



**The Hershey Company
Annual Meeting of Stockholders
May 6, 2024, 1:00 p.m. EDT**

Rules of Conduct

Welcome to the 2024 Annual Meeting of Stockholders of The Hershey Company (the “Annual Meeting”). It is our desire to conduct a fair and informative Annual Meeting. Kindly observe the following rules of conduct:

1. The meeting will begin promptly at 1:00 p.m. Eastern Daylight Time and will follow the order of business indicated on the Agenda, subject to the discretion of the Chairperson of the meeting.
2. Stockholders may submit questions by following the instructions on the virtual meeting website. Stockholders are asked to identify themselves as prompted when submitting questions on the website. To allow as many people as possible an opportunity to ask their questions, please limit yourself to one question.
 - a. To allow as many people as possible an opportunity to ask their questions, please limit yourself to one question.
 - b. Questions pertinent to meeting matters will be answered during the meeting, subject to time constraints. Questions from stockholders will be grouped by topic with a representative question read aloud and answered. Questions regarding personal matters, including those relating to employment, product or service issues or suggestions for product innovations may not be considered pertinent to meeting matters and therefore may not be answered.
 - c. Any questions pertinent to meeting matters that cannot be answered during the meeting due to time constraints will be posted online and answered in the Investors section of our website as soon as practical after the Annual Meeting.
3. Only the proponents of the stockholder proposals set forth on the Agenda (or a previously arranged representative) may present their stockholder proposal and only when called upon by the Chairperson of the meeting to present the stockholder proposal. The proponents, or representatives, have up to three minutes to present their stockholder proposal and shall restrict any remarks to the proposal being presented.
4. The use of recording equipment, communication devices or other similar equipment is prohibited without the express written permission of The Hershey Company.
5. A replay of the Annual Meeting will be available on the Investors section of our website.

Thank you for your cooperation and for joining Hershey’s 2024 Annual Meeting of Stockholders.