UNITED STATES SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

March 22, 2023

Date of Report (Date of earliest event reported)



THE HERSHEY COMPANY

(Exact name of registrant as specified in its charter)
1-183

Delaware (State or other jurisdiction of incorporation)

(Commission File Number)

23-0691590 (IRS Employer Identification No.)

19 East Chocolate Avenue Hershey, PA 17033 (Address of principal executive offices)

(Address of principal executive offices (Zip Code)

(717) 534-4200

(Registrant's telephone number, including area code)

Not Applicable

(Former name or former address, if changed since last report)

Check the provision		the Securities Act (17 CFR 230.42	,	wing
	Pre-commencement communications pursuant to Ru	•		
	Pre-commencement communications pursuant to Ru		* * * * * * * * * * * * * * * * * * * *	
Securities	registered pursuant to Section 12(b) of the Act: Title of each class	Trading Symbol(s)	Name of each exchange on which registered	
	Common Stock, one dollar par value	HSY	New York Stock Exchange	
	•	rowth company as defined in Rule	New York Stock Exchange 405 of the Securities Act of 1933 (§230.405 of this ch Emerging Growth Company	apter) or
Rule 12b- If an eme	y check mark whether the registrant is an emerging gr	rowth company as defined in Rule 2 of this chapter). registrant has elected not to use the	405 of the Securities Act of 1933 (§230.405 of this ch Emerging Growth Company e extended transition period for complying with	
Rule 12b- If an eme	by check mark whether the registrant is an emerging gr 2 of the Securities Exchange Act of 1934 (§240.12b-2 erging growth company, indicate by check mark if the	rowth company as defined in Rule 2 of this chapter). registrant has elected not to use the	405 of the Securities Act of 1933 (§230.405 of this ch Emerging Growth Company e extended transition period for complying with	

Item 7.01. Regulation FD Disclosure.

On March 22, 2023, The Hershey Company (the "Company") will be hosting its 2023 Investor Day via live webcast, during which it will provide an update on the Company's strategic plans and financial outlook. The presentation materials to be utilized during the meeting, a copy of which is attached hereto as Exhibit 99.1, are hereby incorporated into this Item 7.01 by reference.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

<u>Exhibit Number</u> <u>Description</u>

99.1 2023 Investor Day Presentation Materials

104 Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE HERSHEY COMPANY

Date: March 22, 2023 By: /s/ Steven E. Voskuil

Steven E. Voskuil

Senior Vice President, Chief Financial Officer





Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Many of these forward-looking statements can be identified by the use of words such as "anticipate," "assume," "believe," "continue," "estimate," "expect," "forecast," "future," "intend," "plan," "potential," "predict," "project," "strategy," "target" and similar terms, and future or conditional tense verbs like "could," "may," "might," "should," "will" and "would," among others. These statements are made based upon current expectations that are subject to risk and uncertainty. Because actual results may differ materially from those contained in the forward-looking statements, you should not place undue reliance on the forward-looking statements when deciding whether to buy, sell or hold the company's securities. Factors that could cause results to differ materially include, but are not limited to: disruptions or inefficiencies in our supply chain due to the loss or disruption of essential manufacturing or supply elements or other factors; issues or concerns related to the quality and safety of our products, ingredients or packaging, human and workplace rights, and other environmental, social or governance matters; changes in raw material and other costs, along with the availability of adequate supplies of raw materials; the company's ability to successfully execute business continuity plans to address changes in consumer preferences and the broader economic and operating environment; selling price increases, including volume declines associated with pricing elasticity; market demand for our new and existing products; increased marketplace competition; failure to successfully execute and integrate acquisitions, divestitures and joint ventures; changes in governmental laws and regulations, including taxes; political, economic, and/or financial market conditions, including with respect to inflation, rising interest rates, slower growth or recession, and other events beyond our control such as the impacts on the business arising from the conflict between Russia and Ukraine; risks and uncertainties related to our international operations; disruptions, failures or security breaches of our information technology infrastructure and that of our customers and partners (including our suppliers); our ability to hire, engage and retain a talented global workforce, our ability to realize expected cost savings and operating efficiencies associated with strategic initiatives or restructuring programs; complications with the design or implementation of our new enterprise resource planning system; and such other matters as discussed in our Annual Report on Form 10-K for the year ended December 31, 2022. All information in this presentation is as of March 22, 2023. The company undertakes no duty to update any forward-looking statement to conform the statement to actual results or changes in the company's expectations.











...FOR OUR portfolio

... FOR OUR capabilities

... FOR OUR people

...FOR OUR customers

... FOR OUR environment

... FOR OUR **shareholders**

_____ SINCE 2017 _____

We've Made Great Progress

Confection



Net & Retail Sales

+5% CAGR¹



E-Commerce Share²



Strategic Pricing

Avg Contribution +2.4pts³

PORTFOLIO Transformation



International

2022 Segment Margin 12.6%³



6 Acquisitions via Enhanced **M&A Capability**



Salty Snacks

Now 10% of Company Sales³

INVESTING IN Capabilities



Media

ROI +30%3

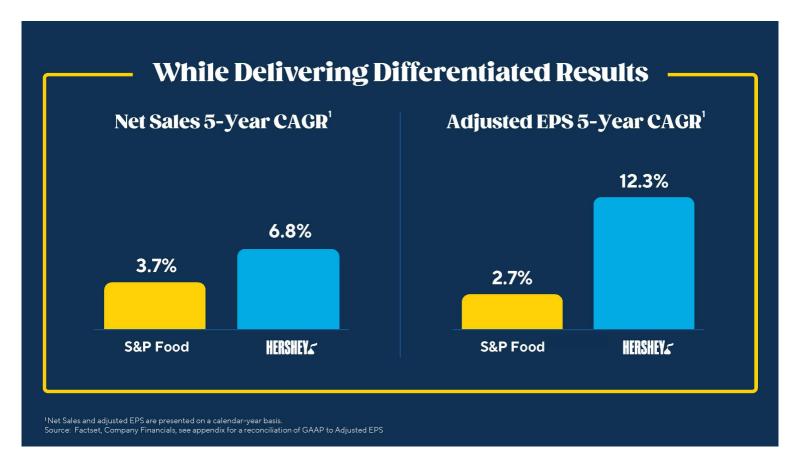


Capital Investment

\$2.1B

Source: 1: IRI, 5-Year CAGR from 01/07/18 to 01/01/23 | 2: IRI Calendar Year w/e 01/01/23 | 3: Company Financials & Informatior





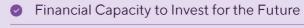


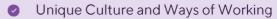
We Aspire to...

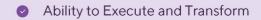
- Be a portfolio of growing, consumer-loved brands
- Lead the category in performance, insights and execution
- **✓ Invest differentially** in brands and capabilities
- Be the #1 CPG company to work for
- Deliver consistent, advantaged financial performance

WE ARE UNIQUELY POSITIONED TO

Deliver











Foundational Strengths

Great Brands

Advantaged Financial Structure

Best People

Differentiated Capabilities

Executional Excellence

TO ACHIEVE THIS VISION, Our Fundamental Strategies REMAIN THE SAME



U.S. CMG



Salty Snacks



PROFITABLE GROWTH IN International



INCREMENTALITY VIA

M&A

A Leading Snacking Powerhouse

We are Evolving and Transforming **Key Strategies for Next Phase of Growth**



Continue



Evolve & Elevate



Transform

U.S. CMG Leadership

Scaling Salty Snacks

Profitable International Growth

M&A for Incrementality

Commercial Capabilities

Network Capacity and Resilience

Environment, Social & Governance (ESG)

Salty Go-To-Market and Supply Chain

Business and Workforce Planning

Balanced Growth DriversPROVIDE DIFFERENTIATION











Continue to Focus on Confection and Salty Snacks



Drive Confection Incrementality

Drive Chocolate and Expand BFY & Sweets

Deliver Price Realization

Optimize Consumer Investment



Scale Salty Snacks

Increase Brand Awareness

Expand Distribution

Scale Operating Model



Profitable International Growth

Focus on Core Brands

Expand Distribution

Drive Adjacencies



Transforming Commercial Capabilities



Holistic
Commercial Investment

Integrated
Dynamic Planning

Agile Supply Chain Network

From

Trade and DME planned and optimized independently

Labor-intensive planning process tailored for stable performance

Supply chain focused on scale and consistency

^oL

Evaluate, plan and optimize commercial spend across levers

Leverage AI to incorporate variables more quickly and efficiently

Network optimization for agility, growth and resilience



Integrated Technology, Systems and Data



Upskill Talent and Transform Ways of Working

Business & Workforce Planning





- Optimize Labor Through Global Business Solutions
- Simplify and Digitize Key Processes
- Prioritize and EnhanceTalent Development
- Harmonize Technology Solutions



We Listened to Your Feedback



Strategies FOR THE FUTURE

U.S. Confection

Chuck Raup • President, U.S. Confection

Salty Snacks

Kristen Riggs • President, Salty Snacks

Supply Chain Strategy & Investment

Will Bonifant • Vice President, U.S. & Canada Supply Chain

Quick Hits

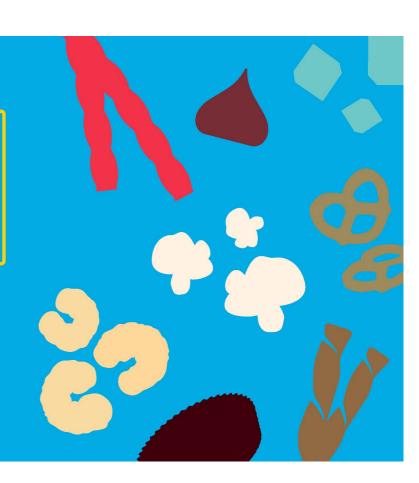
Financial Outlook & Capital Allocation Priorities

Steve Voskuil • Chief Financial Officer

Q&A

Being the Undisputed Leader in U.S. Confection

Chuck RaupPresident, U.S. Confection







CMG 31%¹

Chocolate 45%¹

Gaining Share

HERSHEY

+60 bps²

Top 5
Competitors Combined

-215 bps²

Source: 1: IRI Calendar Year w/e 01/01/23 | 2: IRI, 3-Year absolute change, Calendar Year w/e 01/01/23



Low Single-Digit Growth

- Net Price Realization ++
- Volume +

Source: Company Financials

Annual Margin Expansion

- Strategic Revenue Growth Management
- Fixed Cost Leverage
- Manufacturing Capabilities/Technology
- Media Optimization



Capitalizing on Consumer Trends







Home-Centricity

+42B More At-Home Eating Occasions vs 2019 Physical and Emotional Wellness

Chocolate is Top Snack for Stress Relief Digital Connectivity

More Ways to Reach Consumers





Addressable Media From 20% to 65%

Source: 1: The NPD Group: Eating Patterns in America, Trends in Meals & Snacks & Snack Track, Trend in Snack Categories by Mood | 2: Company Information, Horizon Media Report (2022)

White Space Opportunities

Gummy



Growth
~3X
Category Avg

Better-for-you Confection



Growth
~2X
Category Avg

- Increase innovation, distribution and media
- Invest in gummy capacity
- 🧪 Leverage partnerships

- Grow Zero-Sugar Platform
- Invest in new sugar reduction technology
- Expand Lily's distribution and launch innovation

Source: IRI. Retail Sales for Calendar Year w/e 01/07/18 to 01/01/2



Salty Snacks Growth & Margin Opportunities

Kristen Riggs
President, Salty Snacks









We will Deliver Double-Digit Growth Over Next 3 Years

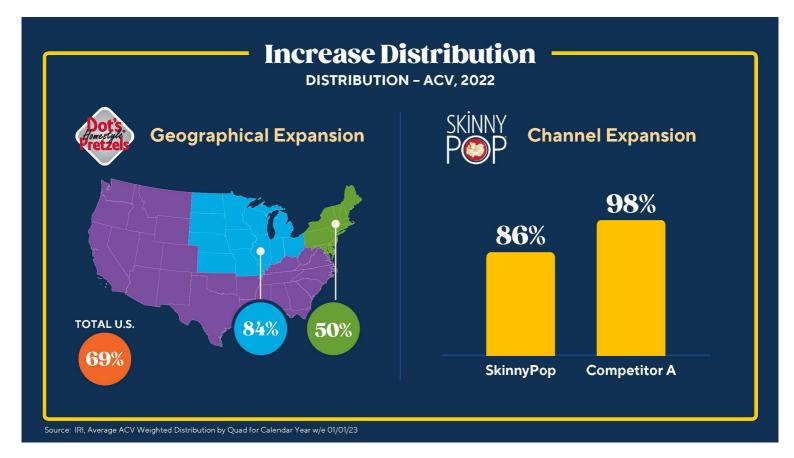
BUILD BRAND AWARENESS

INCREASE DISTRIBUTION

WIN INCREMENTAL OCCASIONS









Committed to Margin Improvement

Near-Term



Expand Gross Margin ~300 bps by 2026



Strong Pipeline for Margin Enhancement

Near-Term



Optimize Existing
Supply Chain Network



Implement Enhanced ERP System

Longer-Term

к л Scale Supply

∠ ∠ Chain Network



Portfolio Mix

Foundational





Productivity





Supply Chain Strategy & Investments

Will Bonifant

Vice President, U.S. & Canada Supply Chain









Productivity and Efficiency is Foundational to Capital Efficiency

Replace Underutilized Assets Repurpose Assets

Leverage Excess
Capacity









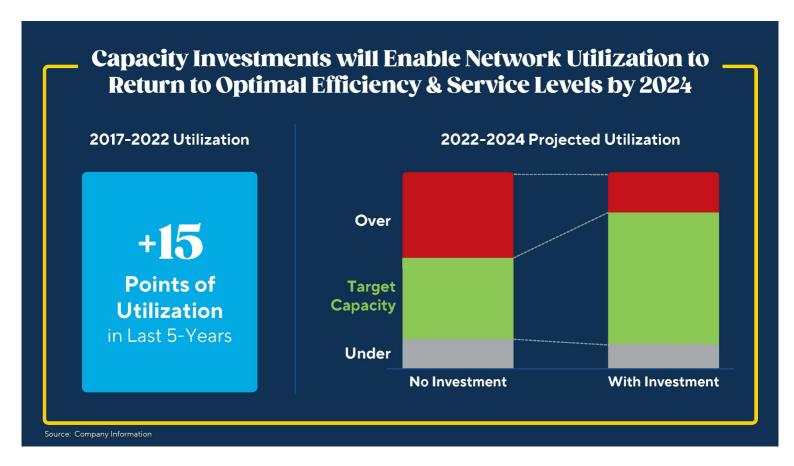
To







Increased Productivity



Core Brand Investments Focused on High-Volume Lines to Support Growth





~60%
OF CAPACITY
INVESTMENT
TOWARDS
REESE'S²
in 2021-2025



Capacity



Chocolate Making Facility

Source: 1: IRI, Retail volume absolute growth from Calendar Year w/e 01/07/18 to 01/01/23 | 2: Company Information

Investment in Transformation Capabilities







Flexible Manufacturing

From Conventional Lines







Capital Intensive

- **!** Single Purpose Assets
- Focused SKU Portfolio
- ! Complex Line Changeovers

ToAdvance Technology Line



Capital Efficient

- **✓** Multi Purpose Assets
- **✓** Diverse SKU Portfolio
- Quick Changeovers Minimal Downtime



Mass Customization at Scale Enabled by Robotics and Digital Integration

Expanding Our Supply Chain Capabilities to Support Portfolio Evolution

NEW SALTY CAPABILITIES



Pretzel
Manufacturing +
Seasoning



Insource Pirate's Booty



Produce Sweet & Salty Snacks

Supply Chain ENABLES



Margin Expansion





International & ESG

Rohit Grover

President, International

Leigh Horner

Chief Sustainability Officer



Building our Brands across Markets

Hershey's as a Global Powerhouse Reese's Carving its Own Path

Differentiating with Local Jewels



- Global campaigns with local relevance
- New occasions with innovation
- Brand halo to win in adjacencies



- Successful playbook in UK, leveraging U.S. assets
- Selective regional expansion: Germany, Australia, Middle East



Pelon on track to be #1 in Spicy in Mexico

ESG Priorities Aligned to Material Issues



Cocoa

Creating thriving communities and environments behind our most essential ingredient





Responsible Sourcing & Human Rights

Using robust due diligence and leading standards to protect people across our value chain





Environment

Enhancing our operations to meet high-impact climate, waste and packaging goals





Our People

Creating more ways for more people to be themselves and thrive





Youth



Community

Financial Outlook & Capital Allocation Priorities

Steve Voskuil Chief Financial Officer





- **Growing Categories**
- **✓** Volume & Price Growth
- Leading Margin Performance
- Strong Cash Flow Enabling Portfolio Expansion
- Disciplined Capital Allocation with Differentiated Reinvestment

Peer-leading Return for Shareholders







Opportunities for Continued Margin Expansion









Focused Effort on Working Capital Improvement



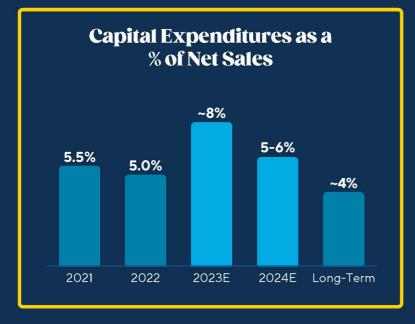




1. Free Cash Flow Productivity is defined as [Free Cash Flow / Net Income]. Source: Company Financials



Capex will Remain Elevated in 2024 and Normalize in 2025



Capital Investment Focused on:

- Core confection capacity
- Snacking scale and optimization
- Supply Chain resilience and technology



• Disciplined approach

Source: Company Financials



Strong Visibility to Consistently Deliver Long-term Algorithm 2023 2024-2025 2026+ 6-8% 3-4% 2-4% Net Sales Growth 9-11% 7-8% 6-8% Adjusted EPS Growth

Reaffirming 2023 Outlook

6-8%

Reported Net Sales growth

11-15%

Reported Earnings Per Share Growth 9-11%

Adjusted Earnings Per Share Growth



KEEP THE MOMENTUM GOING

INVEST
DIFFERENTIALLY
& PRAGMATICALLY

EXECUTE AND TRANSFORM

Deliver Peer-leading Shareholder Return

In Millions of Dollars Except Per Share Amounts	Gross Profit	Operating Profit	Interest- Expense, Net	Net Income	Income Per Share- Diluted
GAAP results	\$ 4,498.8	\$ 2,260.8	\$ 137.6	\$1,644.8	\$ 7.96
Adjustments:					
Derivative mark-to-market losses	78.8	78.2		64.7	0.38
Business realignment activities		4.4		3.3	0.02
Acquisition and integration-related activities	4.0	48.5		37.0	0.24
Other miscellaneous losses		13.6		10.3	0.07
Tax effect of all adjustments reflected above					(0.15)
Non-GAAP results	\$ 4,581.6	\$ 2,405.4	\$ 137.6	\$ 1,760.1	\$ 8.52
As reported gross margin	43.2%				
Non-GAAP gross margin (1)	44.0%				
As reported operating profit margin	21.7%				
Non-GAAP operating profit margin (2)	23.1%				

^{1:} Calculated as non-GAAP gross profit as a percentage of net sales for the period presented. | 2: Calculated as non-GAAP operating profit as a percentage of net sales for the period presented.

In Millions of Dollars Except Per Share Amounts	Gross Profit	Operating Profit	Interest- Expense, Net	Net Income	Income Per Share- Diluted
GAAP results	\$ 4,048.6	\$ 2,043.7	\$ 127.4	\$ 1,477.5	\$ 7.11
Adjustments:					
Derivative mark-to-market gains	(24.4)	(24.4)		(15.2)	(0.12)
Business realignment activities	5.2	16.6		13.5	0.09
Acquisition and integration-related activities	2.7	33.1		25.5	0.16
Noncontrolling interest share of business realignment and impairment charges				5.3	0.03
Other miscellaneous benefits		(15.2)		(13.7)	(0.07)
Tax effect of all adjustments reflected above					(0.01)
Non-GAAP results	\$ 4,032.1	\$ 2,053.9	\$ 127.4	\$ 1,492.8	\$ 7.19
As reported gross margin	45.1%				
Non-GAAP gross margin (1)	44.9%				
As reported operating profit margin	22.8%				
Non-GAAP operating profit margin (2)	22.9%				

^{1:} Calculated as non-GAAP gross profit as a percentage of net sales for the period presented. | 2: Calculated as non-GAAP operating profit as a percentage of net sales for the period presented.

In Millions of Dollars Except Per Share Amounts	Gross Profit	Operating Profit	Interest- Expense, Net	Net Income	Income Per Share- Diluted
GAAP results	\$ 3,701.3	\$ 1,782.7	\$ 149.4	\$ 1,278.7	\$ 6.11
Adjustments:					
Derivative mark-to-market losses	6.4	6.4		5.1	0.03
Business realignment activities	2.2	31.5		24.0	0.15
Acquisition-related costs		3.6		2.8	0.03
Pension settlement charges relating to Company- directed initiatives				2.6	0.02
Long-lived asset impairment charges		9.1		8.8	0.04
Noncontrolling interest share of business realignment and impairment charges				(3.4)	(0.02)
Other miscellaneous benefits		(3.2)		(2.4)	(0.01)
Tax effect of all adjustments reflected above					(0.06)
Non-GAAP results	\$3,709.9	\$1.830.2	\$149.4	\$ 1,316.2	\$ 6.29

In Millions of Dollars Except Per Share Amounts	Gross Profit	Operating Profit	Interest- Expense, Net	Net Income	Income Per Share- Diluted
GAAP results	\$ 3,622.5	\$ 1,596.0	\$ 144.1	\$1,149.7	\$ 5.46
Adjustments:					
Derivative mark-to-market gains	(28.7)	(28.7)		(25.2)	(0.14)
Business realignment activities		9.2		7.3	0.04
Acquisition-related costs	2.0	10.2		7.7	0.05
Pension settlement charges relating to Company- directed initiatives				1.8	0.01
Long-lived and intangible asset impairment charges		112.5		88.5	0.53
Noncontrolling interest share of business realignment and impairment charges				(2.8)	(0.01)
Gain on sale of other assets		(11.3)		(8.5)	(0.05)
Tax effect of all adjustments reflected above					(0.11)
Non-GAAP results	\$ 3,595.8	\$1,687.9	\$ 144.1	\$ 1,218.4	\$ 5.78

In Millions of Dollars Except Per Share Amounts	Gross Profit	Operating Profit	Interest- Expense, Net	Net Income	Income Per Share- Diluted
GAAP results	\$ 3,575.3	\$ 1,623.7	\$ 138.8	\$ 1,177.6	\$ 5.58
Adjustments:					
Derivative mark-to-market gains	(168.3)	(168.3)		(152.5)	(0.80)
Business realignment activities	11.3	51.8		38.9	0.25
Acquisition-related costs	6.2	44.8		35.7	0.21
Pension settlement charges relating to Company-directed initiatives				4.1	0.03
Long-lived and intangible asset impairment charges		57.7		41.9	0.27
Impact of U.S. tax reform				(7.8)	
Noncontrolling interest share of business realignment and impairment charges				(6.3)	(0.03)
Gain on sale of licensing rights		(2.7)		(1.5)	(0.01)
Tax effect of all adjustments reflected above					(0.14)
Non-GAAP results	\$ 3,424.6	\$1,607.1	\$ 138.8	\$1,130.1	\$ 5.36

In Millions of Dollars Except Per Share Amounts	Gross Profit	Operating Profit	Interest- Expense, Net	Net Income	Income Per Share- Diluted
GAAP results	\$ 3,455.4	\$ 1,313.4	\$ 98.3	\$ 783.0	\$ 3.66
Adjustments:					
Derivative mark-to-market gains	(35.3)	(35.3)		(30.5)	(0.16)
Business realignment activities	5.1	69.4		51.0	0.33
Acquisition-related costs		0.3		0.2	
Pension settlement charges relating to Company- directed initiatives				6.8	0.05
Long-lived and intangible asset impairment charges		208.7		185.4	0.98
Impact of U.S. tax reform				32.5	
Noncontrolling interest share of business realignment and impairment charges				(26.8)	(0.13)
Tax effect of all adjustments reflected above					(0.04)
Non-GAAP results	\$3,425.2	\$ 1,556.5	\$ 98.3	\$ 1,001.5	\$ 4.69
As reported gross margin	46.0%				
Non-GAAP gross margin (1)	45.6%				
As reported operating profit margin	17.5%				
Non-GAAP operating profit margin (2)	20.7%				

^{1:} Calculated as non-GAAP gross profit as a percentage of net sales for the period presented. | 2: Calculated as non-GAAP operating profit as a percentage of net sales for the period presented.