



We strive to *Be Sweet* in all that we do to fulfill our purpose of touching and enhancing lives through the joy that is Krispy Kreme. We are committed to making a positive impact on our world by Loving Our People, Loving Our Communities, and Loving Our Planet.

By focusing on areas where we believe we can have the greatest impact and create the most positive change, we strengthen our business and culture on our journey to become the world's most *loved* sweet treat brand.

Our initiatives are informed by Krispy Kreme's materiality assessment, which identifies the issues that matter most to our business and stakeholders and helps focus our sustainability efforts on those areas where we can truly make a difference.

Loving Our People

Loving Our Communities

Loving Our Planet



LOVING *our* PEOPLE

Each day, our 15,000+ Krispy Kremers bring our brand to life, touching and enhancing the lives of millions of people around the globe. We are dedicated to supporting our Krispy Kremers by providing a safe, inclusive, and diverse workplace. Likewise, our Krispy Kremers uphold our values in all that they do.



DIVERSITY & INCLUSION

- Diversity & Inclusion Council
- Employee resource groups



EQUITY & ACCESS

- Global compensation strategy



WORKPLACE HEALTH & SAFETY

- Global Code of Conduct
- Employee handbook
- Manager training program
- Certified trainings
- COVID-19 safety protocols and programs



GOVERNANCE

- Global Code of Conduct
- Ethics hotline
- Global Enterprise Risk Management (ERM)
- Board oversight of ERM and ESG
- Global crisis management



LOVING *our* COMMUNITIES

Giving back is at the core of Krispy Kreme. We know that being part of a community is more than simply being in a community, and that's why we work every day to support our customers, neighbors, and friends.



GREAT QUALITY PRODUCTS

- Food safety and quality assurance standards
- Removal of partially hydrogenated oils
- Limit trans fatty acids to .5% in shortening formulations



LABOR STANDARDS AND HUMAN RIGHTS

- Global Code of Conduct
- Employee handbook
- Ethics hotline



COMMUNITY ENGAGEMENT & SUPPORT

- Krispy Kreme Community Fundraising
- SeriousFun™ Children's Network partnership
- Employee relief fund
- Doughnut drops to community organizations
- Employee doughnut fund

COMMUNITY ENGAGEMENT & SUPPORT

Krispy Kreme's community engagement initiatives truly embody our brand's purpose: to touch and enhance lives through the joy that is Krispy Kreme. Through these initiatives, we share joy and gratitude for our communities while building Brand Love.



FUNDRAISING

For nearly 70 years, Krispy Kreme has enabled schools, faith-based organizations, and other community groups to reach their fundraising goals through the sale of freshly made doughnuts. Over the last two years, we've helped organizations raise more than \$55 million.



seriousfunSM children's network founded by paul newman

PARTNERSHIP WITH SERIOUSFUN CHILDREN'S NETWORK

Since 2019, Krispy Kreme has partnered with SeriousFun Children's Network, a global community of camps and programs serving children living with serious illnesses and their families. The company provides SeriousFun with doughnuts, time, care packages, and financial support totally free of charge.

GLOBAL INITIATIVES



SAUDI ARABIA: UMM AL-QURA UNIVERSITY PROGRAM

Krispy Kreme in Saudi Arabia launched its partnership with a leading Saudi university, providing students with an opportunity to "learn and earn," by working at Krispy Kreme while studying. The program empowers students – 40% of whom are women – with job skills and income to set them on a path for long-term success and independence.



SOUTH AFRICA: REACH FOR A DREAM PARTNERSHIP

Partnering with South Africa's Reach for a Dream Foundation, our #KrispyDreamers program helps dreams come true for children who are fighting for their lives.



ACTS OF JOY

Krispy Kreme drives emotional connections with customers in our local communities through Acts of Joy. We believe deeply in doing our part to inspire joy and kindness everywhere we are because we know that we're all in it together.



COVID VACCINATION OFFER

To show support for those who chose to get vaccinated against the COVID-19 virus, Krispy Kreme offered a free Original Glazed® doughnut to anyone who showed their COVID-19 Vaccination Record Card in shop through the end of 2021.



DOUGHNUTS FOR HEALTHCARE WORKERS

The healthcare workers who have served on the frontlines of the COVID-19 pandemic are truly our heroes. On Mondays in 2020, we offered free donuts to all healthcare workers to say thank you for their hard work and dedication to our communities.



GRADUATE DOZEN FOR HIGH SCHOOL AND COLLEGE SENIORS

Although graduation plans were different in 2020-2021, we thought that high school and college grads still deserved something sweet to celebrate with. Throughout graduation season 2020-2021, seniors received a free dozen donuts for wearing their cap and gown or other Class of 2020-2021 apparel to our shops.



Krispy Kreme is committed to advancing sustainable business throughout our operations. That's why we're reducing our impact on the planet and taking steps to protect our environment, and have launched new environmental initiatives across select major global markets.



RESPONSIBLE SOURCING

- Coffee supplier sustainability certification
- Cage-free eggs & eggless formulations
- RSPO certified palm oil



PACKAGING

- Compostable coffee cups
- Coffee cup material reduction
- Recyclable folding cartons
- Paper carry-out bags
- Paper straws
- Removal of plastic cups and bags



FOOD WASTE REDUCTION

- Landfill diversion programs
- Food waste to animal feed programs
- Factory water usage reduction programs



ENERGY USE & GHG EMISSIONS

- Stores built from sustainable building materials
- High efficiency HVAC units
- LED interior lighting & "Hot Now" lights
- Lighting timers & sensors
- Delivery vehicle design & route optimization
- Waste pickup optimization
- Factory energy reduction initiatives



RESPONSIBLE SOURCING

Krispy Kreme is committed to an ethical supply chain that operates with the best interest of our planet in mind.



CAGE-FREE EGGS

In 2016, we announced our transition to 100% cage-free eggs systemwide and are presently operating 100% cage-free in Russia, the United Kingdom, South Africa, and Turkey. Today, our Middle East and India operations utilize eggless doughnut formulations and we are on pace to:

- Convert 75% of our global system and 100% of U.S. Branded Sweet Treat products to cage-free by the end of 2021
- Use 100% cage-free eggs globally by 2026
- Progress at 45% cage-free eggs globally

FOOD WASTE REDUCTION



ANIMAL FEED PROGRAMS

Nature knows best. That's why we're pursuing food waste reduction programs that mimic natural systems of regeneration across our global system. In 2020, we sent 6 million pounds of food waste from our U.S. operations to pig farms for use as animal feed and 100% of our U.K. food waste to farms for use in animal feed or to anaerobic digestion plants.