

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
SCHEDULE 14A**

**Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934
(Amendment No. __)**

Filed by the Registrant Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to §240.14a-12



The Hershey Company

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

- (1) Title of each class of securities to which transaction applies:
- (2) Aggregate number of securities to which transaction applies:
- (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):
- (4) Proposed maximum aggregate value of transaction:
- (5) Total fee paid:

- Fee paid previously with preliminary materials.
- Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

- (1) Amount Previously Paid:
- (2) Form, Schedule or Registration Statement No.:
- (3) Filing Party:
- (4) Date Filed:



THE HERSHEY COMPANY
P.O. BOX 819
HERSHEY, PA 17033-0819

Your **Vote** Counts!

THE HERSHEY COMPANY

2024 Annual Meeting
Vote by May 5, 2024
11:59 PM EDT



V39995-P02702

You invested in THE HERSHEY COMPANY and it's time to vote!

You have the right to vote on proposals being presented at the 2024 Annual Meeting of Stockholders. **This is an important notice regarding the availability of proxy materials for the Annual Meeting to be held on May 6, 2024.**

Get informed before you vote

View the Notice of 2024 Annual Meeting and Proxy Statement and 2023 Annual Report to Stockholders online OR you can receive a free paper or email copy of the material(s) by requesting prior to April 22, 2024. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit www.ProxyVote.com, (2) call 1-800-579-1639 or (3) send an email to sendmaterial@proxyvote.com. If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit www.ProxyVote.com

Control #

Smartphone users

Point your camera here and vote without entering a control number



Vote Virtually at the Meeting*

May 6, 2024
1:00 p.m. EDT

Virtually at:
www.virtualshareholdermeeting.com/HSY2024

*Please check the meeting materials for any special requirements for meeting attendance.

THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming Annual Stockholder Meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommends
1. Election of Directors Nominees: 01) Michele G. Buck 04) Mary Kay Haben 07) Robert M. Malcolm 10) Juan R. Perez 02) Victor L. Crawford 05) M. Diane Koken 08) Kevin M. Ozan 11) Cordel Robbin-Coker 03) Robert M. Dutkowsky 06) Huong Maria T. Kraus 09) Anthony J. Palmer	<input checked="" type="checkbox"/> For
2. Ratify the appointment of Ernst & Young LLP as independent auditors for 2024.	<input checked="" type="checkbox"/> For
3. Approve named executive officer compensation on a non-binding advisory basis.	<input checked="" type="checkbox"/> For
4. Stockholder Proposal titled "Public Report on Living Wage & Income."	<input checked="" type="checkbox"/> Against
5. Stockholder Proposal titled "Public Report on Packaging Reuse & Recycling."	<input checked="" type="checkbox"/> Against
NOTE: Such other business as may properly come before the meeting or any adjournment thereof.	

Prefer to receive an email instead? While voting on www.ProxyVote.com, be sure to click "Delivery Settings".