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## Responsible Marketing Statement

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At Southeastern Grocers Inc. (SEG), parent company and home of Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, we are passionate about practicing responsible marketing, and implementing policies and procedures that reflect the highest marketing standards.

We are guided by the highest ethical business practices and operating under responsible marketing principles. As part of our responsible marketing statement, we commit to:

- Prioritize our people and communities to come first, always
- Speak up and take action when we see injustice
- Abide by all laws and regulations
- Avoid marketing products to minors that are meant for adults
- Accurately and honestly communicate products and values
- Safeguard our customers' personal information through data security and quality privacy practices

We are deeply rooted in the five southeastern states we serve and remain steadfast in our commitment to help build stronger communities and enhance the quality of life of our neighbors.