

Great People:
The Cornerstone of Our Company

Tim Massa

YOU WE I Make a Difference

Kroger













HOW WE WILL GET THERE


Retail: 95%


DIETITIAN DR
Other: 2%

412,000


Logistics: 1%


ORANGE JUICE
Manufacturing: 2%

Hire
Quality
Candidates
Faster

Make a Difference



2015 Kroger Investor Conference

The video being shown is not available via the webcast. Please visit our website, ir.kroger.com, later this week to view the videos.





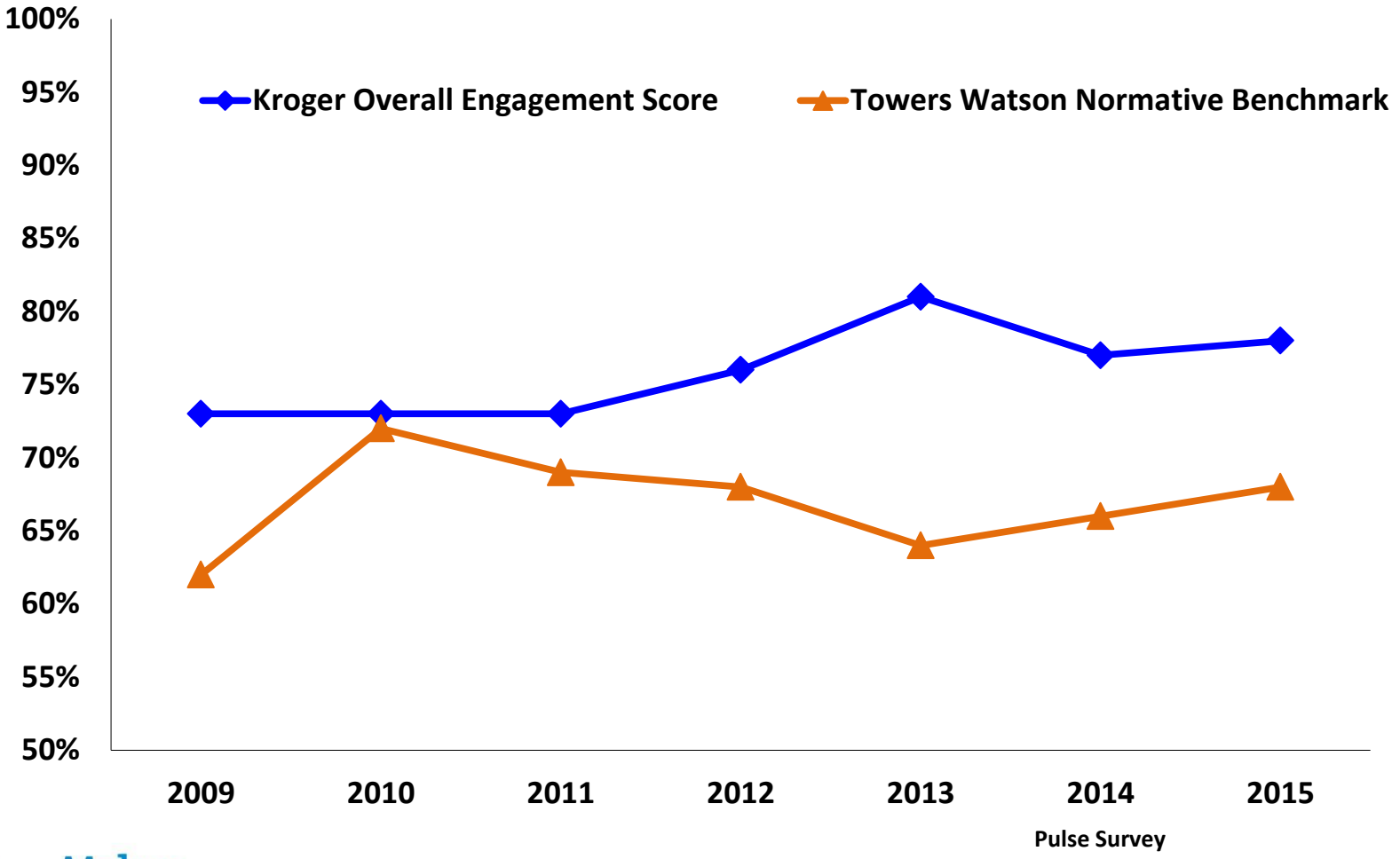
Enable New Hires for Success



Retain, Engage & Develop Associates at All Levels



Trends in Engagement



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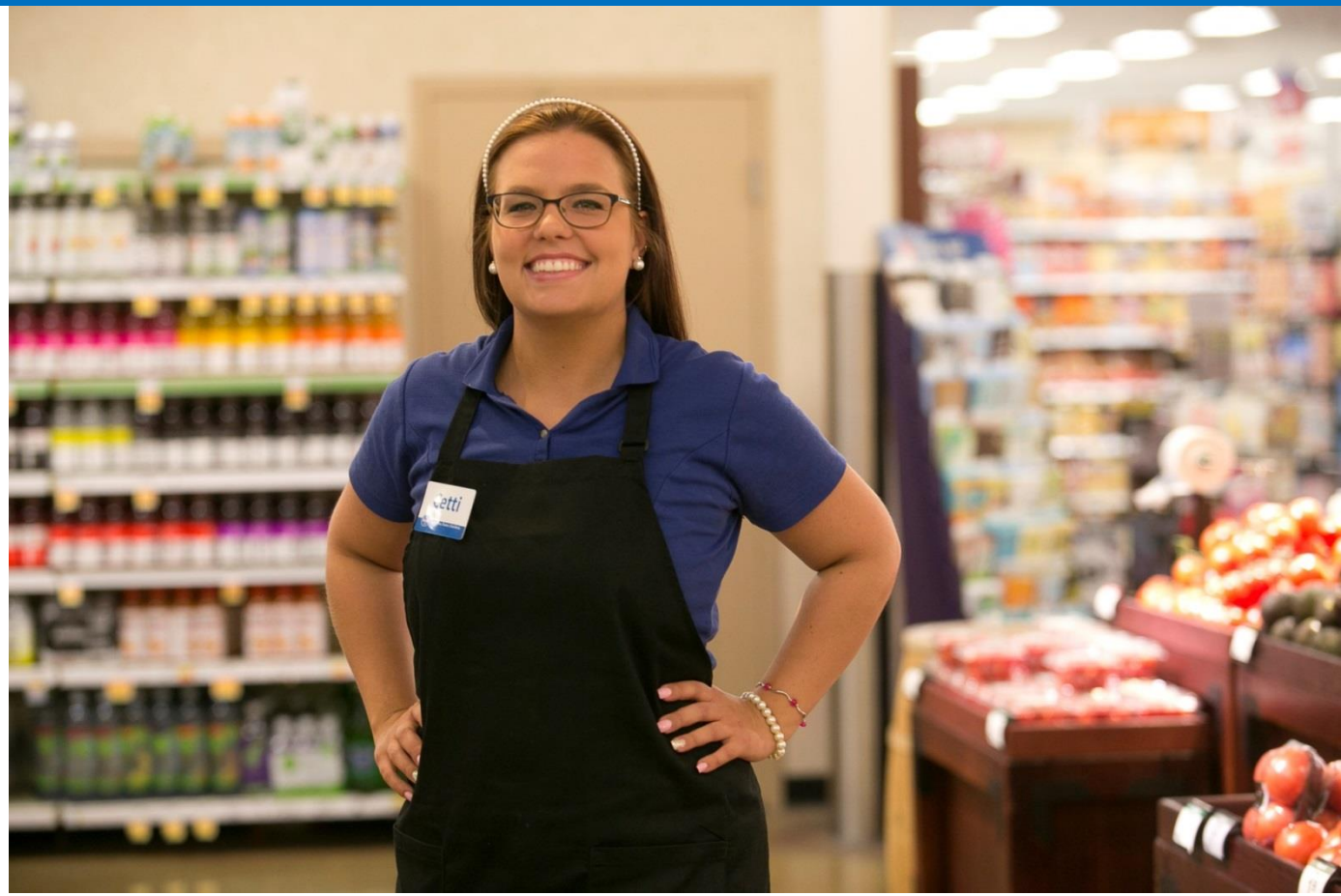

Appreciate Associates for Making a Difference



- **Total Rewards**
- **Advance Flexible Schedules**
- **Personalized Training & Leadership Development**

Store Leaders of the Future

Associates



Customers



Communities



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Executive Succession Planning

OUR EVOLVING STRATEGY





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Thank You!






Question & Answer
Session