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# Introduction

Newell Brands is a global consumer goods company with over 50 iconic brands and nearly 24,000 talented employees around the world and we are united in our aspiration to delight consumers by lighting up everyday moments. Over the past few years, we have taken the necessary steps to solidify our positioning and build a company that supports our brands in impacting our consumers' lives and provide an environment where our employees can have ownership and accountability with their careers. Our measurable progress enhances our confidence that we are taking the right actions to strengthen the organization, improve financial performance, and create value for our stakeholders.



# Message from our President & CEO



Dear Shareholders,

I am pleased to share Newell Brands' 2024 Corporate Citizenship Report.

At Newell Brands, we aspire to delight consumers by lighting up everyday moments with a portfolio of leading consumer brands. We believe this ambition coupled with a clear strategy, operating model and performance-oriented culture will allow us to create significant value for consumers, shareholders, retail customers and employees over time.

Our journey began in 2023 when we initiated a multi-year turnaround based on a comprehensive capability assessment and a clear set of Where to Play and How to Win strategic choices, which we believe will improve our top-line performance, expand margins, and improve cash flow. As I look back on the year, I'm proud to report that we have fully operationalized our new strategy and operating model, which has been rolled out to all segments, regions, brands, and functions.

## Executing Our Corporate Strategy

Our new strategy is already yielding tangible results. Since introducing our new corporate strategy in June 2023, we have reported six consecutive quarters of year-over-year gross margin improvement and five consecutive quarters of year-over-year operating margin improvement. Additional 2024 financial highlights include:

- Our 2024 results were either in line with or ahead of our outlook across key metrics.
- Sales trends improved across all six business units and the Learning and Development segment turned positive for the year as innovation drove growth.
- We delivered impressive full-year reported gross margin improvement of 470 basis points, reaching a gross margin of 33.6% compared to 28.9% in 2023, as productivity savings, mix and pricing more than offset headwinds from lower sales volume, inflation and foreign exchange.
- We meaningfully de-levered the balance sheet through both debt reduction and EBITDA growth.

## Unlocking Our Full Potential

A critical component of our transformation has been enhancing talent in key roles and fostering a culture of high performance, inclusion, and innovation. We embedded our new corporate values, Leadership, Passion for Winning, Integrity, Ownership and Teamwork, across our talent processes to drive a high-performance and high-accountability culture so employees at all levels understand expectations by aligning behaviors with strategic goals and fostering a dynamic and results-driven work environment. Doing so has allowed us to make significant progress toward unlocking the organization's full potential by enabling meaningful consumer-led innovation, stronger brand building and better go-to-market capabilities.

Over the past year, we have strategically evolved our operating model to drive more effective execution. We formally established a consumer-first, Global Brand Management organization for our top 25 brands and standardized the International Operating Model across our top 10 markets. In the U.S., we further centralized our Sales team to upgrade customer interactions and created a dedicated New Business Development team. Additionally, we centralized key functions—Supply Chain, Finance, and HR—where efficiency and scale are critical.

Innovation and consumer understanding are imperative to our success. We reinvented the consumer insights function, embedding proprietary insights throughout the innovation process. Our new product development funnel is now focused on the top 25 brands and mid-price and high-price point segments that are gross margin accretive. This enables us to be better partners to our retail customers and better serve consumers by addressing unmet needs. The strengthening of our innovation funnel showed our potential in 2024 as we launched several impactful innovations, including the Sharpie Creative Markers, Paper Mate Inkjoy Gel Bright Pens, Oster Small and Medium Capacity Air Fryers, Crock-Pot MultiMeal Multicooker, Graco SmartSense Soothing Bassinet and the SmartSense Soothing Swing. In 2025, we are launching and investing in even more impactful new innovations across the business that I look forward to sharing more about throughout the year.

## Looking Ahead

As we look ahead, the global economic landscape remains complex, with pressures from inflation, currency fluctuations, and geopolitical uncertainty. However, we firmly believe that by boldly executing with excellence and maintaining our disciplined approach, we can successfully navigate these headwinds and deliver strong performance.

### Our key priorities for 2025 include:

- Returning the company to top-line growth through product and commercial innovation, distribution expansion, and international market penetration.
- Expanding gross and operating margins, building on the significant gains achieved in 2024.
- Further deleveraging the balance sheet and improving cash flow efficiency.
- Driving operational excellence through complexity reduction, technology standardization, and continued SKU optimization.
- Strengthening our high-performance culture, emphasizing accountability, innovation, and inclusion.

In closing, we remain deeply committed to sustaining our turnaround momentum and driving long-term, profitable growth. Our brands play an essential role in delighting consumers and lighting up everyday moments — and we take pride in that responsibility. The measurable progress Newell Brands' highly dedicated and skilled employees delivered in 2024 reaffirms our confidence in the path ahead. By unlocking the full potential of our portfolio, leveraging scale, and staying focused on executing with excellence, we are well-positioned to create lasting value for our shareholders. I am excited about the future and look forward to building on this momentum together.

**Chris Peterson**  
President & CEO

# Who We Are

Newell Brands has provided consumers with trusted products and solutions for over a century with brands such as Sharpie, Coleman, Oster, Yankee Candle, Rubbermaid and Graco. As our company has evolved since its inception, our aspiration to delight consumers, serve as best-in-class partners to our retail customers and suppliers and create value for our stakeholders has driven our focus, ambitions and direction. We understand that our success is deeply intertwined with the satisfaction of our consumers, and this understanding fuels our relentless pursuit to deliver excellence in every facet of our business.

## Values

Our values of **Leadership, Passion for Winning, Integrity, Ownership** and **Teamwork**, help drive three key focus areas for our culture: high performance, innovation, and inclusion. Coupled with a well-defined business strategy and clearly aligned individual performance goals, these behaviors guide our ways of working together and fuel our success.

## Our Aspiration

We aspire to delight consumers by lighting up everyday moments.

Our more than 50 brands are organized into three operating segments.

### Learning & Development



### Home & Commercial



### Outdoor & Recreation



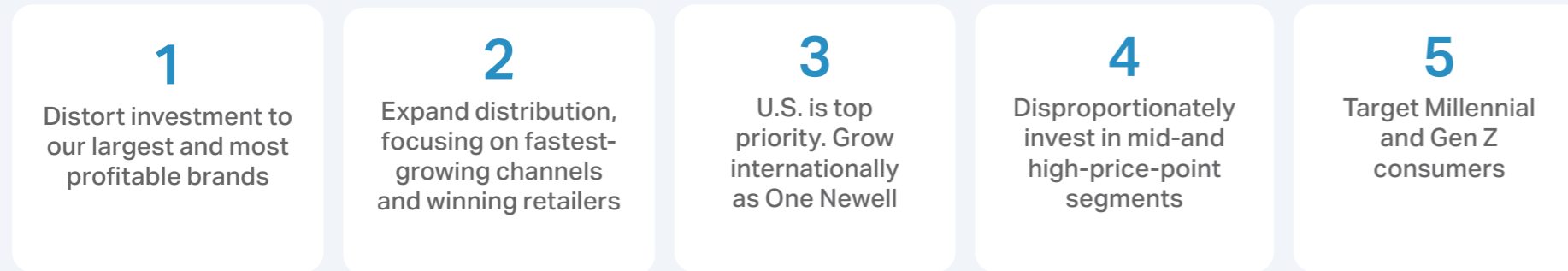
Ball® and *Ball* Corporation, used under license.

## External Recognition

- Rubbermaid Commercial Products – ISSA Excellence Awards People’s Choice Award
- Sharpie – North American Office Products Awards People’s Choice – Sharpie Creative Marker
- Breville – redden winner – Edge Kettle and Toaster, Barista Signature
- Elmer’s - Good Housekeeping’s Best Toy Award – Squishies Mix & Match
- Graco and NUK – Good Design Awards - Graco SmartSense™ Soothing Bassinet and Swing and NUK® Perfect Match™ 2-in-1 Natural & Anti-Colic Bottle
- Essendant Supplier of the Year: Writing
- WHSmith Supplier of the Year: Writing
- Fortune World's Most Admired Companies
- TIME America's Best Midsize Companies

# Corporate Strategy Overview

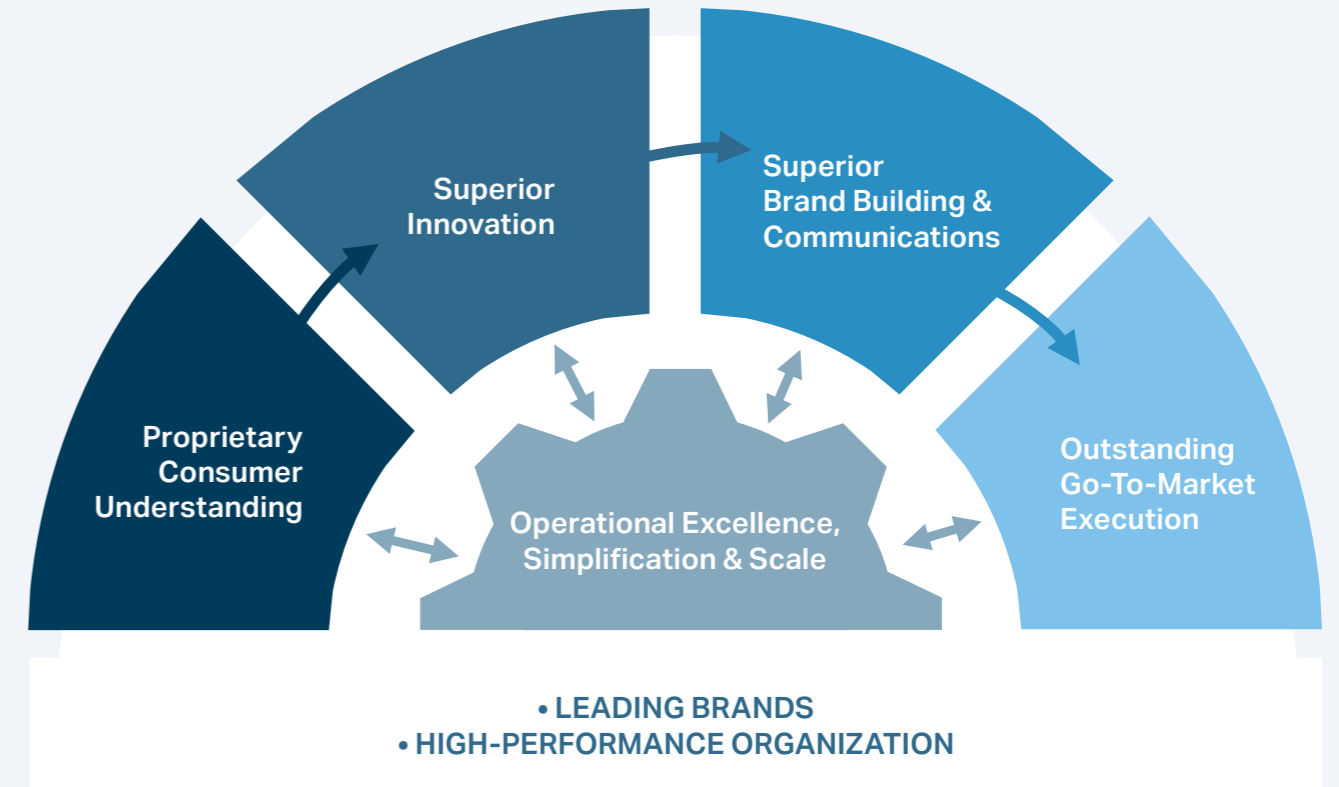
## Where to Play



## How to Win



## How to Win Flywheel



# Approach to Corporate Citizenship & Global Regulations

Newell Brands is working to address issues that matter most to our investors and ensuring we comply with regulations. In 2021, we conducted our first materiality [assessment](#) to understand better the corporate citizenship topics most important to our stakeholders. This current report is organized according to focus areas representing some of our major categories of impact: Governance, People, Products, Operations and Communities. We will assess our future focus areas and reporting obligations in response to upcoming regulations and the evolving macroenvironment.



# Corporate Citizenship Goals

Goals	Goal Year	2024 Progress
Source 100% of our direct-sourced paper-based packaging from certified, verified or recycled sources	2025	97% globally 98% North America
Eliminate the use of Polyvinyl Chloride (PVC) and Expanded Polystyrene (EPS) in all packaging	2025	93% of our plastic packaging by weight was EPS-free, and 86% was free of PVC
Use at least 20% non-virgin (recycled content) in plastic packaging for Newell manufactured goods	2025	13% on average recycled content in plastic packaging is used globally at Newell for manufactured goods
Reduce global manufacturing Scope 1 and 2 GHG emissions by 30% (from a 2016 baseline)	2025	37% globally
Divert 90% of manufacturing waste from landfill at global manufacturing sites	2025	56% globally
Use SmartWay-approved carriers for over 90% of ton-miles traveled in U.S.	2025	99% U.S.
Shift 30% of our global manufacturing sites electricity to renewable sources	2030	14.3% globally
Achieve carbon neutrality for our Scope 1 and 2 emissions across our global portfolio at manufacturing, distribution, warehouse, retail and office sites	2040	Work toward our Scope 1 and 2 reduction goal is helping us make progress on carbon neutrality
Invest \$1 million in our communities through our Local Impact Grant Program	2025	\$1,021,000 cumulative since 2019
Achieve \$50 million in product donations	2025	\$50,008,462 cumulative since 2019

# Corporate Governance

Newell Brands is governed by a clear strategy, values, and aligned attributes that guide our efforts. This fuels and elevates our business performance while delivering long-term value for our stakeholders.





# Governance Oversight

Our governance model is built to account for ownership and transparency in our relationships with stakeholders, including leadership and management, shareholders, consumers, retail customers, suppliers, and communities. Governance and accountability over our operations help us ensure compliance with laws and regulations and promote ethical behavior. Our approach to governance fosters investor confidence, enhances the company's reputation, and ultimately contributes to our long-term success.



## Board of Directors

Newell Brands' Board of Directors consists of experienced professionals who provide strategic oversight and guidance to our company. Collectively, the Board's skill sets encompass leadership in finance, operations, marketing, technology, and corporate governance, positioning them to effectively guide Newell Brands toward sustained success. To help understand and consider the issues that matter most to our shareholders, the Board will periodically engage with shareholders on various topics related to corporate governance and executive compensation.

In 2024, we announced changes to the Board of Directors. James "Jim" Keane and Anthony "Tony" Terry were elected to the company's Board of Directors, and Bridget Ryan Berman was designated as the Chair of the Board, while Robert Steele, Courtney Mather, and Jay Johnson left the Board at the end of their terms in 2024. At the end of 2024, the Board of Directors had eight members.

- **Bridget Ryan Berman (Chair of the Board):** A seasoned brand and e-commerce executive with over 35 years of experience in retail, having held leadership positions at Victoria's Secret Direct, Giorgio Armani Corporation, and Apple Computer, Inc.
- **Chris Peterson:** President and CEO of Newell Brands, an accomplished global leader with extensive experience in corporate strategy, financial planning, and operations within the consumer goods industry.
- **Patrick D. Campbell:** Retired Senior Vice President and Chief Financial Officer of 3M Company, bringing extensive financial expertise.
- **James "Jim" Keane:** Retired President and Chief Executive Officer of Steelcase Inc., with a strong background in corporate leadership, finance and operations.
- **Gerardo I. Lopez:** Former CEO of Extended Stay America and AMC Entertainment, offering insights into leadership and transformation.
- **Judith A. Spriesser:** Founder and former CEO of Transora, Inc. and former CFO of Sara Lee Corporation, bringing expertise in finance and operations management.
- **Stephanie Stahl:** Founder of Studio Pegasus LLC and former marketing executive at Coach, Inc., with a background in marketing and brand strategy.
- **Anthony "Tony" Terry:** Retired Executive Vice President and Chief Financial Officer of Marriott Vacations Worldwide Corporation, contributing extensive experience in financial analysis, strategic planning, and operations.

## Board of Directors Committee Responsibilities

### The Nominating / Governance Committee

- Governance risk
- Environmental health and safety
- Product safety
- Ethics and compliance
- Government relations
- Board succession planning
- Board evaluation process
- Corporate citizenship

### Compensation & Human Capital Committee

- Executive compensation and pay-for-performance
- Succession planning
- Employee retention
- Compensation practices
- Human capital management and development

### Audit Committee

- Integrity of financial statements
- Legal and regulatory compliance
- Independent auditors
- Internal audit function
- Tax planning and treasury activities
- Cybersecurity and data privacy risk monitoring and management
- Enterprise risk management

## Board Composition

as of 12/31/24

<p>Number of Directors</p> <p><b>8</b></p>	<p>Percent Director Independence</p> <p><b>88%</b></p>	<p>Average Director Tenure</p> <p><b>4 yrs</b></p>
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## Executive Committee

Newell Brands' most senior management comprises an Executive Committee where members are responsible for formulating and overseeing the execution of the corporate strategy and day-to-day operations. The Committee is dedicated to overseeing our business performance, ensuring the achievement of financial objectives, making pivotal business decisions, driving growth and value for our shareholders, and fostering a high-performance, values-driven culture. Members also develop the corporate governance frameworks and processes that steer our operations. In 2024, we welcomed Nicolas "Nico" Duran to drive our strategic objectives for the Outdoor & Recreation operating segment. Additional information about our Executive Committee and Board, including biographies, is available on [NewellBrands.com](https://www.newellbrands.com).

## Risk Management

The Newell Brands Executive Committee is responsible for daily risk management. The Board supplements this work by overseeing enterprise-wide risk management and supervising senior management and business operations. Annually, the Board reviews strategic plans and associated risks from the Executive Committee, including reports from various functions and businesses. Risks include but are not limited to, financial risks, political and regulatory risks, legal risks, supply chain risks, competitive risks, privacy and information technology risks, environmental, social and governance-related risks and other risks relevant to how Newell Brands conducts business.

## Corporate Citizenship Council

The Corporate Citizenship Council elevates corporate citizenship practices across the enterprise. It also serves as a management-level governance structure to review and implement legally required ESG disclosures based on global and regional requirements within our enterprise risk management framework. This includes work related to the Corporate Sustainability Reporting Directive (CSRD). Additionally, the council fosters a shared understanding of shareholder, peer group, and customer priorities while encouraging enterprise-wide and stakeholder communication of ESG priorities and progress toward goals.

Our [Proxy Statement](#), [2024 Annual Report on Form 10-K](#), and [Corporate Governance Guidelines](#) provide more information about our company governance management, guidelines, policies, and risk management approach.

## Ethics & Compliance

At Newell Brands, we hold ourselves accountable to the highest ethical standards when engaging with stakeholders, setting the tone for operating with integrity, proactively identifying risks and mitigations to ensure compliance, demonstrating transparent communications, and speaking up when we suspect or see unethical behavior.

### Policies and Code of Conduct

Newell Brands has policies to communicate our expectations on specific practices to support ethical conduct and business practices. We update these policies regularly to remain current with emerging issues and risks. We review our [Code of Conduct](#) each year to better understand how our values apply to everyday situations. Every member of the Newell Brands community is responsible for ensuring compliance with the Code in all aspects of our work. We proudly reported a 100 percent completion rate for employees in scope for our 2024 Code of Conduct training.

Newell Brands maintains an [International Export Compliance Policy](#) to address trade sanctions, export controls, and anti-boycott regulations. We also comply with the anti-corruption and anti-bribery laws of the countries in which we do business in accordance with our Global Anti-Bribery and Anti-Corruption Compliance Policy.

### Respect in the Workplace

Our Respect in the Workplace Training and Policy Acknowledgment ensures that all employees understand the importance of treating each other with dignity. To ensure our employees understand their responsibility to recognize, prevent and respond to harassment and discrimination, they must review and acknowledge our Equal Opportunity and Anti-Harassment policy and complete the training. This training achieved a 100 percent completion rate among employees in scope for the training and policy acknowledgment.

### Promoting a Speak Up Culture

We strive to operate with transparency and integrity and create an environment where employees feel comfortable raising concerns. In line with living our value of integrity, we have a [Speak Up and Anti-Retaliation Policy](#). This policy promotes ethical conduct by guiding people to do the right thing and speak up. To promote and provide education on this policy, the Newell Brands Ethics & Compliance team launched a "Speak Up. Your Voice Matters" initiative which educated employees on how they could confidentially ask a question about a Newell policy or raise a concern about suspected misconduct without fear of retaliation.

#### Enhanced Ethics Hotline

The Newell Brands [Ethics Hotline](#) is available to all employees, former employees, and third parties. It is available in several languages 24 hours a day, seven days a week. In 2024, enhancements to the Ethics Hotline included an option to ask a question, the release of a new Conflicts of Interests Disclosure form, improved accessibility to our Speak Up & Anti-Retaliation Policy, a simplified web-based intake process, and a mobile intake form accessible through a QR code.

Please visit our website's [Ethics & Compliance](#) section to learn more about our program and policies.



# Information Security & Data Privacy

We recognize that our company's integrity and trust are deeply rooted in our commitment to information security, cybersecurity, and data privacy and protection. Education and compliance in these areas are imperative to safeguarding our operations and the rights of the individuals and organizations that are part of our company and those who do business with us.



## Information Security

The Newell Brands Information Security function is an enterprise-wide program governed by the Information Security Governance (ISG) Committee, comprised of the Chief Information Security Officer (CISO), Chief Financial Officer, Chief Legal and Administrative Officer, Chief Human Resources Officer, Chief Information Officer, and Vice President of Internal Audit & SOX. The CISO is responsible for the strategic vision, execution, and ongoing operations of the information security and cybersecurity programs. The ISG Committee meets quarterly to discuss material risk-related metrics and mitigation strategies. In addition to the ISG Committee, other Newell Brands leaders are informed about and educated on material cybersecurity risks and incidents through the following formal processes:

- Newell Brands Incident Response Policy and Procedures and related response and governance protocols
- Periodic information security program presentations to leadership
- CISO providing material incident notifications to the Executive Committee, including the President & CEO
- Each quarter, the CISO updates the Audit Committee of the Board of Directors on the state of the information security program.

## Global Information Security Policy and Training

Our Global Information Security Policy defines expectations and requirements for protecting company information, assets, and systems from unauthorized access, usage, disclosure, modification, and destruction. The policy helps to ensure the application and maintenance of appropriate levels of confidentiality, integrity, and availability of company information. We deploy multiple types of security awareness activities to elevate the understanding of the dangers of online threats. All employees who work with our organization's data, computers, mobile devices, networks, and other resources must complete the Global Information Security Awareness Training.

## Cybersecurity

Newell Brands recognizes the importance of developing, implementing, and maintaining robust cybersecurity measures to safeguard our information systems and protect data confidentiality, integrity, and availability. The security operations team performs threat-hunting activities to look for opportunities to enhance our security posture, and our internal audit function periodically measures the effectiveness of these activities. In 2024, we conducted cybersecurity projects related to data loss prevention, AI, vulnerability management, and security awareness and conducted an internal penetration testing program.

## Data Privacy

Newell Brands may use or access the personal data or personal information of our employees, consultants, suppliers, consumers, and more in our business operations. Understanding this responsibility, we are committed to ensuring data privacy for our employees and other stakeholders through robust governance practices. We prioritize compliance with global data privacy regulations, safeguarding personal data, and maintaining transparency in data processing activities. Our data privacy policy mandates that data protection principles are integrated from the outset of any project involving personal data. Our Chief Ethics & Compliance Officer provides periodic updates on data privacy to the Audit Committee of the Board of Directors. Our external Privacy Statement describes how we honor the privacy and security of our users, customers, suppliers, and representatives in relation to all products, services, applications and websites that we provide. In 2024, we provided data privacy training as part of our Code of Conduct training to all computer-based employees globally with a 100 percent completion rate.

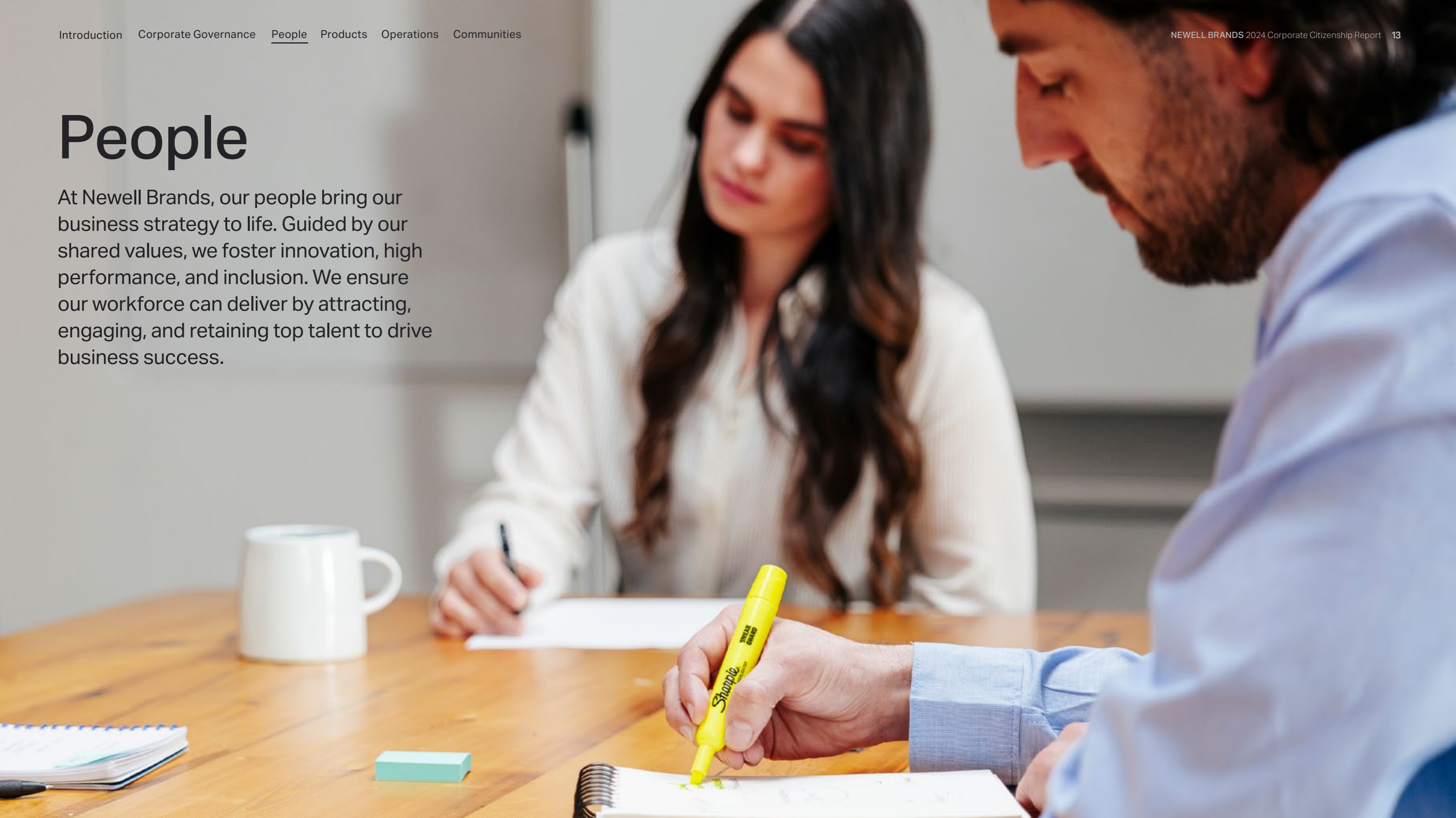
More on information security, cybersecurity, and data privacy can be found in our [2024 Annual Report on Form 10-K](#).

## Artificial Intelligence (AI) Governance

We believe that AI will fundamentally transform our industry and positively impact our consumers and customers. Like many companies, we are exploring various technology platforms and solutions to achieve better business outcomes and increase productivity. We established an AI Executive Steering Committee, chaired by the President & CEO, and an AI Governance Board to ensure ethical, accountable, and efficient deployment and scalability. This structure streamlines decision-making to accelerate time-to-impact. The AI Executive Steering Committee ensures alignment with our strategy and approves AI technologies. We have developed an AI Security Policy and a comprehensive AI strategy. This strategy aligns AI with our business and operational priorities, ensuring we leverage AI's full potential while adhering to ethical and legal standards. We have introduced an AI toolkit for leaders to provide employees clarity around the purpose of AI.

# People

At Newell Brands, our people bring our business strategy to life. Guided by our shared values, we foster innovation, high performance, and inclusion. We ensure our workforce can deliver by attracting, engaging, and retaining top talent to drive business success.



## Values & Workforce Strategy

Our strategy drives outcomes in three areas: Organization, Talent, and Culture, and is designed to enable us to boldly execute our company strategy and achieve winning results in the marketplace.

An effective, efficient, and aligned **organization** is essential for enabling success. The organization values **talent** by fostering an environment where employees are highly engaged, feel their worth is valued, and can clearly see a path to meaningful career experiences and development. It also ensures the presence of highly skilled and capable leaders who are prepared to drive the creation of value for consumers and retail customers through market-leading brands. The **culture** within the organization is performance-driven, innovative, and inclusive, with leaders acting with urgency and being held accountable for balancing results with the methods used to achieve them.

Our strategy to support our workforce inclusion is firmly rooted in our **shared values** of Leadership, Passion for Winning, Integrity, Ownership and Teamwork. Our values are embedded across our talent processes to drive performance and accountability. This ensures employees at all levels understand expectations by aligning behaviors with strategic goals.



# Enabling our Workforce Strategy

## Employee Value Proposition

Our EVP helps us attract the right talent and empowers our employees to thrive here. It connects our values, our culture, and our mission and provides a powerful narrative for our employment brand. There are three pillars that explain why Newell Brands is a unique place to work. These are:

- 1. Iconic Brands:** Our team is proud of our strong and long-lasting iconic brands that are beloved by our employees and consumers that are in our homes and store aisles around the world.
- 2. Make an Impact and Grow:** Whether through our iconic brands or career growth opportunities, we all have the chance to make a real difference in the world. At Newell Brands, we are committed to continuous learning, offering new experiences and empowering our people to grow their careers.
- 3. Collaboration and Inclusion:** Our unique positive culture is one of inclusivity and collaboration, where diverse voices and perspectives are valued, where people genuinely want to work together and support each other, and everyone has the opportunity to thrive.

## Inclusion

Our business thrives when we embody our Values In Action of Leadership, Passion for Winning, Integrity, Ownership and Teamwork. It's how we work together to create a vibrant company culture that encourages inclusion which drives both high-performance and innovation. This enables us to bring beloved brands and products to market that delight consumers by lighting up everyday moments in their lives. Our global presence and the breadth of our industry-leading iconic brand portfolio requires a

multi-cultural, multi-generational workforce that reflects the array of consumers we serve. To attract, engage, and retain employees who are relentlessly focused on anticipating and meeting the needs and wants of our consumers, we guard against unfair talent practices and make decisions based on merit. We don't promote or incorporate any preference policies, programs or practices and strive for meritocracy and excellence in all we do. By integrating inclusion into every stage of the employee lifecycle, we unlock the full potential of our nearly 24,000 employees, fueling industry leadership, sustained growth, and long-term business success.

## Performance Management

We have a rigorous approach to performance management for all professional and clerical employees. We directly link values to performance reviews which equally consider goal achievement and behaviors. Our company's performance management framework drives strategic alignment, employee engagement, and retention by integrating goal setting, coaching, and continuous feedback. Employees establish goals tied to company priorities, while leaders cascade and refine objectives for clarity and impact. Mid-year check-ins focus on progress, career development, and retention, ensuring workforce stability. Year-end reviews assess performance, inform ratings, and set future goals. Continuous feedback enhances productivity and organizational agility throughout the year, ultimately strengthening long-term business performance.

## Talent & Succession Planning

Talent and succession planning are critical components of our long-term success. The Executive Committee conducts a comprehensive talent review, focusing on high-potential employees. This approach calibrates succession slates across the organization, identifying mitigation actions for succession gaps and developing retention and developmental plans for each successor. By proactively managing talent and succession, we ensure leadership continuity, mitigate risks associated with key position vacancies, and foster a culture of growth and development, ultimately driving sustained organizational performance.

## Skill Development

Newell Brands works to ensure we are fostering continuous growth by providing employees with the skills and knowledge needed to excel in their roles and contribute meaningfully to our company's success. Employees can access resources that enhance their expertise and prepare them for evolving business needs through targeted training programs, workshops, and other learning and development initiatives. On-demand skill development ensures employees can access training at their convenience, while our Brand Academy strengthens capabilities essential for maintaining industry competitiveness. Leadership development programs equip people leaders with the tools to model and champion our Values In Action, reinforcing a strong, values-driven culture.

## Career Development

It is important for employees to see a meaningful path to career growth and development at Newell Brands. We have a structured approach designed to empower every employee to take charge of their career development and ensure they have the tools they need to grow within Newell Brands. The framework is built around the four Ps of career growth: Perform, Plot, Plan, and Pursue. This simple, actionable approach helps employees focus on key milestones and take deliberate steps in managing their careers.

We prioritize continuous learning, offering new experiences and empowering our people to grow their careers. We provide career experience opportunities that encourage the development of our employees. We offer development, resources and other experiences to expand skill sets and provide support to elevate careers. As employees progress, they gain expertise and broaden their exposure to different parts of the business. Employees can move up or laterally to access various opportunities in various realms of expertise.

## Climate

Newell Brands strives to foster a high-performing, innovative, and inclusive culture and actively monitors employee engagement through a global organization employee experience survey. This survey provides valuable insights about about employment experience factors that drive business outcomes, such as productivity and team collaboration. As Newell Brands implements strategic changes to strategy and leadership, it remains dedicated to ensuring that leaders actively champion a culture of high performance, inclusion, and innovation. To support these efforts, leaders can access dashboards that provide visibility into employee sentiment, engagement levels, and feedback.

## Total Rewards

We take a comprehensive view of total rewards, offering market-competitive compensation and benefit programs to support our employees professionally and personally. We proudly offer benefits and resources that empower employees to prioritize their health and wellbeing and thrive inside and outside work.

We take a comprehensive view of many facets of wellbeing and know that mental health is a priority for many employees and their families. We continue to provide employees with resources through our Employee Assistance Program (EAP). The EAP is available to all employees globally to help them and their families manage life's challenges, such as anxiety and depression, family dynamics, substance abuse, child and elder care needs and legal or financial issues.

More information about our benefits, including insurance, 401K, parental leave, employee discounts and online wellness programs, can be found on the [Careers page](#) of NewellBrands.com.

# Products

Deep consumer understanding is at the core of our mission to deliver meaningful innovations that solve unmet consumer needs. Our products range from baby gear, which helps keeps children safe and makes life easier for caregivers, to commercial products that help keep spaces clean and promote efficiency, safety and productivity. We also offer kitchen appliances and food storage solutions that simplify food preparation and reduce waste. As we look ahead, we keep our consumers at the heart of all we do and relentlessly pursue our aspiration to delight them by lighting up everyday moments.





## Investing in Consumer Understanding & Superior Innovation

The Newell Brands Consumer Insights function is a strategic business partner that provides consumer, brand, and category insights to support Brand Marketing within our three business segments—Home & Commercial, Learning & Development, and Outdoor & Recreation. The function also supports other entities within the organization that need insights to inform their strategies and communications.



## Consumer, Shopper & Execution Research

Qualitative immersions are supported by comprehensive, in-depth quantitative research to build a complete understanding of categories, brands, and the go-to-market strategy. This includes building knowledge with segmentations, brand health trackers, competitive intelligence, front-end ideation, advertising testing, price/package research, claims tests, building forecasting capabilities and many other pieces of research that provide input from strategy to execution.

### iHub: A Global AI backed Insights Repository

iHub is an AI tool that centralizes Newell's market research insights. It is the comprehensive hub used by our employees for consumer, shopper, and user experience research that allows employees access to information through a single search—replacing information requests to individual points of contact.

### AI Consumer Personas for Innovation

Newell Brands has developed AI Personas to generate insights and ideas from consumer data. The personas are consumer- and brand-based, built off category knowledge, and accessible to employees through natural language queries. Newell Brands has developed 20 digital consumer personas which have provided design inspiration, creative writing, innovation sessions, and strategic scenarios.

## Driving Meaningful Innovation

Over the past two years, we revamped our innovation process to identify bigger bets and better serve our customers and consumers. This includes instituting a project tiering system and implementing an enterprise-wide bi-annual innovation review to sharpen plans, drive alignment, determine prioritization, and allocate resources appropriately. In 2024, we were excited to launch innovations by leveraging consumer insights and our strengthened innovation funnel including the [Sharpie® Creative Marker](#), [Oster® Perfect Brew Máxima](#), [FoodSaver® Handheld+ 2-in-1 Vacuum Sealing System](#) and [Graco® SmartSense™ Soothing Swing and Bassinet](#).



# Products & Packaging Sustainability

Across our portfolio, cross-functional teams evaluate current and future demand in product innovation and packaging design by leveraging consumer understanding, retail customer demands, evolving regulations and emerging technologies and materials.

## Packaging Center of Excellence

Our global Packaging Center of Excellence (COE) is an award-winning, global team of packaging design, engineering, and sustainability experts based in Huntersville, NC. We have test labs in India and Belgium and regional expertise in China, India, and Europe.

## Design for Sustainability

Our Design teams consider sustainability implications at every stage, from ideation through product launch, leveraging a [Design for Sustainability](#) framework, which is part of our Innovation Operating Model. We also use a life cycle assessment (LCA) tool that helps identify areas of greatest environmental impact, consider design concepts and their implications and identify solutions to address environmental concerns.

### Rubbermaid Commercial Products Led the Way with Sustainability Efforts Around the World

As a global leader in the design, manufacturing, and delivery of cleaning, hygiene, and waste management products since 1968, Rubbermaid Commercial Products (RCP) is committed to creating durable and innovative solutions that help promote responsible management of Earth's natural resources. RCP also prides itself on providing sustainability education and resources to consumers and customers. This past year, across the U.S., RCP held its third annual Behind the Scenes of Clean campaign to show appreciation for cleaning and maintenance professionals. In the U.K. & Ireland, the RCP team conducted training sessions and participated in numerous industry webinars and events to educate customers about the upcoming Simpler Recycling legislation. In Latin America, training sessions were conducted to educate sales teams and distribution partners on circularity principles and their connection to RCP's sustainability approach.



## Progress on Packaging Goals

Our product packaging goals focus on improving the sustainability of materials across the product portfolio. We work closely with our suppliers to find ways to achieve our goals, communicate our expectations in our Responsible Sourcing Manual, and monitor progress through an annual supplier survey. We have standardized the packaging materials we will use and will not use going forward. We have decided to eliminate over time Expanded Polystyrene (EPS) foam and Polyvinyl Chloride (PVC) film, which are synthetic and difficult to recycle.



\*The progress for our packaging goals is based on a 2024 survey of 2023 data provided by our major suppliers



In 2023, 84% of all our product packaging was paper-based. Plastic comprises a relatively small percentage of our overall packaging footprint. Additionally, plastic packaging for global Newell manufactured goods contains, on average, 13% recycled content.

## Product & Packaging Highlights

Over the past year, our Design for Sustainability framework, LCA tool, and creative thinking have resulted in new products and packaging with less environmental impact. Over the past year, the Packaging team identified several high-impact initiatives that enhanced productivity, including redesigning pallet layouts to align with a new universal standard, reconfiguring master carton pack-outs to improve density, and tightening tolerances on master cartons—enabled by advancements in automation. These optimizations contribute to greater efficiency in storage, handling, and transportation, driving cost savings and sustainability improvements. Phase I identified opportunities for standardization across multiple business segments leveraging common tools.

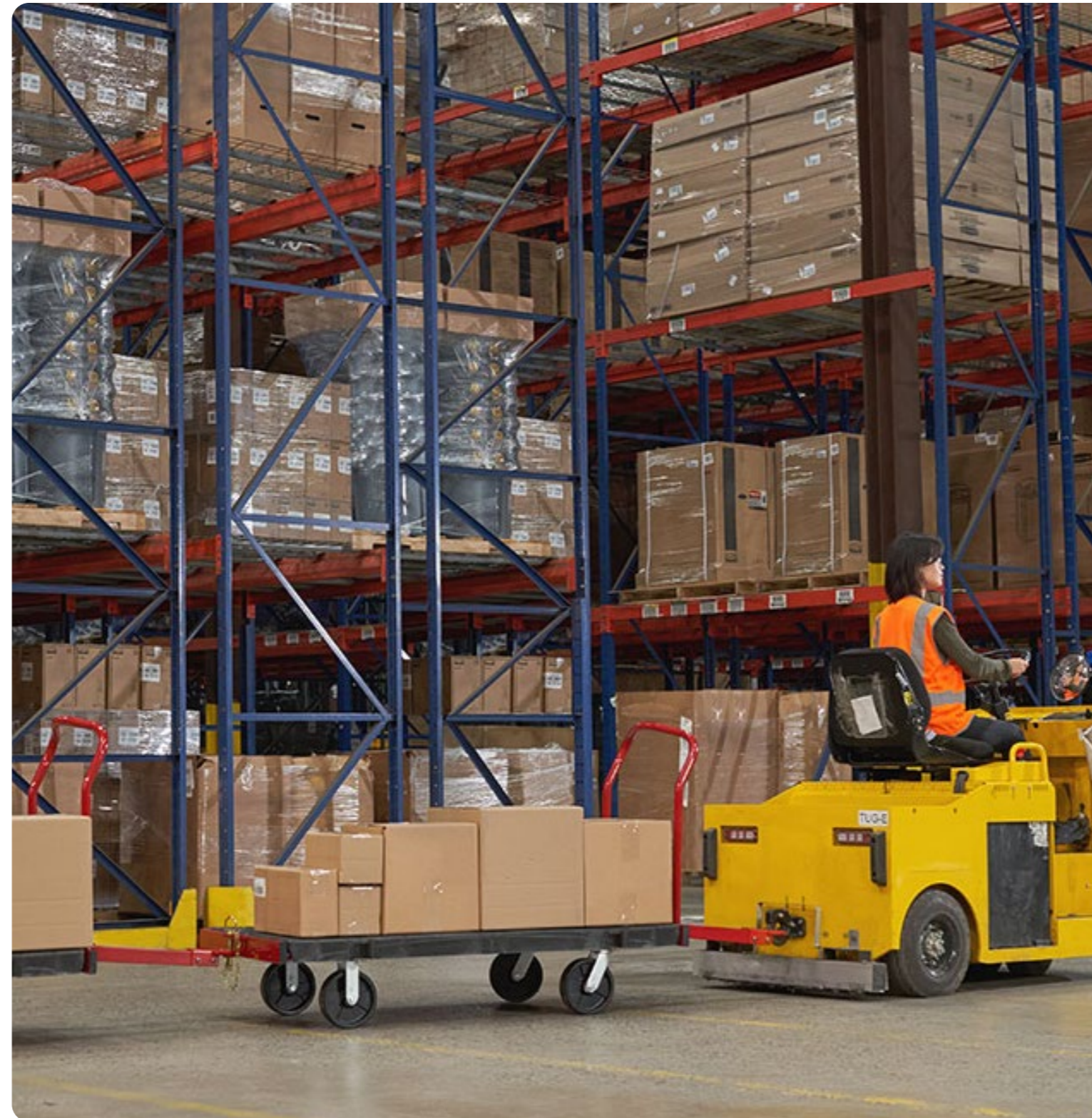
### Additional product and packaging sustainable highlights include:

#### Packaging

- Reduced virgin plastic across our Writing brands packaging in 2023 by 336 Metric Ton total across 154 SKUs.
- The Reynolds team in India received recognition from IndiaStar for the Reynolds Iconic and Iconic Elite 1-pack pens for excellence in packaging design and development. The paper-based design and plastic-free packaging ensure that the package is fully recyclable.
- Transitioned the internal DYMO LT200B printer packaging from a multi-piece corrugated insert to a single molded pulp tray primary pack, improving the consumer’s opening experience. We also decreased the depth of the primary pack by 20 percent reducing the primary pack’s cubic area by 18 percent overall to improve shipping efficiency and reduce material.

#### Products

- Changed the Parker Jotter Originals raw material in the plastic barrel to reach a third-party certified claim of 55 percent recycled content.
- Technology found in the Rubbermaid Commercial Products AutoFoam with LumeCel™ Dispenser LumeCel™ captures energy from any indoor or natural light source to power the rechargeable energy cell instead having to use batteries.
- In Australia, RCP’s TCELL Passive Aire Care System won a 2024 ISSA award for its eco-friendly air freshening system, which is designed to continuously fragrance commercial spaces for up to 90 days without batteries or power sources.



## Reducing Waste and Consumer Recycling

Consumer education is important in keeping recyclable products and packaging out of landfills at the end of their useful life. Eighteen of our brands use How2Recycle (H2R), a standardized labeling system that communicates disposal instructions to make recycling easier for North American consumers. Yankee Candle, Sistema, Mapa, and Spontex use TerraCycle, a program that allows consumers to drop off or mail used products to be recycled at no cost.

# Product Safety & Consumer Satisfaction

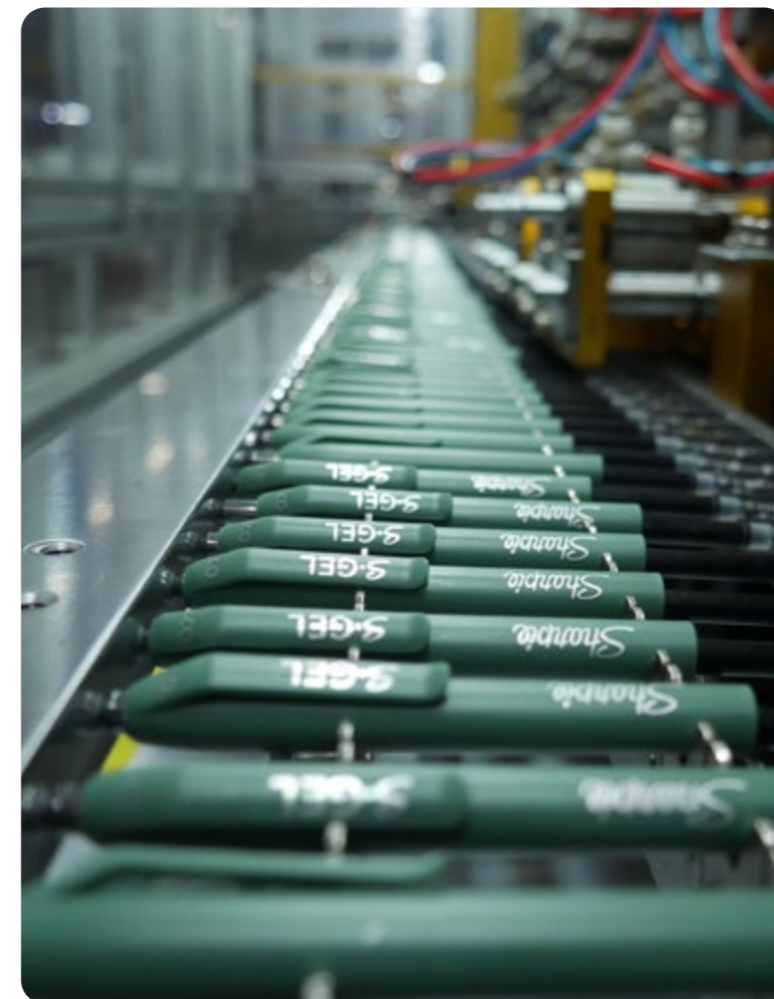
We prioritize consumer safety and satisfaction by upholding the highest quality and safety standards. Our rigorous quality control helps to ensure our products meet and exceed applicable regulatory requirements and consumer expectations to use safe products that provide solutions for their everyday needs.

## Product Safety Oversight

While potential safety concerns differ greatly from product to product, product safety is a collective effort. Our cross-functional team oversees product safety and ensures that safety insights, regulations, and technological advancements are shared across businesses. Our products are designed to combine science and quality with the latest research and compliance with global regulations. We use our Design Failure Mode and Effect Analysis (DFMEA) tool to identify potential risks in new products. Products intended primarily for children undergo a third-party compliance audit at least once annually, and Graco and U.S. baby products are certified to the Juvenile Products Manufacturing Association (JPMA) standard.

## Addressing Chemical Substances and Practices of Concern

Our products are intended to comply with all applicable laws and regulations in the markets where they are sold, including those relating to chemical substances. Each of our businesses maintains a restricted chemical substances list tailored to the product or product category and published chemical watchlists of industry associations. These requirements incorporate applicable international, federal, state, and local laws. We continuously monitor safety and chemical legislation and the latest research and studies. Visit our website to view our [Responsible Chemical Management Policy](#) for more information about how we manage the materials used to make our products.



## Supporting Our Consumers

The Consumer Services team plays a crucial role in addressing and resolving consumer issues. The Consumer Services team has developed principles to guide their interactions and outline the team's purpose and high-quality standards when serving consumers. The principles include:

- We take our role as the Voice of the Consumer seriously. We hold our business partners accountable to help us.
- For every consumer who contacts us, we know many do not, and we need to treat each contact as a signal that we are finding a solution for that issue that others may be experiencing. We relentlessly advocate for all consumers to help Newell become more consumer-centric.
- We aspire to make every interaction excellent, creating moments of joy, delighting our consumers and becoming brand ambassadors.
- Consumers put their trust in us. Our experts deliver peace of mind, education and confidence in using our products and services.
- Speed matters, and we find ways to react to consumer needs as quickly as possible. We invest in tools and data to enable us to speed up resolution in appropriate ways.
- We operate in the spirit of collaboration to ensure effective partnership with our cross-functional teams and deliver on shared brand and business objectives.

## The Vital Role of our Car Seat Test Facility

Graco prioritizes safety, working to ensure every car seat meets the highest protection standards for our littlest passengers. Graco's state-of-the-art crash test facility in Atlanta, GA is at the heart of this. The facility's advanced testing capabilities enable the team to conduct various tests for catastrophic crashes, extreme environmental conditions, and side-impact collisions. Engineers and testing managers collaborate in preparing various tests using the crash lab sled, which simulates car crashes, running between seven to ten tests daily. The process involves detailed data recording, video analysis, and thorough inspections of the car seats for signs of damage or stress after a simulated crash.



# Operations

Our global Supply Chain exemplifies the strength of our collective efforts, demonstrating our dedication to the health and safety of our employees and achieving operational excellence through efficiency and productivity. Through our sustainability work, we seek ways to minimize environmental impact, reduce operational costs, exceed consumer and customer expectations, and deliver business value to our stakeholders.



## Unified Global Supply Chain

We operate approximately 40 manufacturing facilities across five continents and approximately 60 regional distribution centers and warehouses. By working across our manufacturing facilities and distribution centers network, we bring our beloved brands to retail customers and consumers. Over the past year, we have worked to complete the unification of our Supply Chain, and further standardize and scale efficiencies. Newell Brands' world-class supply chain and procurement professionals delivered exceptionally strong productivity results through these efforts.

## Supporting Our Frontline Employees

Our frontline employees are critical to our talent base and success as they assemble, create, store, and move products. To support our frontline employees, we offer competitive pay and benefits, robust training and development programs to build capability and engagement and prioritize a culture of safety excellence. Offering training and development programs that allow our employees to advance their skills is essential for building a high-performance workforce. Our Technical Training Program ensures the smooth operation, reliability, and safety of production equipment and facilities for frontline team members who want to upskill and advance their careers. The program combines technical knowledge with hands-on practical experience in mechanical, electrical, robotics/automation, and injection molding.



### Operational Excellence with PEAK

Since its launch in 2018, our Planning, Engagement, Achievement, and Knowledge (PEAK) program has been instrumental in fostering a culture of operational excellence. PEAK equips employees with the skills, tools, and time to solve problems, eliminate waste, decrease safety incidents, contribute to quality defect reduction and create sustainable results. To date, we have successfully implemented PEAK in 38 locations and eight functional teams, and our global PEAK deployment has helped to enable record productivity over four years.

# Promoting a Culture of Health & Safety

Safety is foundational to how we create products, and we are committed to conducting operations that protect the safety and health of our employees, contractors, suppliers, retail customers, and the public.

## SEAL Program

Established over 15 years ago, the Safety Excellence and Leadership (SEAL) program involves all operations and non-operations facilities. It supports our goal of zero injuries, zero unsafe conditions and zero unsafe behaviors by helping sites build consistent, reliable safety programs and educating employees on safety policies. While each location can customize its policies based on applicable regulations, every site undergoes a formal annual audit to ensure SEAL guidelines work effectively.

## Health & Safety Management

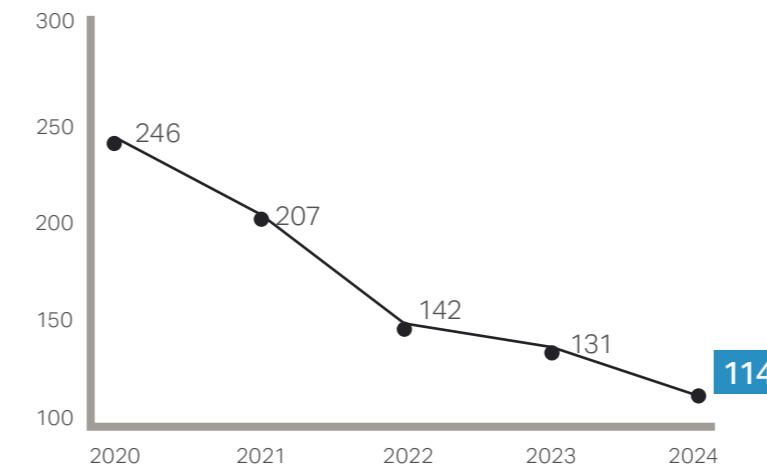
Newell Brands' company-wide Health and Safety Commitment emphasizes every employee's role in fostering a safety culture and how comprehensive programs, ongoing education and training, and strict adherence to safety protocols support employees.

Sites are required to establish specific annual health and safety plans with objectives and goals. These plans must outline the Recordable Incident Rate goals, SEAL score, and actionable steps to achieve targets. The Global Safety Team, including all lead auditors for the SEAL process, conducts a weekly review of all incidents. During these reviews, information about each incident is compiled into a presentation, including details of what happened and countermeasures taken. The Supply Chain leadership team is also involved in the review process. To ensure continuous learning and improvement, monthly safety performance metrics are visibly posted for all employees, detailing proactive measures to improve safety.

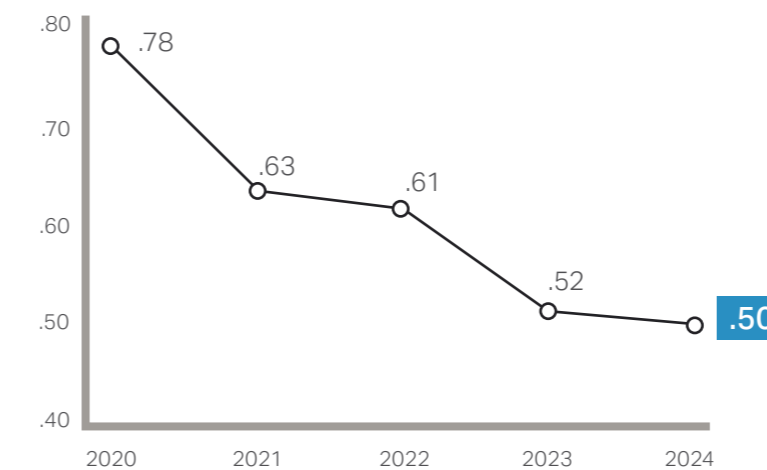
Access to regulatory agencies such as the Occupational Safety and Health Administration and the Department of Transportation is crucial for staying informed about legal requirements, training materials, and other safety-related information. Newell uses Safety Alerts to share information about serious incidents across locations, enabling them to learn from each other and implement preventive measures. Newell Brands has a world-class safety record and accomplished our best performance record for recorded injuries and recordable incident rate in 2024.

## Global Safety Performance Metrics<sup>1</sup>

### Recorded injuries



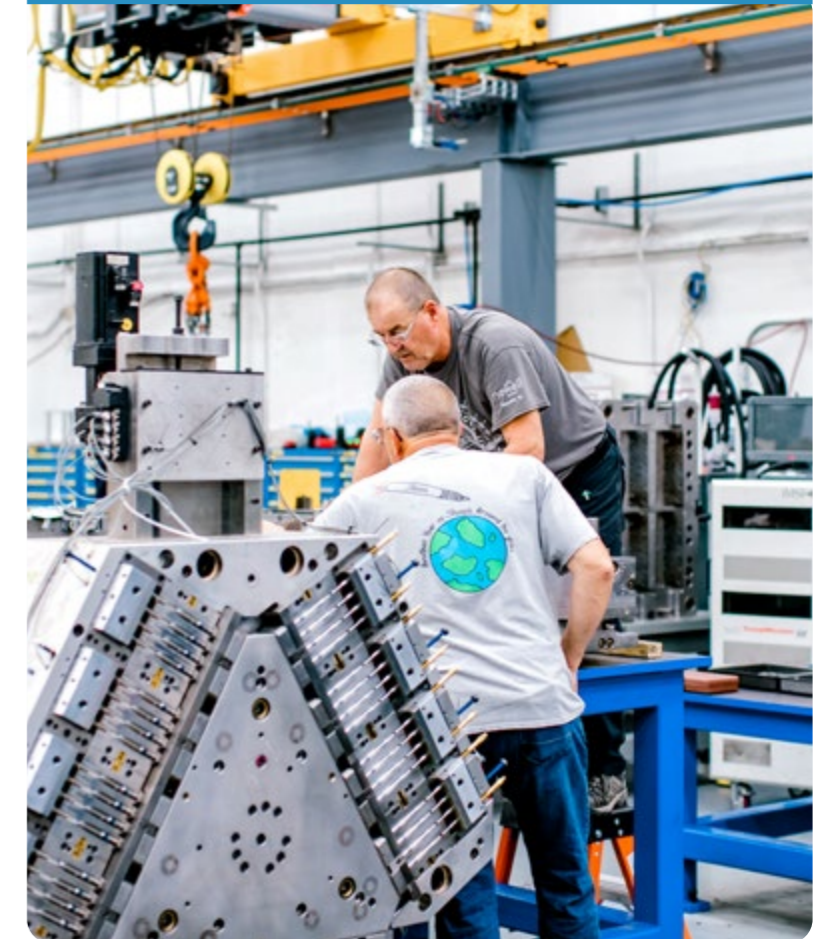
### Recordable incident rate



<sup>1</sup> Data in this chart applies to full-time Newell employees and temporary and part-time workers and excludes retail staff.

### Employee Leadership in Safety Awareness

Our focus on safety is exemplified by our employees' widespread participation in various safety awareness and education campaigns. In 2024, we executed two safety communications campaigns, "Powered Industrial Equipment (PIE)" and "Preventing Slips, Trips, and Falls," to showcase the dedication and teamwork of our frontline team members in fostering a safe work environment.



# Environmental Sustainability

Our drive to operate with excellence includes manufacturing, distributing, and transporting products efficiently. In addition to benefiting customers and consumers, our efforts help reduce emissions, energy and waste.

## Sustainability Governance

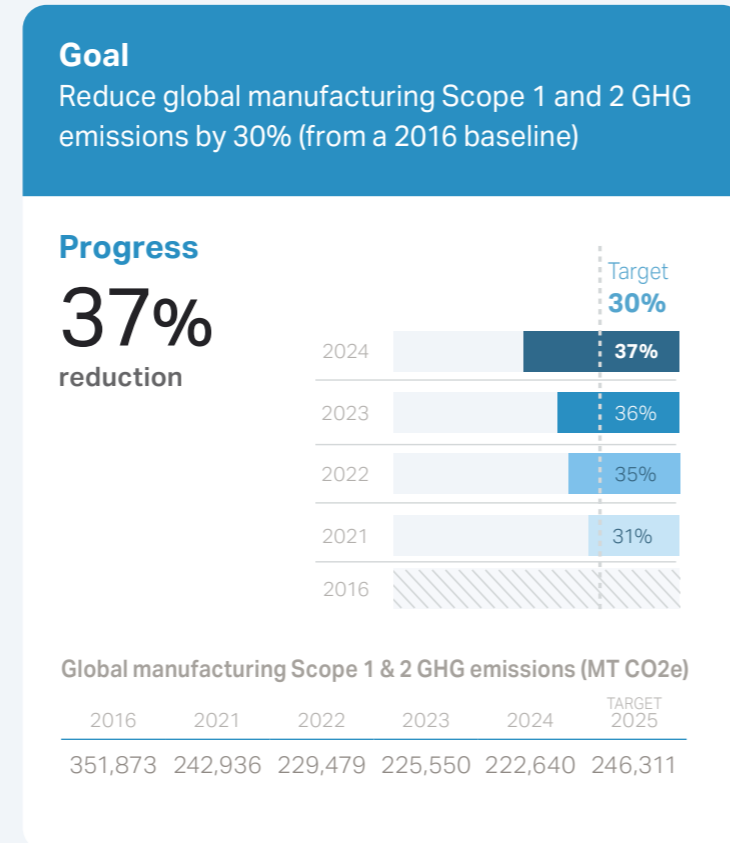
Our Sustainability team plays a crucial role in the governance and management of environmental sustainability at Newell Brands. Their primary focus is ensuring compliance with mandatory reporting requirements for non-financial data. The team also supports voluntary disclosures that enable us to detail our efforts to retailers, suppliers, customers and investors. Our compliance work is key to demonstrating our responsibility as a good environmental steward, maintaining high standards and transparency in our sustainability efforts. We are working to implement reporting mechanisms to support disclosures aligned with deadlines as adopted by the EU over the coming months and aligned with the California disclosure requirements.

## Emissions

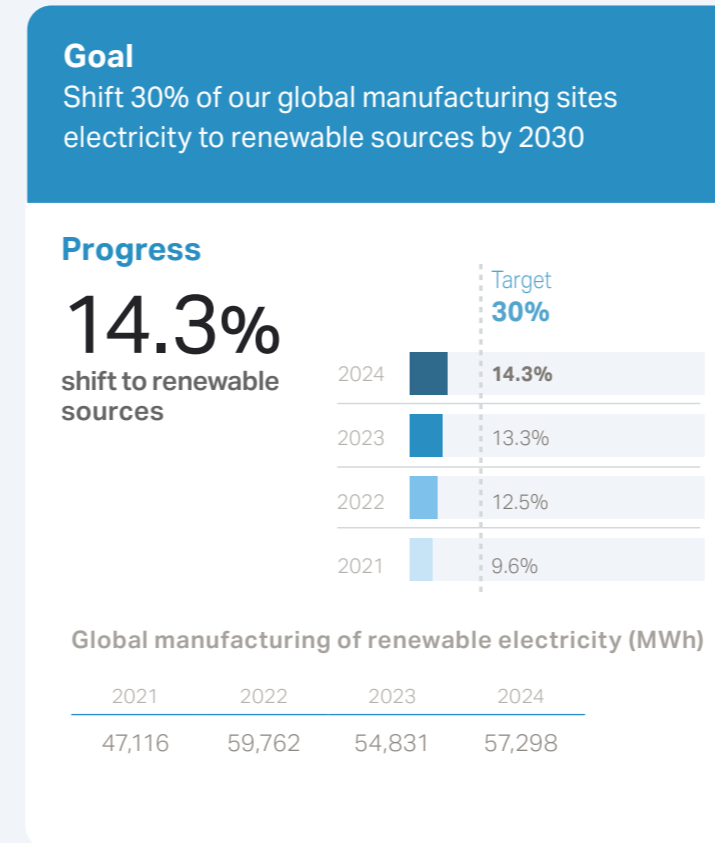
For almost 10 years, Newell Brands has been reporting on the environmental footprint of our manufacturing operations. For the fourth year, we have exceeded our 30 percent reduction goal for our manufacturing-related Scope 1 and 2 emissions. This year, we also provided global Scope 1 and 2 emissions data for all operations, not just manufacturing. The full data and external verification statement can be found in the [appendix](#).

Looking ahead, we will continue to work toward achieving carbon neutrality by 2040 for Scope 1 and 2 emissions across our global portfolio at manufacturing, distribution, warehousing, retail stores, and office sites.

### GHG Emissions Goal



### Renewable Energy Goal



### Energy Efficiencies in Our Facilities

Our Fradley Park distribution center in Lichfield, U.K., installed a 650kw solar panel system on the roof of their facility in 2023. In 2024, the first full year of its operation, Fradley produced approximately 29 percent of its electricity needs using these onsite solar panels. They've also recently invested in LED lighting, smart water systems, and forklift electrification to create a working environment prioritizing worker safety and resource conservation.

## Environmental Compliance

Newell Brands strives to maintain the highest levels of environmental compliance by integrating sustainable best practices across the organization and reducing operational environmental impact. Our Corporate Environmental Compliance Program, centrally led by Newell's Environmental Affairs team, enables the achievement of our policy goals while reducing regulatory risk. Our program expects 100 percent compliance from all our facilities. Each of our manufacturing, distribution, and research facilities has an Environmental Champion who coordinates the implementation and management of the Environmental Compliance Program and maintains information about our Corporate Environmental Compliance Standards. These standards govern all relevant environmental operations, including waste management, stormwater management, spill response, and training modules on ongoing and emerging compliance topics. To maintain compliance with applicable local laws and these standards, facilities submit periodic self-assessments in tandem with third-party compliance audits at a selection of facilities each year.

We also take responsibility for environmental remediation obligations arising from events such as spills or historical operations, working with relevant authorities and stakeholders as needed. Our [2024 Annual Report on Form 10-K](#) provides more information on environmental remediation projects.



## SmartWay Update

We use multiple logistics partners at Newell to transport products from distribution centers to retail customers. Accordingly, we work with the U.S. Environmental Protection Agency’s SmartWay® Transport Partnership to help measure, benchmark, and improve freight transportation efficiency with emission accounting methodologies and tools. We monitor the Ton-Miles traveled on SmartWay and non-SmartWay carriers and the total carriers used. This is the second year we have included our Canada business with the U.S. Over the past three years, we exceeded our goal to use SmartWay-approved carriers for over 90 percent of the total ton-miles traveled in the U.S. We had 99 percent of our total Ton-Miles on SmartWay carriers, which is industry-leading. Based on the data comparison from the prior year, we also reduced our use of non-SmartWay carriers from 14 carriers to only three.

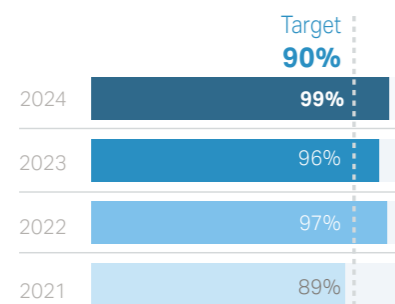
### Transportation and Logistics Goal

#### Goal

>90% of ton-miles traveled in the U.S. with SmartWay-certified transporters\*

#### Progress

99%



\*reporting reflects prior-year data from 2023

## Waste Diversion

We strive to divert most of our manufacturing waste from landfills. To achieve this, we work closely with each of our sites to optimize production and increase recycling efforts, thereby reducing landfill waste. In 2022, we began collaborating with a third party to develop waste reduction scorecards and dashboards for each of our manufacturing sites around the world. This data is aggregated at the business level to identify opportunities for improvement. Additionally, we have engaged our Procurement team to ensure that we have contracted recyclers available in each of our markets.

### Waste Diversion

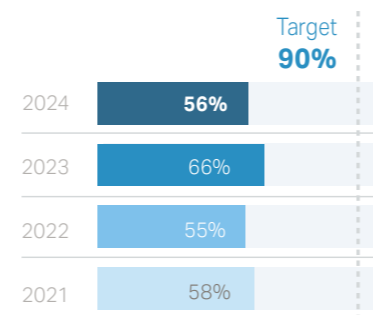
#### Goal

90% of waste diverted from landfills at global manufacturing sites

#### Progress

56%

waste diverted



#### Total waste (MT)

2021	2022	2023	2024
40,946	29,033	31,439	*24,002

#### Material recycled offsite (MT)

2021	2022	2023	2024
28,838	15,996	20,885	13,366

\* To more accurately track waste generation, we’ve included waste to energy in the total waste figure. This represents less than 4 percent increase in total waste.

### Waste Diversion at our New Atlanta Headquarters

In spring 2025, Newell Brands will move into a new headquarters in Atlanta, GA. Our construction partner has been completing the build-out using best practices for keeping waste out of the landfill, and working with a local partner to recycle the construction and demolition materials. In the main construction period of October 2024 through January 2025, over 56 percent of the waste produced was recycled.

## Water

We recognize the importance of responsibly managing the water we use. We strive to be good stewards of local water sources by tracking consumption and encouraging conservation across our sites. In 2024, our global manufacturing water use was 1,162 million gallons. In 2023, we were unable to report our global manufacturing water use at the time of publication. It was 1,240 million gallons.



# Responsible Sourcing & Social Compliance

As a global leader in consumer goods, we recognize our responsibility to ensure that our products are produced in alignment with our values and ethical standards. By working closely with our suppliers, we strive to prioritize social compliance standards, including fair labor practices, human rights, and supply chain security.

## Global Program Expansion

In 2024, our Responsible Sourcing function underwent enhancements to strengthen our work to ethical and sustainable practices across our enterprise Procurement and Supply Chain functions. Our Responsible Sourcing function's previous scope was Asia-based Sourced Finished Goods, representing approximately 600 suppliers. We expanded the program to encompass suppliers representing approximately 95 percent of our total costs of goods sold inclusive of all global Sourced Finished Goods and Direct Materials Suppliers.

## Risk Monitoring

Our risk monitoring program manages our suppliers' risk profiles, prioritizes training, and schedules audits. Through this risk program, we categorized our suppliers into low, medium, and high-risk categories to determine how best to extend our monitoring plan globally. Triggering events result in incremental surveillance and education, and internal reviews. Additionally, the monitoring program includes a supplier rating system based on audit scores and corrective action closure.

## Multi-stakeholder Initiatives and Efficiency Improvements

By continuing to leverage our membership in multi-stakeholder initiatives like SEDEX (Supplier Ethical Data Exchange) and SCAN (Supply Chain Audit Network), we have improved the depth and breadth of our audits, enabling more effective assessments of social compliance and supply chain security. This allows us to focus on high-priority risks while maintaining robust oversight.

### Vendor Code of Conduct and Responsible Sourcing Manual

- Our Vendor Code of Conduct (VCOC) establishes the standard of conduct Newell Brands requires from our vendors in several areas, including human rights, labor requirements, health and safety, environmental compliance and management practices. Newell requires all suppliers to attest to the VCOC annually.
- Our [Responsible Sourcing Manual](#) details our escalation, audit, corrective action processes, and Zero Tolerance Policy.

### The Newell Responsible Sourcing Audit Grading Matrix:

**A (90-100):** Represents no or very few minor issues, demonstrating best practices; suppliers are monitored every 24 months.

**B (75-89):** Represents minor issues, meeting most standards; suppliers monitored every 18 months.

**C (60-74):** Represents multiple major issues that require intervention; suppliers are monitored every 12 months.

**F (0-59):** Represents critical issues that require strong intervention; suppliers are monitored every 6 months.

**ZT (Zero Tolerance):** Represents a zero-tolerance issue requiring immediate monitoring.

### Audits and Training

In the first year of expanding our scope globally to include both Sourced Finished Goods (SFG) and Direct Materials Suppliers, we achieved a 100 percent completion of our original monitoring plan and 94 percent completion of our expanded monitoring plan. We also conducted 560 audits, focusing on social compliance and supply chain security. These efforts successfully implemented 484 corrective actions, addressing labor practices, environmental compliance, and security standards.

### Zero-Tolerance Issues and Human Rights

Newell defines Zero Tolerance as any reported violations in areas of:

- Child labor
- Forced or prison labor
- Bribery attempts in any form
- Discrimination
- Harassment
- Corporate punishment
- Unauthorized subcontracting
- Falsified documents
- Denial of access
- Circumvention of the audit process
- Wastewater discharge into the environment without treatment
- Contraband container content

### Conflict Minerals

In 2024, we also conducted our annual conflict minerals campaign. We achieved a 91 percent response rate, our highest to date, with 277 total suppliers included in our response and 91 found to be in scope.

### Strategic Enhancements and Future Goals

With an ever-changing global regulatory environment and growing consumer and customer expectations, traceability has never been more critical. We aim to enhance the traceability and transparency of our supply chain and as we continue to enhance our Responsible Sourcing program, we have established the following goals for the next three years:

- **Auditing and Monitoring:** Audit suppliers representing approximately 95 percent of total costs of goods sold over a rolling three-year basis, specifically focusing on high-risk and low-performing suppliers.
- **Team Development:** Provide development opportunities to our employees who engage suppliers and visit their sites, ensuring a broader understanding of Responsible Sourcing standards across functions.
- **Traceability for Regulated Products:** Develop a more robust traceability program for regulated products, focusing on sub-tier raw materials and component suppliers.
- **Continuous Improvement:** Adapt and refine our program to align with evolving customer expectations, regulatory changes, and industry best practices.

# Communities

As a global enterprise, our focus on philanthropy underscores our dedication to our consumers. By supporting organizations that align with our businesses and values, we strive to make a meaningful difference in the communities in which we live and operate.



# Our Philanthropic Approach

Our comprehensive approach to philanthropy is centered around employee-driven initiatives, including product donations, financial contributions, and collaborations with impactful nonprofit organizations. The [Communities](#) section of our website provides more information.

## The Newell Brands Charitable Foundation

The Newell Brands Charitable Foundation invests in nonprofits whose missions align with our businesses and values. Our philanthropic focus areas are:

-  **Child Safety & Development**
-  **Outdoor & the Environment**
-  **Hunger**
-  **Education**
-  **Disaster Relief**

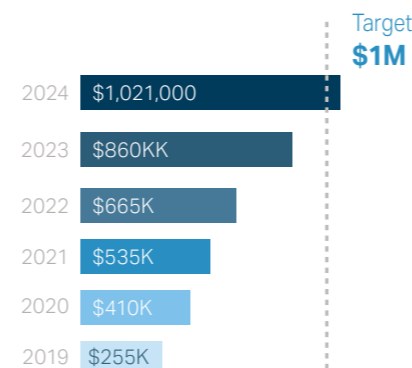
Our Foundation supports our communities and encourages employee engagement through two strategic programs: our Local Impact Grant Program, which marked its sixth anniversary in 2024, and our Matching Gift Program, launched in 2021.

## Local Impact Grant Program

The Local Impact Grant Program (LIGP) enables employees in selected locations to impact their communities by nominating a local nonprofit in one of our philanthropic focus areas to receive a grant from the Newell Brands Charitable Foundation. In 2024, we achieved our goal of donating \$1 million to our local communities by 2025. Since the program's inception in 2019, we have supported 86 nonprofits, including 20 multi-year recipients in 30 communities around the world. The organizations we support through LIGP do important work to educate future generations, provide opportunities for underserved youth, fight against hunger and end food insecurity, advocate for children and keep them free from harm, and better our environment and outdoor spaces.

**Goal**  
Invest \$1 million in our communities through our Local Impact Grant Program

**Progress**  
**\$1,021,000**



### Local Impact Grant Recipients

#### Atlanta, Georgia

- [Atlanta Community Food Bank](#) - 4X
- [Atlanta Mission](#)
- [Children's Healthcare of Atlanta Foundation](#) -5x
- [LifeLine Animal Project](#)

#### Bentonville, Arkansas

- [Northwest Arkansas Children's Shelter](#) - 4x

#### Brampton, Ontario, Canada

- [Campfire Circle](#) - 4x

#### Bristol, United Kingdom

- [The Grand Appeal](#)

#### Huntersville, North Carolina

- [Angels & Sparrows Community Table & Resource Center](#) - 5x

#### Kalamazoo, Michigan

- [First Day Shoe Fund](#)

#### Maryville, Tennessee

- [Second Harvest Food Bank of East Tennessee](#) - 3x

#### McMinnville, Tennessee

- [Children's Advocacy Center for the 31st Judicial District](#)
- [Kids of the Community](#)

#### Poznan, Poland

- [Schroniskogaj Animal Shelter](#)

#### São Paulo, Brazil

- [AMA - Association of Friends of Autistic People](#)

#### South Deerfield & Whately, Massachusetts

- [Food Bank of Western Massachusetts](#) - 4x

#### Victorville, California

- [Rock'n Our Disabilities Foundation](#)

#### Wichita, Kansas

- [Kansas Food Bank](#) - 3x
- [Sunlight Children's Services](#) - 2x

#### Winchester, Virginia

- [Winchester Area SPCA](#)

9

repeat Local Impact Grant Recipients in 2024

## Matching Gift Program

The Foundation also funds our Matching Gift Program, which matches employee donations to [Save the Children](#) and [No Kid Hungry](#) dollar-for-dollar up to a pre-determined annual limit. Save the Children also received \$350,000 worth of Newell products that supported disaster relief efforts, back-to-school initiatives, and more.

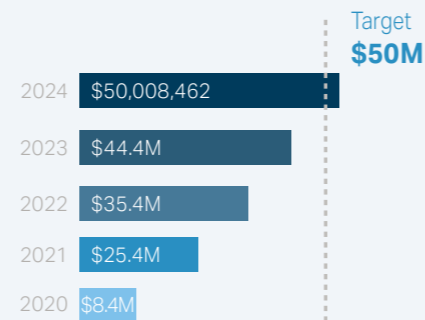
## Product Donations

As a global consumer products company, we make our greatest philanthropic impact by donating Newell products to communities and nonprofits in need. In 2024, we proudly donated \$5.6M in Newell products. Donated items included Graco baby gear to nonprofits supporting families in need, school supplies from Sharpie, Paper Mate, Elmer's, and Prismacolor to organizations that set underprivileged students up for success in school each year, Marmot apparel to support homeless shelters, and Rubbermaid Microfiber Cloths and BRUTE Rollout Trash to food shelters globally.

**In 2024, we achieved our goal of donating \$50M of product by 2025.**

**Goal**  
Achieve \$50 million in product donations

**Progress**  
**\$50,008,462**



## Disaster Relief Support

Focusing our efforts on supporting our communities during crises and disasters is especially important. Our disaster relief partners are [Good360](#), [Save the Children](#) and [Baby2Baby](#).

## Hurricanes Helene and Milton

Following the devastation in the Southeast U.S. caused by Hurricanes Helene and Milton, our cross-functional teams quickly mobilized to deploy needed products to our disaster relief nonprofit partners. Over \$1 million in Newell products were donated to affected areas, including Rubbermaid Commercial BRUTE trash containers, spray mops and microfiber cloths, Graco and Baby Jogger playards, bassinets and strollers, NUK pacifiers, Coleman sleeping bags, tents and outdoor stoves, and Contigo and bubba water bottles.



## Foundation & Corporate Partner Spotlights



[Good360](#) partners with some of the world's largest corporations to source essential goods and distribute them through their network of diverse nonprofits around the world. In addition to disaster relief product donations, Newell donated over \$1.6 million in products to support Good360's everyday programs that help fill the needs gap globally.



[Baby2Baby](#) is a nonprofit that provides children living in poverty across the country with diapers, clothing, and all the necessities every child deserves. In addition to partnering with Baby2Baby on disaster relief response, we donated \$100,000 in Graco and Marmot products to support their mission.



The [Empty Stocking Fund](#) (ESF) brings joy to the lives of disadvantaged children by providing toys and gifts during the holiday season and other core essential supplies throughout the year. We partnered with ESF to support the Atlanta Public Schools (APS) Back-to-School Bash for the 10<sup>th</sup> consecutive year. We donated over 350,000 Paper Mate, Sharpie, Elmer's, and Prismacolor products to support Atlanta families.



Serving America's Military Families

[Operation Homefront](#) builds strong, stable, and secure military families so they can thrive, not simply struggle to get by, in the communities - OUR communities - they have worked so hard to protect. In 2024, we donated over \$60,000 in school supplies from our Writing brands like Sharpie, Paper Mate, and Elmer's.



### Boys & Girls Club of America Partnership

To support the launch of Sharpie Creative Markers and Paper Mate InkJoy Gel Bright! Pens, Sharpie and Paper Mate announced a partnership with [Boys & Girls Clubs of America](#) (BGCA). Over three years, the brands will contribute \$600,000 in monetary donations and \$400,000 in products to support enhancements to BGCA's arts programming. To further the impact of the partnership, the brands will host three events annually near Newell locations where BGCA members will interact with the new products, create art, and learn new skills.



### CommUnity Week

CommUnity Week is a global event that celebrates the unity of our One Newell team and highlights our focus on our consumers and our communities, both at work and in our locations. This year's theme was **creativity and innovation**, inspired by Year of Creativity, a campaign celebrating innovations from Sharpie and Paper Mate. It aimed to **unlock the power of creativity – driving performance through engaging, inclusive and innovative teams** and **facilitating positive change** in the communities in which we operate. The week's companywide events included a "Cultivating Curiosity: Habits + Mindsets to Nurture Your Creativity" discussion with our Consumer & Shopper Insights (CSI) team, virtual wellness sessions and the launch of the 2024 Local Impact Grant program.

# Appendix

## About This Report

This report references widely adopted standards for sustainability reporting, including the Global Reporting Initiative (GRI), the Sustainability Accounting Standards Board (SASB), and the Task Force on Climate-related Financial Disclosures (TCFD). Data primarily covers fiscal year 2024, January 2024 through December 2024. GRI, SASB, and TCFD disclosures are on our corporate website. Additional reporting can be found:

- Newell Brands CDP Climate Change & Water Security Response
- Independent Environmental Data Assurance Statement
- Newell Brands Workforce Data and Equal Employee Opportunity (EEO-1) Disclosure

For more information or questions regarding this report, please contact [media@newellco.com](mailto:media@newellco.com).

## Forward-Looking Statements and Disclosures

Some of the statements in this report, particularly those related to future goals, initiatives and programs as well as business performance and objectives are forward-looking statements within the meaning of the federal securities laws. These statements generally can be identified by the use of words or phrases, including, but not limited to, "intend," "anticipate," "believe," "estimate," "project," "target," "plan," "expect," "setting up," "beginning to," "will," "should," "would," "resume" or similar statements. We caution that forward-looking statements are not guarantees because there are inherent difficulties in predicting future results. Actual results may differ materially from those expressed or implied in the forward-looking statements. Important risk factors that could cause actual results to differ materially from those suggested by the forward-looking statements can be found in our current and periodic reports filed with the U.S. Securities and Exchange Commission, including, without limitation to the [2024 Annual Report on Form 10-K](#).

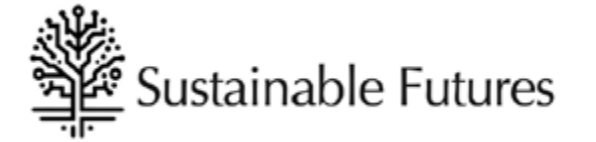


# Stakeholder Engagement

Creating value for our stakeholders means fostering strong, transparent relationships. Below is a list of key stakeholders and examples of how we engage with them on topics that matter to them.

Stakeholder	How We Engage	Sample Issues of Concern
<b>Employees</b>	<ul style="list-style-type: none"> <li>• Conducting surveys to understand how we can add value to the employee experience</li> <li>• Establishing programs to support an innovative, high-performance and inclusive culture</li> <li>• Providing training on ethical conduct, professional development and more</li> <li>• Offering compensation, benefits and recognition to remain a workplace of choice</li> <li>• Ensuring the safety of our employees</li> </ul>	<ul style="list-style-type: none"> <li>• Desire for professional development and career pathing</li> <li>• Interest in making a positive impact on communities</li> <li>• Engaging and supportive culture to drive high-performance</li> <li>• Ethical conduct</li> </ul>
<b>Customers</b>	<ul style="list-style-type: none"> <li>• Sharing updates on our social compliance program</li> <li>• Disclosing data to help customers meet their targets for emissions reduction and other goals</li> <li>• Launching innovative products driven by consumer and shopper insights</li> </ul>	<ul style="list-style-type: none"> <li>• Environmental performance</li> <li>• Respect for human rights</li> <li>• Logistics efficiency</li> <li>• Recyclable or reusable packaging</li> <li>• Products Made in America</li> </ul>
<b>Consumers</b>	<ul style="list-style-type: none"> <li>• Maintaining a Consumer Services team that handles product complaints, safety and feedback related to our products</li> <li>• Transparently sharing information about recalled products</li> <li>• Monitoring consumer trends to deliver products that meet people’s needs</li> <li>• Prioritizing safety and quality in our products</li> </ul>	<ul style="list-style-type: none"> <li>• Maintaining trust in our brands and products</li> <li>• Products that provide superior value and make life more convenient</li> <li>• Understanding how to use products efficiently and safely</li> </ul>
<b>Investors</b>	<ul style="list-style-type: none"> <li>• Providing regular updates on our progress through investor events, meetings and public releases and filings</li> <li>• Assessing investors’ ESG priorities</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate governance</li> <li>• Increasing shareholder value</li> <li>• Turnaround progress</li> </ul>
<b>Regulators</b>	<ul style="list-style-type: none"> <li>• Participating in third-party safety audits to ensure our products meet federal standards</li> <li>• Engaging with Business Roundtable to advocate for the best interest of consumers and business</li> <li>• Ensuring compliance with global regulations, including CSRD</li> </ul>	<ul style="list-style-type: none"> <li>• CSRD</li> <li>• Engaging as necessary with governments in countries of operation based on international trade and regulation</li> <li>• Tariffs</li> </ul>
<b>Suppliers</b>	<ul style="list-style-type: none"> <li>• Conducting audits to ensure responsible sourcing practices and social compliance</li> <li>• Providing regular training</li> </ul>	<ul style="list-style-type: none"> <li>• Need for a clear understanding of sourcing policies</li> <li>• Tariffs</li> </ul>
<b>Community Partners</b>	<ul style="list-style-type: none"> <li>• Building and managing strategic partnerships with nonprofits whose work aligns with our business, values and the focus areas of the Newell Brands Charitable Foundation</li> </ul>	<ul style="list-style-type: none"> <li>• Philanthropy and employee volunteerism</li> <li>• Positively impacting the communities in which we operate</li> </ul>





# Independent Third-Party Review and Verification Statement

Sustainable Futures (SF) was engaged by Newell Brands (NWL) to conduct an internal audit and provide a third-party review and verification statement as to whether selected GHG/energy consumption, water intake and non-hazardous-disposed waste data for the 2024 calendar year as reported by facilities are reliable for corporate social responsibility reporting purposes.

This review is made solely to Newell Brands in accordance with the scope of work and terms of our engagement. Our work has been undertaken so that we might state to Newell Brands those matters that we have been engaged to state in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume any responsibility to anyone other than Newell Brands for our work, for this independent review, or for the conclusions we have reached.

## Nature and Scope of Review

SF was asked to review the facility level natural gas and purchased electricity consumption data, associated GHG emissions, water intake and non-hazardous-disposed waste data reported by major consumers out of Newell Brands' facilities for the calendar year 2024. As such, SF is not providing verification for the wider scope of emissions sources that Newell collect data and report on (e.g. fuel oil, purchased steam, refrigerants, business travel and vehicle fleet). However, consumption in the reviewed facilities accounts for over 20% of total consumption for each KPI, and as such represents a significant sample upon which to base findings on the overall reported KPI values.

The energy/GHG data review followed the GHG reporting and calculation guidelines contained in the Greenhouse Gas Protocol, published by the World Resources Institute. The review activities, conducted during February 2025, included:

- Examining processes and understanding key assumptions and limitations at corporate level;
- Engagement to understand the data collation, systems and reporting processes at corporate level;
- Identification of seven sites to represent NWL geographies and business units for the verification exercise;
- Interactions with the data management platform contracted by NWL and dedicated account personnel to check reported data and its primary sources, as well as to understand onboarding and workflow process and identify areas of improvement; and
- A review of sample invoices and primary data on the seven selected sites and other documentary evidence of the data at the facility and corporate level.

For the purposes of this work, an error or omission was considered to be material if it represented greater than 5% of the inventory for the facility being reviewed or resulting in a 1% or more variation of Newell's total energy consumption. SF has not been involved in defining the data to be collected prior to this engagement nor designing the process of data collection and reporting.

## Conclusions

Based on the work performed, SF has identified no unmanaged material errors or omissions in the reported data, as all are currently under the corrective management of NWL and have been reported to SF. It is our professional judgement that the 2024 calendar year data for the sustainability KPIs of natural gas, purchased electricity, associated GHG emissions, water intake and non-hazardous-disposed waste data are reliable for corporate reporting purposes.

**Sustainable Futures, London, UK**

3rd March 2025

# Newell's Enterprise-Wide Greenhouse Gas (GHG) Emissions

<b>Scope 1 and 2 GHG Emissions (MT CO2e)</b>	<b>2024</b>	<b>2023</b>
Scope 1 GHG Emissions	212,438	221,084
Scope 2 Location-Based GHG Emissions	169,614	181,259
Scope 2 Market-Based GHG Emissions	148,089	162,123
<b>Scope 1 GHG Emissions, by Gas (MT CO2e)</b>	<b>2024</b>	<b>2023</b>
Carbon Dioxide (CO2)	212,201	220,838
Methane (CH4)	119	124
Nitrous Oxide (N2O)	118	122
Total	212,438	221,084
<b>Fuel Consumption by Type (MWh)</b>	<b>2024</b>	<b>2023</b>
Mobile Fuels	1,100	1,220
Natural Gas	1,150,101	1,205,666
Other Stationary Fuels	17,071	22,152
<b>Electricity Consumption by Type (MWh)</b>	<b>2024</b>	<b>2023</b>
Non-Renewable Electric Power	421,537	439,362
Renewable Power- Offsite	56,265	54,202
Renewable Power- Onsite	1,415	822
Total Electric Power	479,217	494,386
<b>Emissions Intensity</b>	<b>2024</b>	<b>2023</b>
Annual Revenue (\$)	7,582,000,000	8,133,000,000
Newell Total Scope 1 and 2 Market-Based GHG Emissions (MT CO2e)	360,526	383,207
MT CO2e/Revenue	0.0000476	0.0000471

## Newell's Enterprise-Wide Electricity Consumption

<b>Electric Power Consumption (MWh)</b>	<b>2024</b>	<b>2023</b>
Electricity from Renewable Sources	57,680	55,024
Electricity from Non-Renewable Sources	421,537	439,362
Percentage of Consumption from Renewable Sources	12%	11%





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