

THE KROGER CO.

2024 VIRTUAL ANNUAL MEETING OF SHAREHOLDERS

Rules of Conduct and Procedures

Welcome to the 2024 Virtual Annual Meeting of Shareholders of The Kroger Co. (the “2024 Meeting”). To ensure a fair and orderly meeting, participants are required to honor the following Rules of Conduct and Procedures:

1. The Company’s Regulations provide that the Company determines the rules of conduct and procedure for the 2024 Meeting. The Chairman has the sole discretion to rule on procedures and on all other matters incident to the conduct of the 2024 Meeting.
2. The only business to be conducted at the 2024 Meeting are the matters set forth in the Notice of 2024 Annual Meeting of Shareholders and Proxy Statement dated May 15, 2024. The Agenda indicates the order in which matters will be presented at the 2024 Meeting.
3. Only shareholders of record as of the close of business on April 30, 2024, or those who hold a legal proxy for the 2024 Meeting, may submit questions and vote at the 2024 Meeting. To vote or submit questions, please log in as a shareholder by entering the 16-digit control number found on your proxy card, voting instructions form or notice. If you have voted your shares prior to the start of the 2024 Meeting, your vote has been received by the Company’s Inspector of Election and there is no need to vote these shares during the 2024 Meeting, unless you wish to revoke or change your vote.
4. Questions can be submitted before or during the 2024 Meeting in the “Ask a question” text box on the virtual shareholder meeting website at www.virtualshareholdermeeting.com/KR2024.
5. To allow the Company to answer questions from as many shareholders as possible, each shareholder will be limited to one question. Please keep questions succinct and covering only one topic per question. Questions from multiple shareholders on the same topic or that are otherwise related may be grouped, summarized and answered together.

In general, the Company does not intend to address any questions that are, among other things:

- Irrelevant to the business of the Company or to the business of the Annual Meeting
- Related to material non-public information of the Company
- Related to personal grievances
- Derogatory references to individuals or that are otherwise in bad taste
- Repetitious statements already made by another shareholder
- In furtherance of the shareholder’s personal, political or business interests
- Out of order or not otherwise suitable for the conduct of the Annual Meeting as determined by the Chair or Corporate Secretary in their reasonable judgment

The Chairman may, in his discretion, limit the time and extent of any discussion and the time and extent to which any person or persons may be heard.

6. After a vote has been taken on a matter, no person may speak further thereon unless permitted by the Chairman, and no matter may be proposed that is substantially the same as a matter on which a vote has already been taken.
7. In the event of disorder, technical malfunction, or other significant problem that disrupts the meeting, the Chairman may adjourn, recess or expedite the 2024 Meeting or take such other action that the Chairman determines is appropriate in light of the circumstances.
8. Recording of the 2024 Meeting is prohibited. A replay of the webcast will be available on the Company's website at www.ir.kroger.com as soon as practical.