

Ahold Delhaize Supplier Engagement Kick-off

Q&A Follow-Up Responses — June 10, 2026

howgood.com/ahold-delhaize-supplierconnect

GETTING STARTED

Deadlines & Data Year

Questions asked: *What is the deadline? What year is the data for? Is there a cutoff for how old data can be?*

The deadlines are:

- Ahold Delhaize USA: July 31, 2026
- Ahold Delhaize EU: September 14, 2026

Ahold Delhaize is requesting data for 2025. If you don't have 2025 data ready, 2024 is acceptable.

No Registration Email Received

Questions asked: *Who should I reach out to if I haven't received the registration email?*

First, check your spam folder. If it's not there, email HowGood at supplierconnect@howgood.com.

Connecting supplier email to supplier profil in SupplierConnect

Questions asked: *During registration I cannot see the name of my company. How is my registration linked to the correct company?*

This is done automatically based on your email domain, which is matched to a supplier name provided by Ahold Delhaize. HowGood are working on making this visible to the registered users.

Multiple Company Entities

Questions asked: *We have multiple entities delivering products to Ahold Delhaize under different names. How do we manage this?*

Each entity will need to register separately using its respective email address. Please reach out to supplierconnect@howgood.com so we can help ensure all your entities are correctly linked.

Language Support

Questions asked: *How can I switch to Dutch / Spanish / Italian? Is the platform available in multiple languages?*

The company-level survey is available in multiple languages. For product-level data, SupplierConnect is currently available in English for Ahold Delhaize suppliers, with additional

language support under development. The support function is available in many languages, so you can reference the in-app chat for questions.

DATA PRIVACY & SECURITY

Data Security, Confidentiality & Server Location

Questions asked: *Are servers limited to EU regions? Will HowGood use our data to improve their tools?*

HowGood's SupplierConnect platform is SOC 2 Type 2 compliant and ISO 27001 certified, meeting enterprise-grade security standards. HowGood's servers are currently located in the US.

Your data is yours. HowGood does not share supplier data beyond what is required to provide the SupplierConnect service.

Data Verification

Questions asked: *Who is going to verify this data and how?*

HowGood's research team reviews LCA and bulk upload submissions before finalizing results. For direct data entry, the platform applies real-time calculations using HowGood's verified methodology, independently certified by The Carbon Trust.

HOWGOOD'S METHODOLOGY

Standards Alignment & Certification

Questions asked: *Is HowGood certified according to ISO 14067 by a third party? Is the Carbon Trust assurance based on ISO 14067? What requirements do you place on how a supplier calculates a PCF?*

HowGood's PCF methodology is aligned to GHG Protocol and ISO 14067, and has been independently verified by the Carbon Trust, confirming our systematic approach meets ISO 14067 requirements and is further aligned to the new Land Sector and Removals standard. All calculations are fully auditable.

For primary data you submit (your own LCAs or emission factors), HowGood's research team reviews submissions to ensure they meet appropriate quality standards. All LCAs will be made available to Ahold Delhaize.

PCF Accreditation & Third-Party Certification

Questions asked: *Can we say our PCFs are third-party certified by HowGood? What is the level of accreditation?*

HowGood's PCF methodology has been verified by the Carbon Trust, an internationally recognized independent body. Individual product PCFs are calculated using this verified, auditable methodology. Because of this certification, any PCF calculated in HowGood's platform

is available for expedited assurance by the Carbon Trust. If you are interested in pursuing product-level certification, please reach out to supplierconnect@howgood.com.

Methodology Alignment

Questions asked: *If one customer uses HowGood's methodology and another uses a different one, we could end up with two different PCFs for the same product. How do you see this? How will Ahold Delhaize manage comparisons between PCFs from different sources?*

This is a known industry challenge. Variation between PCFs typically stems from differences in system boundaries, allocation methods, or emission factor databases. HowGood's calculations follow GHG Protocol and ISO 14067 and are PACT-conformant, making the PCF you generate in SupplierConnect credible and auditable.

You're free to download and share your PCF with any customer, and the report you download will include in-depth methodology documentation. As the industry converges on interoperability standards (including the PACT Network open API), cross-methodology comparability will continue to improve.

Allocation Methodology

Questions asked: *How refined does Ahold Delhaize want allocation to be — exact factory supply or a global average? Specific sourcing country per product or an average?*

We recommend providing the most specific data you have, ideally at the factory or sourcing-location level. However, a representative average is acceptable if specific allocation isn't available. Ahold Delhaize's primary goal at this stage is to establish an accurate product-level footprint, so more granular data is always preferred but not required, and should not hold you back from submitting the data you do have available.

Data Quality Requirements

Questions asked: *What level of assurance or verification do you require before adopting a primary-data-based emission factor? Is there a data quality definition for uploaded data?*

HowGood welcomes primary data at any level of assurance; higher-quality data simply leads to a more accurate PCF. Upon submitting, you will be asked to provide life-cycle stage breakouts if you have them available.

SUBMITTING YOUR DATA

Compliance Requirements

Questions asked: *Is this mandatory? What if we can't comply this year? How do we decline sharing product data?*

Ahold Delhaize's sustainability data request is a key component of how they manage and report Scope 3 emissions across their supply chain. Ahold Delhaize has transitioned to using product

carbon footprints (PCFs) for Scope 3 purchased goods emissions accounting, meaning PCFs are already calculated for all products using secondary (industry average) data. Submitting primary data through SupplierConnect is the only way for suppliers to ensure their products are accurately represented and to receive recognition for emissions reductions that outperform those averages. If you are unable to fully comply this year or wish to discuss your specific situation, please reach out directly to Ahold Delhaize to inform them of your intention.:

- European suppliers: scope3eu@aholddelhaize.com
- US suppliers: sustainability.info@adusa.com

You should respond to the company-level survey even if you are unable to share product data.

Product-level Data Requests

Questions asked: *What are the criteria for selecting which products/suppliers need product-level data? I don't see any products in my account yet. Will every company eventually be asked? How many products do we need to submit?*

Ahold Delhaize determined which suppliers are asked for product-level data first based on size and product categorization. If you've logged in and see no products listed, you are currently not being asked for product-level data, though this is expected to come in subsequent requests.

If you believe you should be seeing products but don't, or if you'd like to start early, contact supplierconnect@howgood.com. For suppliers who do have products listed, please submit data for all products shown; it is a select, prioritized list, not your entire assortment.

Partial Data & Outsourced Production

Questions asked: *What if we don't have all the data? What if production is outsourced and the manufacturer won't share data? Can we add data from different suppliers for the same product? Can we use a database like Agribalyse? Should we use primary data?*

Don't let incomplete data stop you from participating. You do not need any primary data to submit, as the platform will apply scientifically-based default assumptions for any data gaps at a much more granular level than Agribalyse or other general emission factor databases. If you have the primary data, use that for any ingredients it applies to. A PCF calculated with defaults is still valid and useful.

For outsourced production, you don't necessarily need direct engagement from your manufacturer. Basic product information (ingredients, origin, production type) is often sufficient. If you'd like to add data from multiple suppliers for the same product, this is supported in the platform.

Ingredient Data Entry

Questions asked: *What if our product is just a single ingredient (e.g. eggs)? Can we add multiple origins per ingredient? What level of specificity is needed?*

For single-ingredient products, simply list the ingredient, its origin, and any relevant additional sourcing and manufacturing details. You can also add packaging.

For ingredients sourced from multiple origins, add the ingredient multiple times and allocate by percentage to each origin.

Packaging in PCF Calculations

Questions asked: *Is packaging included in the PCF? Does the PCF apply only to unpackaged items? Can packaging calculations be used for regulatory fee reporting (e.g. EPR)?*

For Ahold Delhaize's current request, the PCF boundary is cradle-to-gate. Packaging can be included as an option input and will factor into the calculation when added, with lifecycle stage broken out accordingly.

For own-brand suppliers, Ahold Delhaize asks that you do not update packaging information in SupplierConnect. The product specification systems will remain the input system for packaging information.

HowGood's full platform, Latis, does support EPR reporting. Please reach out to supplierconnect@howgood.com if you'd like to hear more about how we're supporting other companies with their reporting.

Non-Food, Seasonal & Promotional Products

Questions asked: *Is this request for non-food products too? What about household items, seasonal/promotional products, and apparel? In the floriculture sector, FloriPEF is the standard — can we use that data? Was the agriculture focus in the demo intentional?*

Yes, this request covers both food and non-food suppliers. At minimum, all suppliers are asked to complete the company-level profile and survey. Product-level data requests will be specified in your account. If no products are listed when you log in, a product-level request is not currently required from you but will be coming soon. The agricultural examples in the demo were illustrative of the platform's granularity — not an indication that agricultural suppliers are prioritized.

Company-Level / Corporate Carbon Footprint

Questions asked: *How do we calculate a Corporate Carbon Footprint? We don't produce products ourselves — how do we supply company information?*

For the company-level section, you'll answer a few questions about your organization's existing emissions measurement (Scopes 1, 2, and 3) and your current reduction strategies. You don't need to calculate a full Corporate Carbon Footprint from scratch — share what you currently measure and report.

If your production is outsourced, complete the company profile based on your organization's operations and what you do have visibility into.

TraceOne Integration & Pre-Filled Data

Questions asked: Will TraceOne data be connected to the platform? For own-brand products, will ingredient data be pre-filled? Do you pull from TraceOne to fill in the ingredient list?

For private label/own-brand suppliers, Ahold Delhaize has pre-loaded ingredient data from TraceOne where available — you'll see this reflected in your product profiles when you log in. You can add or refine the pre-loaded information if you have additional data.

Other Platform Integrations (EcoVadis, GS1, Agribalyse)

Questions asked: Can we link or upload data from EcoVadis? Is there a way to import ingredients from GS1?

If you have an existing LCA or emissions data file from EcoVadis or another platform, you can upload it via "Submit Emissions Data." We do not have direct integrations available via SupplierConnect at this point, though those services are available via API in HowGood's full platform.

Uploading an Existing PCF or LCA

Questions asked: What documentation is needed to upload an existing PCF? Can we upload an Excel file with footprints already calculated elsewhere? What is the difference between entering ingredients directly and uploading a PCF report?

Click "Submit Emissions Data," select the relevant products, and click "Upload Emissions Data." The form will guide you through the required fields, and you can attach supporting documentation (PDF, Excel, etc.). HowGood's research team will review and incorporate your data.

For bulk upload via Excel or data from tools like PSinfood, use the Bulk Upload function.

If you don't already have an LCA or Emission Factor, you can calculate it in SupplierConnect. When you enter ingredients directly, the platform calculates your PCF in real time; you see an instant result. A PCF report is a formatted, shareable document summarizing your results, suitable for sharing with any other customers.

USING YOUR PCF

Sharing PCFs with Other Customers

Questions asked: Can we use SupplierConnect for non-AD PCF calculations for free? Can we share PCFs with other customers? Can I use the platform for future products?

SupplierConnect is free to use for completing Ahold Delhaize's request. The PCFs you generate are yours — you can download and share them with any customer. They are not exclusive to Ahold Delhaize.

For calculating additional PCFs beyond Ahold Delhaize's specific request, expanded features are available through HowGood's Latis platform. Please reach out if you're interested in learning more about generating PCF calculations for your entire portfolio.

Data Refresh Cadence & Saving for Future Use

Questions asked: *Do we need to update data every year? Will our information be saved for future customer requests?*

Ahold Delhaize's engagement runs on an annual cadence — you'll receive an update request each year, but you won't start from scratch. You'll only need to update what has changed: new products, reformulations, or sourcing adjustments.

If you are requested product-level data from other customers, you will need to register for SupplierConnect under their name. If the products are the same, you can simply download your PCF, and upload it to that environment.

Relationship to SBTi & Science-Based Targets

Questions asked: *Is this the same as the SBTi request from three years ago? Aren't we doing double work? Is Ahold Delhaize still asking for SBTi reporting? What about the SME Climate Hub?*

Questions regarding SBTi and other company-level sustainability initiatives are now being streamlined through SupplierConnect.

Data collected here can directly support your SBTi progress — PCFs help identify emission hotspots, informing where to prioritize reductions. If you have an SBTi commitment, are working toward one, or are using the SME Climate Hub, please reflect that in your Company Profile and the Ahold Delhaize Supplier Survey.

Scenario Modeling & R&D

Questions asked: *Is there a way to model what a PCF would look like in the future or against a past baseline? Can we simulate recipe improvements or switch ingredients?*

SupplierConnect is focused on calculating your current PCF for this engagement. You are very welcome to create additional projects for exploration of different recipe changes or sourcing practices, and simply don't share those footprints with Ahold Delhaize. HowGood's full platform support advanced scenario modeling across your portfolio, in addition to the product-level impacts you'll see in SupplierConnect. please reach out to supplierconnect@howgood.com if you're interested in learning more.

Capturing Past Emissions Reductions

Questions asked: *Will carbon footprint reductions we have already achieved be considered in the calculation?*

Your PCF reflects the current state of your product and supply chain. If you've made changes that reduce your footprint — different sourcing, process improvements, certifications — those should

be reflected in the data you enter. The platform calculates your PCF based on what you submit, so the more current and accurate your inputs, the more your progress will be captured.

If you have planned reduction initiatives, you can indicate that in the reduction levers section under Company Profile.

Competitor Benchmarking

Questions asked: *Can we have insight into competitor benchmarks?*

Yes, you will be prompted to request a competitive benchmark summary if this is of interest. You can always reach out to supplierconnect@howgood.com proactively as well.

PROGRAM CONTEXT

What Are Scope 1, 2, and 3?

Questions asked: *What is scope 1/2/3? What do the scopes mean?*

GHG emissions are organized into three categories:

- Scope 1: Direct emissions from sources you own or control (e.g. your company's vehicles, on-site manufacturing).
- Scope 2: Indirect emissions from purchased energy (e.g. electricity, heating).
- Scope 3: All other indirect emissions across your value chain — including the raw materials you buy (upstream) and how your products are used or disposed of (downstream). For Ahold Delhaize, your products are part of their Scope 3 emissions.

How Ahold Delhaize Will Use the Data

Questions asked: *How will AD use the PCF data — especially for RfPs and internal carbon pricing? How will data be used if only a selection of products is collected? Will this replace THESIS / ImpactBuying / CDP / Climate Partner? Will we still need to report company-level data via ImpactBuying?*

At this stage, Ahold Delhaize's primary goal is to establish accurate product-level data to inform decarbonization strategy and Scope 3 reporting.

SupplierConnect is replacing existing platforms like CDP, THESIS, ImpactBuying Scope 3 Survey, or Climate Partner. Ahold Delhaize's priority is shifting toward product-level PCF calculations, and company-level data submitted via the supplier survey and reduction lever library are likewise of high interest.

How to fill in the request as a Bol supplier

We provide bol and other Ahold Delhaize brands (e.g. Albert Heijn, Etos or Delhaize). What do I need to do?

Bol is currently not in scope of HowGood given their product category. Bol are sending their questionnaire separately to Bol specific suppliers. Bol and Ahold Delhaize work very closely to coordinate the supplier lists as much as possible, meaning you should only receive one request via HowGood or via Bol Questionnaire. However, some suppliers might accidentally receive more than one questionnaire. Please feel free to get in touch with scope3eu@aholddelhaize.com if you have any questions or doubts.