

STAKEHOLDER ENGAGEMENT

Proactive and consistent engagement with both internal and external stakeholders is critical to effectively executing our corporate responsibility strategy.

Our approach to stakeholder engagement includes:

- Identification of issues that are most important to stakeholders
- Establishment of processes for meaningful and effective engagement
- Benchmarking for leadership performance within and outside our sector

The following table summarizes our engagement with major stakeholder groups:

STAKEHOLDERS	TYPES OF ENGAGEMENT	ISSUES
Advocacy Groups/Non-Governmental Organizations (NGOs)	<ul style="list-style-type: none"> • Organizational Memberships • Direct Engagement • Strategic Issue Partnerships • Professional Conferences • Roundtable Events • Social Media • Website and Corporate Responsibility Report 	<ul style="list-style-type: none"> • Health, Nutrition & Wellness • Nutrition & Labeling Standards • Animal Welfare • Deforestation • Climate Change • Human Rights • Sustainable Agriculture • Packaging
Communities	<ul style="list-style-type: none"> • Direct, On-the-Ground Relationships • Corporate & Employee Giving • Networking Events • Surveys • Signature Partnerships • Regional Priority Plans • Employee Volunteerism 	<ul style="list-style-type: none"> • Critical Local Needs (such as food access and nutrition education) • Disaster Relief • Environmental Initiatives • Health, Nutrition & Wellness • Strategic Partnership Priorities (such as health and well-being)
Consumers	<ul style="list-style-type: none"> • Dedicated 24-Hour Toll-Free Hotline • Consumer Insights • Branded Websites • Campbell's Kitchen Website • Campbell's Nutrition Website • What's in My Food Website • Social Media • Brand PR 	<ul style="list-style-type: none"> • Food Safety & Quality • Transparency • Packaging Information • Health, Nutrition & Wellness • Affordability • Food Waste • GMOs • Environmental Practices
Customers	<ul style="list-style-type: none"> • Dedicated Customer Teams • Customer Meetings and Presentations • Customer Surveys • Customer Letters and Responses to Inquiries • Sales Materials • Industry Trade Groups (such as FMI) 	<ul style="list-style-type: none"> • Product Innovation • Trade Practices • Social Accountability • Environmental Practices • Transparency • Sales Support & Service • Health, Nutrition & Wellness
Employees	<ul style="list-style-type: none"> • Quarterly Employee Forums • Town Hall Meetings • Leadership Teams • Focus Groups • Employee Resource Groups • Workplace by Facebook Site • Email Communications • Surveys • Digital Signage • Anonymous Hotline 	<ul style="list-style-type: none"> • Inclusion & Diversity • Occupational Health & Safety • Recognition • Equitable Compensation & Benefits • Talent Management • Business Trends • Health, Nutrition & Wellness • Real Food • Transparency • Sustainability • Community Engagement

STAKEHOLDERS	TYPES OF ENGAGEMENT	ISSUES
Investors	<ul style="list-style-type: none"> • Meetings with Institutional and Socially Responsible Investors • Direct Engagement on Specific Topics of Interest • Ratings/Rankings & Indices • Quarterly Earnings Releases • Annual Report • Annual Shareholder Meetings • Investor Calls and Forums • Conferences • Non-Deal Roadshows (NDRs) 	<ul style="list-style-type: none"> • Business Performance • Governance Practices • Sustainability Strategies • Health & Well-Being Strategies • Ethical Business Practices • Human Rights • Nutrition
Regulators & Policymakers	<ul style="list-style-type: none"> • Campbell Political Action Committee • In-Person Meetings and Plant Tours • Direct Engagement on Issues Important to Campbell • Advocacy • Significant Monitoring and Communication of Regulatory Activities • Industry Trade Associations 	<ul style="list-style-type: none"> • Food Safety & Quality • Product Labeling and Marketing • Trade Policy Implications • Health, Nutrition & Wellness Policy • Environmental Policy • Sustainable Agriculture
Suppliers	<ul style="list-style-type: none"> • Collaborative Partnerships • Responsible Sourcing Supplier Code • Sourcing Events • Strategic Relationship Management Program • Face-to-Face Meetings • Supplier Diversity Program • Surveys • Assessments & Audits 	<ul style="list-style-type: none"> • Product Safety & Quality • Human Rights • Ethical Sourcing • Sustainable Packaging • Ingredient Traceability • Cost-Savings Opportunities • Supply Chain Risk Mitigation • Sustainable Agriculture