

## Private Label Reconciliation: Scanner Data<sup>1</sup>

<b>Kraft Heinz PL exposure, including Nat Cheese (syndicated view)</b>	<b>19.0%</b>
Remove natural cheese	(1.7pp)
<b>Kraft Heinz PL exposure, excluding Nat Cheese (syndicated view)</b>	<b>17.3%</b>
Negligible business <sup>2</sup> (<\$1M FY dollars)	(1.6pp)
KHC custom hierarchy (example: remove Cooking Oil)	(1.9pp)
Remove categories where KHC does not play (Bottled Water)	(1.8pp)
<b>Kraft Heinz PL exposure (custom hierarchy)</b>	<b>12.0%</b>