

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK 0001964803
Filer CCC XXXXXXXXX
Is this a LIVE or TEST Filing? LIVE TEST

Submission Contact Information

Name
Phone
E-Mail Address

144: Issuer Information

Name of Issuer HERSHEY CO
SEC File Number 001-00183
Address of Issuer 19 EAST CHOCOLATE AVENUE
EXTERNAL RPTG & COMPLIANCE
HERSHEY
PENNSYLVANIA
17033
Phone 7175344200
Name of Person for Whose Account the Securities are To Be Sold Grover Rohit

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Officer

144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
Common	Fidelity Brokerage Services LLC 900 Salem Street Smithfield RI 02917	4200	784434.00	149336442	03/04/2024	NYSE

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Date you Acquired	Nature of Acquisition	Name of Person from	Is this	Date Donor	Amount of Securities	Date of Payment	Nature of Payment *
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	Transaction	Whom Acquired	a Gift?	Acquired	Acquired	
Common	06/03/2013 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	653	06/03/2013	Compensation
Common	02/21/2014 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	76	02/21/2014	Compensation
Common	02/22/2014 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	72	02/22/2014	Compensation
Common	02/23/2014 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	159	02/23/2014	Compensation
Common	03/19/2014 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	64	03/19/2014	Compensation
Common	05/12/2014 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	28	05/12/2014	Compensation
Common	02/19/2015 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	61	02/19/2015	Compensation
Common	02/21/2015 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	72	02/21/2015	Compensation
Common	02/22/2015 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	69	02/22/2015	Compensation
Common	02/19/2016 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	86	02/19/2016	Compensation
Common	02/21/2016 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	102	02/21/2016	Compensation
Common	04/18/2016 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	244	04/18/2016	Compensation
Common	02/19/2017 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	54	02/19/2017	Compensation
Common	02/22/2017 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	106	02/22/2017	Compensation
Common	03/16/2017 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	138	03/16/2017	Compensation
Common	03/18/2017 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	116	03/18/2017	Compensation
Common	02/16/2018 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	181	02/16/2018	Compensation
Common	02/20/2018 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	147	02/20/2018	Compensation
Common	03/18/2018 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	247	03/18/2018	Compensation
Common	03/22/2018 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	142	03/22/2018	Compensation
Common	02/16/2019 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	199	02/16/2019	Compensation
Common	02/22/2019 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	142	02/22/2019	Compensation
Common	02/26/2019 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	1015	02/26/2019	Compensation
Common	03/18/2019 Restricted Stock Vesting	Issuer	<input type="checkbox"/>	27	03/18/2019	Compensation

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Nothing to Report

144: Remarks and Signature

Remarks

Date of Notice 03/04/2024

Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1 08/08/2023

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature /s/ Gerardo Ibarra-Munoz, as a duly authorized representative of Fidelity Brokerage Services LLC, as attorney-in-fact for Rohit Grover

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)