



2024 IMPACT REPORT



Overview

Southeastern Grocers believes in the power of progress. Our annual Impact Report highlights our accomplishments over the last year in offering more sustainable products, furthering our eco-responsibility practices and building stronger communities.

Engrained throughout our efforts, our continued objectives are aligned with six key United Nations Sustainable Development Goals which address hunger, health, education, inequalities, responsible consumption and production and ocean conservation.

Our unwavering commitment to environmental stewardship, community well-being and purpose-driven operations continues to make a meaningful impact toward bettering our **people, product** and **planet**.



People

✓ Awards

- Forbes' list of America's Best Employers by State
- Forbes' list of Best Brands For Social Impact
- Great Place to Work® for the fifth year in a row
- Newsweek's list of America's Greatest Workplaces for Diversity
- Newsweek's list of Most Trustworthy Companies in America
- Progressive Grocer's Impact Award for Workforce Development/Employee Support
- U.S. News' list of Best Companies to Work For



✓ Educational Scholarships

SEG is dedicated to nourishing the growth of our associates by supporting their education goals with higher education scholarships.

\$75,000

awarded in scholarships to 25 associates

\$287,000

provided in scholarships since 2020

✓ SEG Cares

The SEG Cares Foundation is our internal charitable program voluntarily funded by SEG and generous associates to allow us to assist our people during their greatest times of need.



\$219,000 PROVIDED IN ASSISTANCE TO OUR ASSOCIATES

\$127,000 of which supported those impacted by Hurricanes Helene & Milton



People

Charitable Giving

✓ SEG Gives

🏠 Disaster Relief

- Proudly partnering with the American Red Cross for more than 70 years, contributing over **\$15 million** to support its **lifesaving mission**
- Donated nearly **\$600,000** to help impacted neighbors

🍴 Fighting Hunger

- Hosted over **30 mobile food pantry events** to nourish local communities
- Donated more than **\$1 million** in monetary and product donations to combat hunger
- As of 2024, donated over **310 million** pounds of food through our Food Rescue Program since the start of our partnership with Feeding America®

🎖 Military Families & Veterans

- **\$550,000** donated to Folds of Honor, providing 110 educational scholarships for the children and spouses of fallen and disabled service members
- **11% Veterans Day discount** for veterans and active-duty military service members who shopped with us on 11/11



MORE THAN \$4 MILLION DONATED TO SUPPORT OUR COMMUNITIES IN 2024



✓ Volunteerism

Associate Volunteering

- 55 community events in support of SEG's charitable pillars
- 661 associate volunteers

2,456
VOLUNTEER
HOURS LOGGED

Belonging, Inclusion & Diversity



- **\$487,500** awarded to 50 local non-profit organizations working to address racial disparities in health care, food insecurity and education
- Nearly **\$1.6 million** awarded in funding since 2020 through SEG's Romay Davis Belonging, Inclusion and Diversity Grant
- **Remembering Romay Davis:** Our grant honors trailblazing Winn-Dixie associate Romay Davis, whose remarkable 104 years included service in WWII with the historic 6888th Central Postal Directory Battalion, earning multiple degrees from NYU, a career as a New York fashion designer, achieving a Taekwondo Black Belt and receiving the Congressional Gold Medal. We proudly carry forward her influential legacy of community advocacy beyond her death on June 21, 2024, to support future generations inspired by her values.



Romay Davis on her 104th birthday

Product



Asian Pacific-Owned Spotlight
Lola's Fine Hot Sauce

✓ Own Brand Growth

- 399 items added to SEG's Know & Love private-label brand
- 51 Know & Love products are organic with plans to expand the line
- Introduced a new line of Know & Love exclusive wines produced in partnership with family-owned and operated, Scheid Family Wines
 - Certified sustainable through GLOBALG.A.P. and the Certified California Sustainable Winegrowing program
 - 100% of winery operations are powered by renewable wind energy
 - Surplus energy from the winery's wind turbine also powers 125 local homes

107 INDUSTRY AWARDS EARNED IN 2024 FOR PRODUCT QUALITY & INNOVATION

✓ Supplier Diversity

SEG continues to drive innovation in the grocery industry through our supplier initiatives, delivering exceptional value and cultural authenticity by expanding our offerings from companies owned by diverse communities, including women, Black, Hispanic, Asian, Native American, LGBTQ+, veteran and those living with disabilities.

14.6%
 YEAR-OVER-YEAR INCREASE IN PERCENT OF TOTAL SPEND FOR DIVERSE SUPPLIERS

- **Diverse Supplier Endcaps**
 - 65 stores added dedicated endcaps showcasing emerging diverse brands
 - Offer greater visibility to partnering brands by spotlighting supplier stories and their products
 - Create a destination for shoppers looking to support and shop diverse brands

9.34%
 INCREASE IN DIVERSE SUPPLIERS IN 2024

Lola's Fine Hot Sauce, inspired by the founder's mother, brings bold flavors and authentic family traditions to every bottle. Rooted in quality and made with the freshest ingredients, Lola's offers a hot sauce for everyone with a delicious, handcrafted taste passed down from mother to son.

"Working with Southeastern Grocers has allowed us to share our values with a wider audience, while championing community inclusion and celebrating the rich cultural heritage that defines our sauces. This partnership not only supports our mission to deliver all-natural, gourmet products, but also strengthens our commitment to fostering innovation in the food industry."

Taufeek Shah, Founder and CEO

Planet

We are committed to eco-responsibility, integrating sustainability both in stores and throughout the communities we serve. By continuously seeking innovative ways to minimize our environmental footprint, SEG is protecting the planet's resources and creating a healthier future for our neighbors.

Environment

Electric Vehicle Charging Stations

- 427,000 charges
- Added three new charging stations



Energy Enhancement Initiatives

- Replaced **16 roofs** with reflective and Wind Vented System (WVS) membranes, covering **795,370** square feet using salvaged and energy-efficient materials
- **61% of store roofs** now feature reflective materials, helping reduce greenhouse gas emissions from HVAC use
- Upgraded **16 parking lots** with energy-efficient LED lighting

Transportation Optimization:



1.7% increase in efficiency

8.2% decrease in total mileage



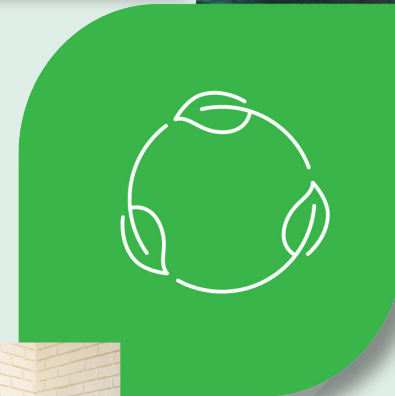
Waste

- Over 3.1 million pounds of plastic and 49,000+ tons of cardboard recycled
- 16.4% increase in paper savings through paperless receipts and reduced printing
- 18,906 devices responsibly recycled in 2024 through our work with ecoATM—a 19.1% year-over-year increase—with a total of 23,582 pounds of e-waste properly disposed since the start of the partnership
- 15.3 million pounds of food diverted from landfills through our Food Rescue Program



11 COMMUNITY CLEANUPS
FOCUSED ON NURTURING POLLINATOR-FRIENDLY GARDENS, CLEANING UP LITTER FROM BEACHES, GREENWAYS & MORE

ELIMINATED USE OF 1.38 MILLION* SINGLE-USE PLASTIC BAGS THROUGH REUSABLE COMMUNITY BAGS



*Southeastern Grocers estimates one reusable bag will be used at least six times per year, and each time a reusable bag is used, it equates to five single-use bags not used; this means for every reusable bag that is sold, 30 single-use bags are not used.

Conclusion

Southeastern Grocers is dedicated to being the neighborhood grocer you can always count on to meet the needs of today, while fostering a better tomorrow for all. Through meaningful initiatives and impactful partnerships, we will proudly continue to empower our people to sustainably feed and enrich the communities we serve for years to come.



Legal Disclaimer:

The report was compiled by our sustainability team to the best of our abilities. Figures were estimated and calculated in good faith. The report was reviewed by management; however, it has not been third-party verified. The company may consider third-party verification in the future.

This report encompasses 2024, unless otherwise noted. Southeastern Grocers operates a continually changing business. Southeastern Grocers takes on no responsibility to revise or update any forward-looking statements, whether as a result of new information, future events or otherwise.