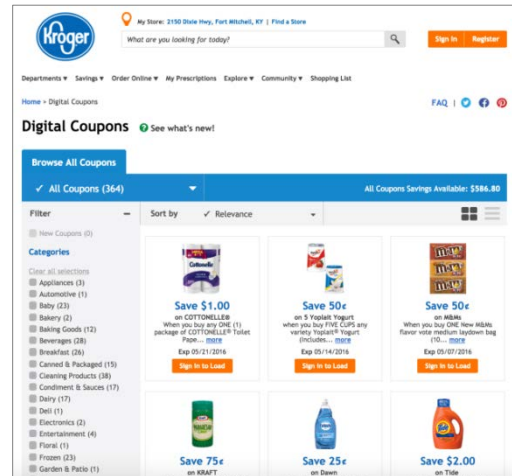


- The digital coupon center offers Customers a single place to view, load and manage hundreds of digital coupon offers available for national and corporate brand items. Kroger® began offering coupons that can be loaded to the shopper card in late 2009. Our Customers have embraced the convenience and ease of digital offers loaded directly to the shopper card, downloading billions of offers annually. Digital coupons are offered through capabilities developed by YOU Technology, LLC, a subsidiary of Kroger.



**This is an example of the Kroger web site. The promotions shown may not reflect current promotions.*

- An active presence on Facebook®, Twitter®, and Instagram® offers Customers who are active in social channels a way to connect with Kroger for inspiration, news, events and promotions.
- We use a variety of digital media channels to deliver targeted ads and messages to Customers, which promote our weekly ad, online events and promotions, and increase awareness and engagement through our digital channels.
- E-mail subscriptions deliver weekly ads and coupons, online specials and promotions, newsletters and other targeted Customer communications.
- Online pharmacy tools offer Customers the ability to access and manage their profile and profiles for family members and pets, view prescriptions on file at their local pharmacy and available refills, order refills and request new prescriptions for pickup at their local store or ship-to-home delivery, enroll in auto refill, and print annual pharmacy spending summaries.
- Customers can access the online catalog, compare prices and order jewelry at www.fredmeyerjewelers.com and www.littmanjewelers.com. Customers can choose from an assortment of styles available both online and in-store and from an expanded assortment of exclusive online-only items.

Our digital strategy is driven by Customer feedback and is focused on reaching Customers who are spending more time online, delivering relevant content and offers and enabling Customers to plan and shop in more convenient ways.