

Annual Meeting of Shareholders

2018

This presentation includes forward-looking statements which are subject to risks and uncertainties. Actual results might differ materially from those projected in the forward-looking statements. Additional information concerning factors that could cause actual results to materially differ from those in the forward-looking statements is contained in our Securities and Exchange Commission filings.





OUR VISION

Serving America through food inspiration and uplift



Serving



Serving America



Serving America through food inspiration



Serving America through food inspiration and uplift


KROGER
CLUB FOOD PRODUCTS FINEST IN THE WORLD.
TRY A CUP OF
FRENCH
COFFEE
20
COUNTRY CLUB
MACAROONS
COUNTRY CLUB
MACAROONS
COUNTRY CLUB


WATCH
FRESH
PASTA
MADE DAILY
Chopped
Onion
Fresh
Paprika




PLEASE
GIVE COUPONS TO
THE CASHIER
BEFORE SHE RINGS
YOUR ORDER
Nestlé
COOKIE
MIX
Dutch

Creating the Future of Retail




Ria
TOASTED OATS
HONEY NUT TOASTED OATS
Cascadian Farm ORGANIC HONEY OAT CRUNCH
FIBER ONE Raisin Bran


simple truth
organic
Unfiltered
Extra
Virgin


ESTABLISHED 2011
CINCINNATI, OHIO
ELI'S BBQ
THE CHICKEN CO.
Pizza Romana
EAT HERE
DELICATESSEN
Boar's Head
PLANNING For an Event ?
LET ELI'S HELP!
WE WILL CATER ANY SIZE EVENT!
PLACE YOUR ORDER TODAY!


JALYNN
FEED
THE HUMAN
SPIRIT


Kroger
ZERO
HUNGER
ZERO
WASTE

Restock Kroger

Purpose: Feed the Human Spirit

Vision: Serving America through food inspiration and uplift

Redefine Grocery CX

- Data & Personalization
- Digital
- Space Optimization
- Our Brands
- Smart pricing

Partner for Customer Value

- Infrastructure & technology upgrades
- Alternative revenue streams
- Costs/COGS

Develop Talent

- Associate Experience
- Investing in and retaining store associates
- High performing leaders and teams

Live Our Purpose

- Our Purpose & Our Promise Framework
- Zero Hunger | Zero Waste

Create Shareholder Value

- Free cash flow
- Operating margins




TFW LTE
Search
3:12 PM
Product Details
12%
Cheerios Gluten Free Cereal
28.0 G | $2.99
54
Add to Favorites
Nutrition Facts
Better For You
Kroger Bite Size Shredded Wheat Cereal
50.0 G | $1.79
28 points bet
82
Add to Cart
Wheat Wheat 'N
82
74
74
Dashboard
Search

HOME CHEF



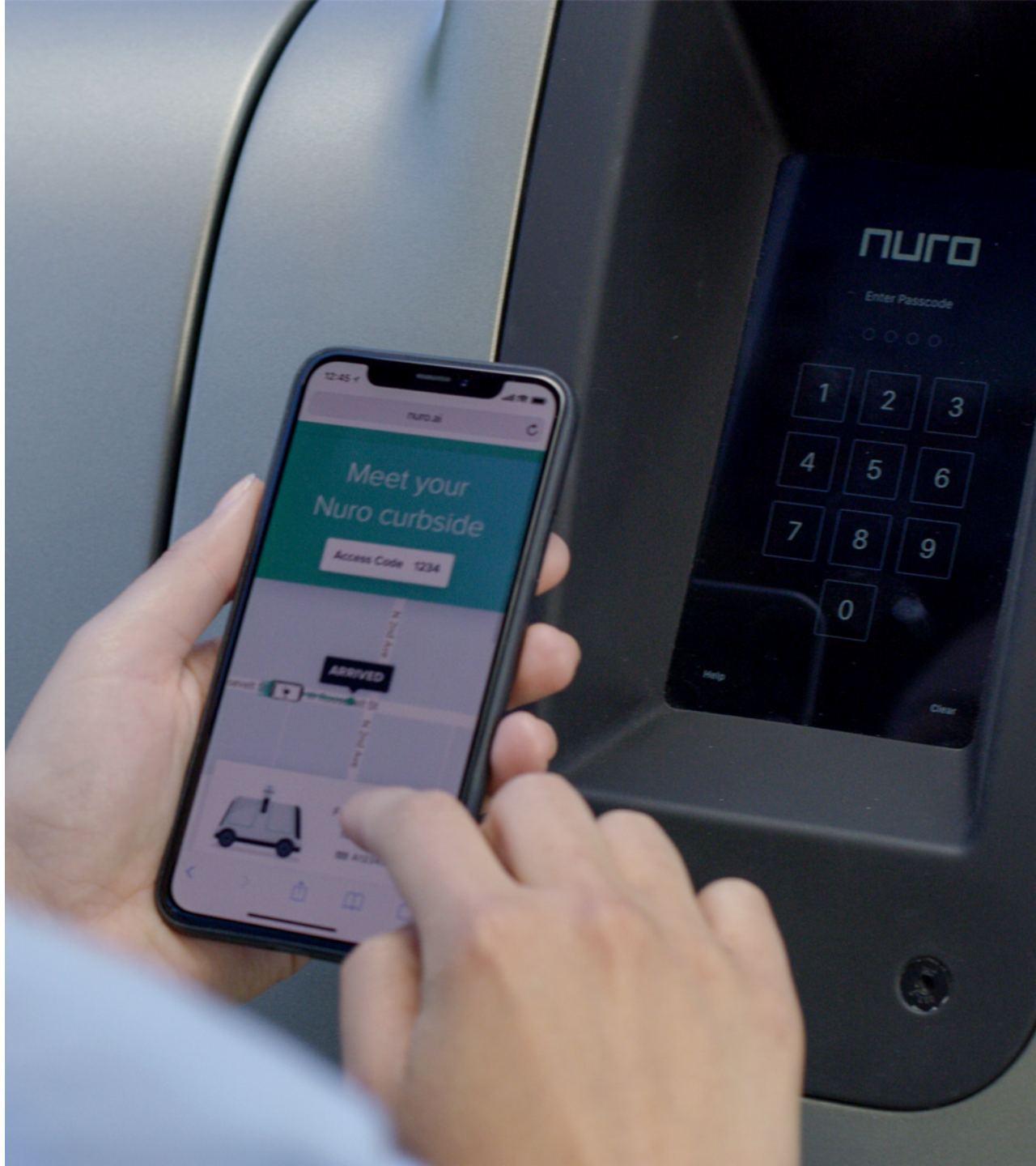



nuro
nuro



nuro


Kroger
Kroger
Kroger
Kroger
nuro


nuro
Enter Passcode
1
2
3
4
5
6
7
8
9
0
Help
Clear
nuro.ai
Meet your
Nuro curbside
Access Code 1234
ARRIVED


nuro
Kroger
Kroger
Kroger
Kroger
nuro


VIVE
COMPUTERWORLD
2018
100
BEST PLACES
TO WORK in IT


Kroger

INVESTING in our associates

FEED YOUR FUTURE

We are introducing an industry-leading education program that strengthens Kroger's opportunity culture. All associates are eligible after six months of employment.




OUR BRANDS ACHIEVED
$20.9B
IN TOTAL SALES


PRIVATE SELECTION
CAROLINA INSPIRED
★ BBQ SAUCE ★


simple truth


Kroger


FEED THE HUMAN SPIRIT



DONATED MORE THAN

325

MILLION MEALS

IN 2017

FEEDING AMERICA



What we know

ABSURDITY

More than 40% of the food produced in the U.S. goes to waste, and yet 1 in 8 Americans struggles with hunger

Restock Kroger

Purpose: Feed the Human Spirit

Vision: Serving America through food inspiration and uplift

Redefine Grocery CX

- Data & Personalization
- Digital
- Space Optimization
- Our Brands
- Smart pricing

Partner for Customer Value

- Infrastructure & technology upgrades
- Alternative revenue streams
- Costs/COGS

Develop Talent

- Associate Experience
- Investing in and retaining store associates
- High performing leaders and teams

Live Our Purpose

- Our Purpose & Our Promise Framework
- Zero Hunger | Zero Waste

Create Shareholder Value

- Free cash flow
- Operating margins





TOTAL SHAREHOLDER RETURN

179%

SINCE 2011

RETURNED MORE THAN



$2.1B

TO SHAREHOLDERS IN 2017

THROUGH BUYBACKS & DIVIDENDS



ANNOUNCING DIVIDEND INCREASE FROM

50¢ TO 56¢

12TH CONSECUTIVE YEAR OF DIVIDEND INCREASES

Restock Kroger

Purpose: Feed the Human Spirit

Vision: Serving America through food inspiration and uplift

Redefine Grocery CX

- Data & Personalization
- Digital
- Space Optimization
- Our Brands
- Smart pricing

Partner for Customer Value

- Infrastructure & technology upgrades
- Alternative revenue streams
- Costs/COGS

Develop Talent

- Associate Experience
- Investing in and retaining store associates
- High performing leaders and teams

Live Our Purpose

- Our Purpose & Our Promise Framework
- Zero Hunger | Zero Waste

Create Shareholder Value

- Free cash flow
- Operating margins




The Kroger
200


ClickList
Order your groceries online.
Kroger
ClickList
Order your groceries online.
Kroger
nuro


Kroger.com
Kroger.com


1:49 PM
Search
Carrots
92
Carrot
100.0 G | $0.12
88
Kroger Cut & Peeled Baby Carrots
85.0 G | $1.49
90
Simple Truth Organic Cut & Peeled Baby Carrots
100.0 G | $1.69
88
Kroger Petite Carrots
85.0 G | $1.29
Kroger Cut & Peeled Baby Carrots
85.0 G | $1.99
Kroger Whole Carrots
Scan


ClickList
MacBook Air


Kroger
ZERO HUNGER
ZERO WASTE




FEED THE HUMAN SPIRIT



Annual Meeting of Shareholders

2018



General Audience Questions


Kroger

Restock Kroger

Purpose: Feed the Human Spirit

Vision: Serving America through food inspiration and uplift

Redefine Grocery CX

- Data & Personalization
- Digital
- Space Optimization
- Our Brands
- Smart pricing

Partner for Customer Value

- Infrastructure & technology upgrades
- Alternative revenue streams
- Costs/COGS

Develop Talent

- Associate Experience
- Investing in and retaining store associates
- High performing leaders and teams

Live Our Purpose

- Our Purpose & Our Promise Framework
- Zero Hunger | Zero Waste

Create Shareholder Value



- Free cash flow
- Operating margins





ocado







HOME CHEF



Kroger®



nuro





8451°







Annual Meeting of Shareholders

2018