 2020, Hy-Vee became the first company in the state of Iowa to use an electric yard truck. Today, we have five electric yard trucks that are used at our PDI, Chariton and Cherokee campuses. Combined, the five trucks yield annual savings of \$150,000 in fuel and maintenance costs. Beyond the electric yard truck, Hy-Vee's transportation fleet leaders have also worked to reduce

consumption of fossil fuels through analyzing the fuel efficiency of each of the more than 450 trucks in Hy-Vee's current fleet. The equipment is monitored for efficiencies and upgraded regularly to utilize more fuel-efficient options. These improvements have increased the average miles per gallon across the entire fleet by nearly 4% since 2020.

Hy-Vee Hy-Light

To maximize fuel efficiency, the Hy-Vee transportation department works to minimize the number of empty trailers traveling back to Hy-Vee facilities. Backhaul rates (the number of trailers hauling products or supplies back to their distribution sites) have increased by nearly 2% from 2022 to 2023.



5 ELECTRIC YARD TRUCKS



A Leading Cold Storage Provider

Hy-Vee subsidiary Perishable Distributors of Iowa (PDI) earned *Food Logistics'* Top 3PL & Cold Storage Providers award for its streamlined supply chain operations including its rigorous temperature tracking protocols, high food safety standards and dedicated sustainability efforts as a Platinum Level Zero Waste facility.

Hy-Vee Distribution Centers Achieve Zero-Waste Status

In 2018, our Chariton and Cherokee distribution centers received Platinum-Level certification under the TRUE Zero Waste rating system administered by the Green Business Council. Numerous zero waste processes were implemented at both facilities to achieve this rating, including diverting millions of pounds of solid waste from landfills. This was Cherokee's first time achieving the certification. Hy-Vee's subsidiary PDI has been TRUE Zero certified since 2016.

Disaster Relief

For more than 90 years, we have been committed to giving back to our communities. To further demonstrate that commitment, in 2021, we created the Hy-Vee Disaster Relief fleet, allowing us to bring immediate aid to people in need.

Since then, the 27-vehicle fleet has been deployed to communities across the U.S. to provide immediate assistance following devastating events.

Meet the Fleet

The Hy-Vee Disaster Relief Fleet includes 27 vehicles that are outfitted with tools and resources to help assist in times of need. The fleet includes: a command center, a portable water system, supply trailers, response pickup trucks, a mobile pharmacy and mobile generators.

Dec. 10, 2021

Historic tornadoes hit parts of Kentucky and Tennessee, leaving many without homes. For the first time in Hy-Vee history, we deployed our Disaster Relief Fleet, sending a 19-vehicle caravan with more than 35 employee volunteers to distribute nearly 327,000 bottles of water and 220,000 snack bars and breakfast items to residents in Mayfield, Kentucky; Madisonville, Kentucky; Bowling Green, Kentucky; and Nashville, Tennessee.

Dec. 15, 2021

The small town of Rudd, Iowa, was left without water and power after a devastating derecho. We deployed parts of our fleet to the town and surrounding Iowa and Nebraska communities to distribute more than 26,000 bottles of water.

March 5, 2022

An EF4 tornado ripped across central Iowa, leaving behind destruction in Winterset, Chariton and Pleasant Hill. We distributed water, snacks, fresh produce and more than 2,800 meals to residents and first responders across the impacted areas.

June 27, 2022

A deadly Amtrak derailment near Mendon, Missouri, brought hundreds of first responders to the area as they attempted to rescue passengers over a series of days. Our team traveled to the area to deliver meals and water to nearly 150 first responders.

Sept. 28, 2022

Hurricane Ian made landfall in Southwest Florida bringing 150 mph sustained winds that resulted in major flooding and damage. It was determined to be Florida's deadliest hurricane since 1935, taking more than 100 lives. A team of 28 Hy-Vee employee volunteers traveled to Southwest Florida to distribute more than 181,000 bottles of drinking water, ice, snacks, supplies and to distribute thousands of meals in partnership with Operation BBQ Relief.

Jan. 17, 2023

A Hy-Vee disaster relief semi-trailer traveled to Montgomery, Alabama, to deliver nearly 31,000 bottles of water to the Montgomery Area Food Bank. The food bank was in great need after a deadly tornado outbreak ravaged nearby Selma and the surrounding Dallas County.

April. 3, 2023

Following a devastating tornado that ripped through parts of Tennessee, we sent 19 employees in a caravan, carrying more than 70,000 bottles of water and 168 cases of snack bars to help victims in Covington and Readyville, Tennessee.

Sept. 2, 2023

A team of 27 Hy-Vee employees traveled to Live Oak, Florida, to help those impacted by Hurricane Idalia. The team distributed more than 217,000 bottles of water, more than 3,400 20-pound bags of ice, paper products and electrolyte drink mix in the area. Partnering with Operation BBQ Relief, the team also helped provide approximately 90,000 meals to first responders and local residents.



25
DISASTER RELIEF
DEPLOYMENTS



Donating Water

Natural disasters put millions of peoples' lives at risk each year, and often impact water supply, electricity and other basic necessities. To date, we have donated more than 2.9 million water bottles to help people in need across the U.S. following major events including tornadoes, hurricanes, water main breaks and more.

Outstanding Partner

The Nebraska Preparedness Partnership awarded Hy-Vee the Outstanding Partner Award for its disaster response efforts in the state of Nebraska.

Giving Back to Our Communities

We proudly support nonprofits and local organizations across the Midwest with both corporate- and store-level donations. In FY 2023 alone, we donated more than \$57 million. On a local level, our stores partner with a number of organizations each year to raise awareness for important causes, as well as demonstrate their support through volunteerism.

Some of our most significant contributions help support:

- **Feeding America** — helps feed more than 46 million people through its national network of more than 200 food banks.
- **JDRF** — supports research of type 1 diabetes.
- **Make-A-Wish Foundation** — helps fulfill wishes of children with critical illnesses.
- **Page Education Foundation** — helps minority youth pursue post-secondary education.
- **Variety — the Children's Charity** — helps improve the lives of children who are underprivileged, at-risk, critically ill and living with special needs.

\$282M DONATED TO LOCAL CHARITIES SINCE 2019

Planting for the Future

We are a proud partner of the Arbor Day Foundation and work hand-in-hand to beautify our communities through tree planting events.

To help revive the Cedar Rapids, Iowa, community after the devastating 2020 derecho that resulted in more than \$7.5 billion in damage across the Midwest, we partnered with the Arbor Day Foundation, CHEP and Trees Forever to plant 40 trees in local area neighborhoods.

Most recently, in Robbinsdale, Minnesota, we partnered with the Arbor Day Foundation to host a tree giveaway event in fall 2023, distributing 150 trees to local residents to plant following recent unrest in the community that resulted in damaged trees in the area.



Giving Back

Our Hearts are with Uvalde

Following the deadly elementary school shooting in Uvalde, Texas, in May 2022, we donated \$100,000 to H-E-B's Spirit of Giving Fund to support victims' families and those impacted by the tragedy.

Investing in our Hometown

We are committed to supporting the communities we call home and have worked to revitalize the town of Chariton, Iowa, home to one of our distribution centers and former corporate headquarters. Since 2017, we have partnered with our subsidiary Midwest Heritage to commit \$500,000 to the Chariton Valley Regional Housing Trust Fund to purchase and renovate homes for moderate-income residents. To date, the program has purchased five homes, and four homes have already been refurbished and resold. All proceeds from the housing sales are reinvested into the program to purchase and revitalize additional homes.



The trees planted in partnership with Arbor Day Foundation have...

Captured 228,931 metric tons of CO₂, which is the equivalent of removing 49,767 cars from the roads for one year.


Prevented 11,830,365 gallons of water runoff, which is the equivalent of enough water for 144,273 people for one day.

Removed 680 tons of air pollutants, which is the equivalent of providing enough oxygen for 2,456,408 people for one day.

Supporting Veterans

Since 2013, we've hosted the Hy-Vee Homefront Register Round Up in the first two weeks of November to raise funds to help support military veterans and their families. Customers can visit their local Hy-Vee store to round up their grocery bill to the nearest dollar with the proceeds going to support designated Hy-Vee Homefront organizations. We are proud to work together with our customers by annually matching customer donations of up to \$100,000 toward the cause. To date, we have raised more than \$3.2 million through the round up.


All proceeds from the Hy-Vee Homefront Register Round Up benefit the following nonprofit organizations:



Operation First Response
Helps meet the immediate personal and financial needs of wounded military members and their families.
www.operationfirstresponse.org



Puppy Jake Foundation
Dedicated to helping military veterans through assistance of well-bred and highly trained service dogs.
www.puppyjakefoundation.com



Hope for the Warriors
Dedicated to enhancing the quality of life for post-9/11 service members, their families, and the families of the fallen who have sustained physical and psychological wounds in the line of duty.
www.hopeforthewarriors.org



American Red Cross
Shelters, feeds and provides emotional support to victims of disasters; supplies about 40% of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families.
www.redcross.org



Giving Back

\$3.2M
RAISED THROUGH
HY-VEE HOMEFRONT



Veterans Day Breakfasts
To honor and recognize the military men and women who have served our country, every Veterans Day, we host a Veterans Day breakfast across our more than 285 stores, serving upwards of 90,000 free breakfasts to active military members, veterans and their families. Hy-Vee's first Veterans Day breakfast originated in 1999 at the Belton, Missouri, Hy-Vee and quickly became a staple event across the company and within the communities we serve.



Supporting the 50 Mile March Foundation
In 2023, we hosted the 50 Mile March Foundation at our Gretna, Nebraska, Hy-Vee as the volunteers walked the 50-mile march from Lincoln to La Vista, Nebraska. The 50 Mile March Foundation's mission is to empower veterans facing mental health challenges and homelessness by fostering a community of hope and relentless support. In 2022, the march raised over \$234,000 in donations for local nonprofits supporting military veterans.

A Weekend of Purpose

Hy-Vee INDYCAR Race Weekend 2023 was a weekend of purpose — dedicated to honoring others and helping those in need. Broadcast live on NBC, the doubleheader event received widespread national media coverage, allowing us to amplify key messages of purpose to far-reaching audiences.

The event also pumped millions of dollars into the central Iowa economy, attracting thousands of race fans to descend upon the town of Newton, Iowa, home of Iowa Speedway.



The Hy-Vee Homefront 250

The Hy-Vee Homefront 250 presented by Instacart on July 22 paid tribute to U.S. veterans and military service men and women. The race was named after our longtime Hy-Vee Homefront initiative that supports veterans, military members and their families. The race day included a special military band performance, an American flag ceremony, a military flyover, as well as a display of the American Veterans Traveling Tribute (AVTT) Vietnam Wall. Each of our Hy-Vee Homefront partners also joined us for the event to help raise awareness for important veteran initiatives. We also invited local military members and veterans to attend the race free of charge.



Giving Back



The Hy-Vee One Step 250

The Hy-Vee One Step 250 presented by Gatorade on July 23 focused on fighting hunger. The race was named after our Hy-Vee One Step program, which funds clean water initiatives, meal packaging and reforestation efforts across the Midwest and across the world. This day paid special tribute to our 100 Million Meals Challenge in partnership with Feeding America to help feed families in need. We invited each of our local Feeding America member food bank partners to join us at the event to receive special recognition for their role within their communities. We also hosted the Great Grocery Race, a grocery bagging contest, to promote some of the most needed items by food banks.



Promoting Inclusion Across Our Communities

Both within Hy-Vee and within our communities, we support inclusivity and proudly support organizations that share similar values. Many of the organizations we support are focused on removing barriers for others — whether in the classroom or the marketplace. By working together, we can help further expand the opportunities for others.

Rolling with Our Mahomies

We are a proud supporter of the 15 and the Mahomies Foundation, created by Kansas City Chiefs star quarterback and Hy-Vee partner Patrick Mahomes. In 2022, we donated \$100,000 to the foundation in honor of the Chief's 2022 AFC championship win and their second consecutive trip to the Big Game. The 15 and the Mahomies Foundation is dedicated to improving the lives of children through initiatives that support health, wellness, and communities in need of resources. The \$100,000 contribution was in addition to our donation of a portion of the sales of our Mahomes Magic Crunch limited-edition collector's cereal.



Passing Support to Local Youth Organizations

In support of our athletic partners and their youth organizations, we unveiled two limited-edition cereal boxes ahead of the 2022 football season: Kelce's Krunch was named after Kansas City Chiefs tight end Travis Kelce. Product proceeds raised \$18,500 for the 87 & Running Foundation, which provides resources and opportunities for underserved children and teens.

Thielen's First Down Flakes was named after Minnesota Vikings wide receiver Adam Thielen. Product proceeds raised \$8,000 for the Thielen Foundation, which aims to create programs that equip and empower kids to reach their full potential.

In our markets, we have partnered with 60+ community organizations representing diverse populations.



Tipping Our Cap to a Baseball Legend

In collaboration with our longtime partner the Negro Leagues Baseball Museum (NLBM), we successfully launched a social media campaign advocating for Negro Leagues Baseball legend John Jordan "Buck" O'Neil Jr.'s overdue induction into the National Baseball Hall of Fame in 2022. To build excitement leading up to his induction, we commissioned a local Kansas City artist to create a unique art piece to pay tribute to Buck, which was put up for auction. We also held the "Buck O'Neil Tip of the Cap Art Tour" where the art piece was on display at area Hy-Vee stores, alongside limited-edition Buck O'Neil merchandise. In partnership with Shatto Milk Company, we also offered limited-edition commemorative salted caramel flavored milk. All proceeds went to NLBM, resulting in a \$10,000 donation.



It Starts Right Here

Founded by Will Keeps, Starts Right Here is an Iowa-based program designed to serve at-risk youth in a supportive, empowering environment. In 2020, we partnered with the organization to support the building of a community center focused on helping students graduate and develop career-building skills. Since then, we have donated \$150,000 to the organization. To further support Starts Right Here, we host career fairs at the community center and have hired seven students since 2021.

Lining the Shelves with Local Brands

Our mission is to ensure our stores are representative of the communities we serve. That's why we continue to expand our selection of products produced by local and minority business owners across our 285 stores. To date, we've added 175 new items to our shelves from our Best of Local Brands Summits and continue to add more.



Hy-Vee Hy-Light

"It's absolutely amazing that Hy-Vee has come to the community to offer capital support to small businesses. The fact that there's a dozen or so businesses pitching their ideas to local community judges and resources are being allocated to support those small businesses is absolutely phenomenal, and kudos to Hy-Vee for making that happen."

— Michael Johnson
President & CEO of Boys and Girls Clubs of Dane County, Wisconsin



Supporting Women- and Minority-Owned Businesses

In 2022, we launched our first Hy-Vee OpportUNITY Inclusive Business Summit in Cedar Rapids, Iowa, inviting women- and minority-owned business owners to attend the daylong conference, which included a vendor expo open to all small business owners in the area, panel discussions and a special keynote presentation. Attendees also had the opportunity to apply for the chance to showcase their products and services during a live pitch competition at the summit for the chance to win up to \$30,000 as an investment in their business. To date, we have held five summits in Cedar Rapids; Kansas City; the Twin Cities; Madison, Wisconsin; and the Quad Cities in Iowa, with more scheduled in 2024.



\$250,000 AWARDED TO HY-VEE OPPORTUNITY SUMMIT WINNERS TO DATE

Equity Champion

We were named the 2021 Equity Champion by the 24/7 Black Leadership Advancement Consortium for our efforts in promoting economic equity within the Cedar Falls and Waterloo communities.

Supporting PrideFest

Capital City Pride is an Iowa-based nonprofit that brings together the members of the lesbian, gay, bisexual and transgender and queer community along with their friends, allies and supporters through events that inspire and educate. We serve as an annual sponsor of Capital City Pride's PrideFest, which attracts more than 40,000 attendees and includes vendor booths and other programming.

Inclusion in Our Stores

All of our new flagship stores, as well as many remodeled locations, feature individual restrooms for both customer and employee use. Having these private rooms allow everyone in these stores access to the restrooms that align most closely with their gender identity.

Making Health Care Accessible

As a leader in the health and wellness industry, we are committed to making health care more accessible to people across our eight-state region — and beyond. In recent years, we have invested heavily in new services, technologies and other ways to provide superior patient care. Our government relations team and health care leaders work together to advocate on behalf of our patients and help drive down prescription costs.

28 MOBILE HEALTH UNITS



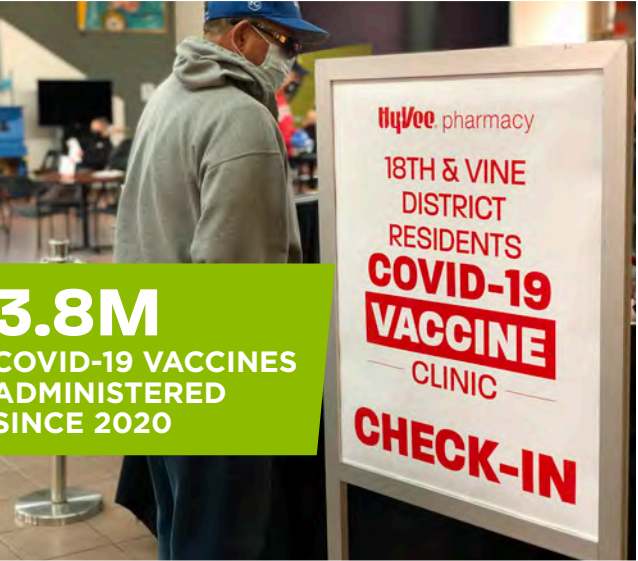
Beyond the Brick-and-Mortar Pharmacy
To provide immunizations and health screenings to patients outside our retail stores, we have 19 Hy-Vee Health trailers and nine Hy-Vee Healthy You Mobiles that can be deployed to communities and workplaces across the country. We are one of only a few retailers in the nation who operate our own mobile health fleet.



Offering Accessible Health Care

Over-the-Counter Hearing Aids
Hy-Vee became one of the first retailers in the nation to begin offering over-the-counter hearing aids, following the FDA's ruling in 2022. Now, customers can find affordable hearing aids starting at less than \$500 at select Hy-Vee stores and measure their level of hearing loss using free in-store hearing kiosks.

Test-to-Treat COVID-19 Services
To make it easier for patients to access treatment for COVID-19, we introduced test-to-treat services across our more than 275 retail pharmacies following a new FDA authorization that expanded the scope of practice for pharmacists. Now, patients who test positive for COVID-19 can receive a prescription for the COVID-19 antiviral PAXLOVID from a state-licensed Hy-Vee pharmacist.



3.8M COVID-19 VACCINES ADMINISTERED SINCE 2020



Protecting Our Communities
In 2021, we joined the Federal Retail Pharmacy program, becoming one of the first pharmacies within our trade territory to begin receiving COVID-19 vaccine supply directly from the federal government and administering it to patients. Over the course of the pandemic, we hosted hundreds of pop-up clinics across local communities and developed an online scheduler to allow individuals to quickly and easily schedule their appointment online. We also targeted underserved populations, working with nonprofits and translators across our eight-state region to reach non-English-speaking communities with the vaccine.

Stopping the Spread
In January 2022, the Biden administration announced it would distribute more than 400 million free N95 masks through the Federal Retail Pharmacy program. We volunteered to be one of the first providers in the nation to receive mask shipments to distribute across our eight-state region to help stop the spread of the virus.

State of the Industry

Every day, pharmacies across the country are closing their doors, leaving patients with no place to get their medications. A significant rise in health care costs and uncontrollable fees imposed by Pharmacy Benefit Managers (PBMs) make being in the business difficult for small chain pharmacy owners, especially those who serve rural communities.

At Hy-Vee, it's no different. In FY 2023, we paid more than \$115 million across our 275 pharmacies in something called DIR fees, which are fees that pharmacies incur from PBMs with little federal regulation or oversight. At Hy-Vee, these fees are not passed on to the patient. Instead, they are directly taken on by every company that runs a pharmacy. More than 10 years ago, these fees never existed; now, they are quickly driving smaller pharmacies out of business and in return causing 41 million people in the U.S. to live in a drug store desert.

To help combat rising DIR fees, our government relations team and health care leaders work closely with state and federal legislators on PBM reform, advocating for increased transparency and accountability into the pharmacy benefit industry. It's for this reason that we created an entirely reimagined PBM called Vivid Clear Rx that's built with transparency in mind with no spread pricing and a 100% pass-through model that passes all rebates secured by Vivid Clear Rx through to the client.



Saving More at the Pharmacy

To help patients save on their medications, Hy-Vee subsidiary Vivid Clear Rx introduced the free VCRx Prescription Savings card and app, which allows patients to save up to 80% on more than 10,000 prescriptions. The pharmacy discount card is accepted at more than 35,000 pharmacies nationwide. To learn more, visit VCRx.org.

Talking Prescription Labels

In partnership with En-Vision America, we introduced free ScripTalk talking prescription labels to all of our retail pharmacies to assist visually- and print-impaired patients. Using the free labels, patients can have their prescription information read aloud using the ScripTalk mobile app. The prescription labels can also be translated into 26 different languages to assist non-English-speaking patients.



RedBox Rx

Telehealth Service Provides Easier Access to Care

In 2021, we launched RedBox Rx, our new, low-cost telehealth and online pharmacy provider that ships prescribed treatments to patients nationwide. RedBox Rx is a new avenue to help reach patients where they're at with treatment services for mental health, men's health, women's health, primary care and more. Most recently, we introduced a new short-term prescription refill program that allows patients to get refills for up to 90 days.



Personalized Care for the Most Complex Medical Conditions

With 25 years of experience in the industry, our subsidiary Amber Specialty Pharmacy is committed to providing specialized care to patients with chronic, complex medical conditions. As a provider, our focus includes infusions, oncology drugs, transplant drugs and limited distribution drugs. We have the ability to deliver prescriptions to all 50 states, as well as provide infusion therapy to patients in their homes. We offer a comprehensive care model that supports the medical, emotional, financial and administrative needs of patients across the U.S.

Affordable Infusion Therapy

In 2023, we opened our first multispecialty Hy-Vee Health infusion clinics in West Des Moines and Chicago, offering affordable infusion therapy treatments for rheumatology, gastroenterology, pulmonary, neurology and other chronic conditions. Through Hy-Vee Health, we are focused on providing high-quality care to patients in a convenient and comfortable setting with extended hours and flexible scheduling for patients. As an independent, physician-managed infusion clinic, Hy-Vee Health is a more affordable option for patients, payers and health care plans than traditional hospital infusion centers.



HyVee
health



Healthiest Grocery Chains in America

In 2023, *Eat This, Not That!* named Hy-Vee one of the Healthiest Grocery Chains in America. We were cited for our wide selection of fresh and organic produce, our in-store HealthMarket departments that feature products to support specialty diets and lifestyles, and our in-store and virtual dietitian services.

Virtual Dietitian Services

To reach customers where they're at, we introduced a virtual dietitian services platform that allows customers to connect with Hy-Vee registered dietitians from the comfort of their home. Through the platform, customers can participate in personalized counseling, on-demand videos, cooking workshops and more.



68,000+ CUSTOMERS
REACHED THROUGH VIRTUAL
HY-VEE DIETITIAN SERVICES



Offering Accessible
Health Care

742,300+
KIDS REACHED THROUGH
HY-VEE KIDSFIT

Hy-Vee
KIDSFIT

Keeping Kids Healthy and Active with Hy-Vee KidsFit

The Hy-Vee KidsFit program aims to promote healthy lifestyles among school-age children through fun, physical activities and education on nutritious eating. Launched in 2015, the free program has grown exponentially, now reaching children, families, schools and communities across the Midwest. To help promote physical activity among participants, in 2023 we introduced Hy-Vee KidsFit rewards, so kids can earn backpacks, lunch boxes and other items in exchange for completing Hy-Vee KidsFit challenges.



Supporting Educators

In its second year of operation, the Hy-Vee KidsFit School Wellness Club grew to more than 2,700 teachers and nearly 3,000 schools across the Midwest. The Hy-Vee KidsFit Wellness Club provides free educational lesson plans, activities, resources, giveaways and more to teachers to promote physical activity and healthy lifestyles among young students.

Did Someone Say Fun Run?

In 2022 and 2023, we hosted the Hy-Vee KidsFit Fun Runs in Des Moines, Kansas City, Omaha and the Twin Cities. More than 325 kids participated in the one-mile runs. Each of the races were held in conjunction with local women's half marathon and 5k races presented by Hy-Vee.



HyVee®