


Kroger Announces Chief Digital Officer Succession Plan

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CINCINNATI, Dec. 6, 2016 /PRNewswire/ -- The Kroger Co. (NYSE: KR) today announced its succession plan for group vice president and chief digital officer.

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Kevin Dougherty, 63, group vice president and chief digital officer, will retire on Jan. 27, 2017, after 15 years of distinguished service.

Yael Cosset, 43, chief commercial officer and chief information officer of 84.51°, will succeed Mr. Dougherty effective upon his retirement.

Kevin Dougherty to Retire as Group Vice President and Chief Digital Officer

Mr. Dougherty joined Kroger in 2001 as vice president of supply chain operations. He was promoted to group vice president of logistics in 2004, before being named group vice president and chief supply chain officer in 2010. Under his leadership, Kroger made considerable progress on its associate safety initiatives.

In 2012, Mr. Dougherty was promoted to group vice president of digital and Vitacost, where he has overseen Kroger's development of ClickList, an order online and pick up at the store service, which has grown to more than 550 locations including Harris Teeter's *ExpressLane* service. He was named group vice president and chief digital officer in 2015.

"Kevin has been an integral partner in leading both our logistics operation and, over the last several years, leading Kroger's strategic entry into the digital space," said Rodney McMullen, Kroger's chairman and CEO. "He has led Kroger's e-commerce and digital customer strategy during a period of tremendous growth and change, driving innovation and reshaping our customers' digital experience. Kevin is a proven leader and passionate advocate for our associates and our customers. We wish him, his wife Barbara, and their family all the best in retirement."

Yael Cosset Promoted to Lead Digital and Vitacost

Yael Cosset joined dunnhumby in 2009 as executive vice president of consumer markets. He was named global chief information officer in 2011 and led technology and product matters. He also served as chief executive officer of KSS Retail, a dunnhumby company and global enterprise software provider of price modeling and optimization solutions for retailers worldwide. In both roles, Mr. Cosset collaborated closely with executives at Kroger as well as Tesco, Macy's and Raley's among others, to deliver innovative customer insight and personalization platforms. He was named to his current role at 84.51° in 2015.

"Yael is a passionate advocate for using customer science to make a difference in the lives of our customers. His deep experience in applying technology and innovation in retail make him a perfect fit for this important role," said Mr. McMullen. "Yael is a thoughtful and collaborative leader who will empower his team to create innovative solutions that deliver a differentiating and meaningful, personalized experience to our customers."

Mr. Cosset and his wife, Judy, live with their son in Greater Cincinnati.

Every day, the Kroger Family of Companies makes a difference in the lives of eight and a half million customers and 431,000 associates who shop or serve in 2,796 retail food stores under a variety of [local banner names](#) in 35 states and the District of Columbia. Kroger and its subsidiaries operate an expanding ClickList offering – a personalized, order online, pick up at the store service – in addition to 2,253 pharmacies, 787 convenience stores, 324 fine jewelry stores, 1,439 supermarket fuel centers and 38 food production plants in the United States. Kroger is recognized as one of America's most generous companies for its support of more than 100 Feeding America food bank partners, breast cancer research and awareness, the military and their families, and more than 145,000 community organizations including

schools. A leader in supplier diversity, Kroger is a proud member of the *Billion Dollar Roundtable*.

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