



1014 VINE STREET · CINCINNATI, OHIO 45202-1100

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**To Our Valued Suppliers,**

The Kroger Co. is rapidly approaching a milestone in our efforts to re-engineer several of our internal systems and processes to support a full conversion to GDS (Global Data Synchronization). One of the key components of this conversion requires that all suppliers be GTIN (Global Trade Item Number) compliant. As of today, only 14% of our total suppliers have made this conversion.

**What does this mean to you?**

While we understand that this may require substantial effort on your end, we feel that it is necessary to ensure we do not have any disruption within our pricing, merchandising or supply chain systems. We do not want to put ourselves into a situation where we are unable to receive item data, inventory, contracts, etc from your company due to a GTIN compliance issue.

**What do we need from you?**

1SYNC, our preferred GDSN certified pool, will be sending you documents that detail the GTIN conversion process and include a comprehensive list of technical requirements and associated steps throughout the next couple month(s). Please review these documents and forward to the appropriate individuals within your organization to expedite the conversion process. Also, a conversion schedule will be assigned and provided to each supplier. All suppliers will be given 10 business days to request a reschedule if a more convenient time is desired. We will do everything possible to accommodate schedule change requests, however please understand that we may not be able to honor all requests and will work with you one on one to reach a compromise.

Our intent is to begin/resume GTIN conversions immediately. Kroger and 1SYNC are preparing to work with suppliers over the next several weeks to resume the conversions. As previously mentioned, a schedule will be provided detailing your official conversion timeframe. Please note to complete the conversion, you must successfully publish your item information to Kroger via the GDSN.

If you have already completed the GTIN conversion, thank you. For those that have not, it is imperative that we have your full commitment and support for this project. We must act swiftly and work together to make this conversion a success.

Thank you in advance for your continued support of our business.

Bill Dankworth  
Vice President, Grocery Merchandising

Reggie Griffin  
Vice President, Produce & Floral Merchandising

Chris Albi  
Director, Natural Foods

Margaret McClure  
Vice President, Deli and Bakery Merchandising

Mark VanBuskirk  
VP of Meat and Seafood Merchandising and Procurement

Lisa Holsclaw  
VP, Drug/GM/Pharmacy