

---

## Section 1: DEFA14A (DEFA14A)

---

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington D.C. 20549**

---

### SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934

---

Filed by the Registrant       Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Under Rule 14a-12

## THE KROGER CO.

(Name of Registrant as Specified in Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-11.
  - a. Title of each class of securities to which transaction applies:  
\_\_\_\_\_
  - b. Aggregate number of securities to which transaction applies:  
\_\_\_\_\_
  - c. Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):  
\_\_\_\_\_
  - d. Proposed maximum aggregate value of transaction:  
\_\_\_\_\_
  - e. Total fee paid:  
\_\_\_\_\_

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

- a. Amount previously Paid:  
\_\_\_\_\_
- b. Form, Schedule or Registration Statement No.:  
\_\_\_\_\_
- c. Filing party:  
\_\_\_\_\_
- d. Date Filed:  
\_\_\_\_\_

---

---

---

---

**\*\*\* Exercise Your *Right to Vote* \*\*\***  
**Important Notice Regarding the Availability of Proxy Materials for the  
Shareholder Meeting to Be Held on June 27, 2019.**

**THE KROGER CO.**



THE KROGER CO.  
1014 VINE STREET  
CINCINNATI, OH 45202

**Meeting Information**

**Meeting Type:** Annual Meeting  
**For holders as of:** May 1, 2019  
**Date:** June 27, 2019      **Time:** 11:00 AM, Eastern Time  
**Location:** Music Hall Ballroom  
1241 Elm Street  
Cincinnati, OH 45202

You are receiving this communication because you hold shares in the company named above.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at [www.proxyvote.com](http://www.proxyvote.com), scan the QR Barcode on the reverse side, or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

**See the reverse side of this notice to obtain proxy materials and voting instructions.**

# Before You Vote

## How to Access the Proxy Materials

### Proxy Materials Available to VIEW or RECEIVE:

COMBINED NOTICE, PROXY STATEMENT, AND ANNUAL REPORT

#### How to View Online:

Have the information that is printed in the box marked by the arrow → XXXX XXXX XXXX XXXX (located on the following page) and visit: [www.proxyvote.com](http://www.proxyvote.com), or scan the QR Barcode below.

#### How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- 1) BY INTERNET: [www.proxyvote.com](http://www.proxyvote.com)
- 2) BY TELEPHONE: 1-800-579-1639
- 3) BY E-MAIL\*: [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com)

\* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow → XXXX XXXX XXXX XXXX (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before June 13, 2019 to facilitate timely delivery.

# How To Vote

Please Choose One of the Following Voting Methods



**SCAN TO**  
VIEW MATERIALS & VOTE



**Vote In Person:** Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

**Vote By Internet:** Go to [www.proxyvote.com](http://www.proxyvote.com) or from a smartphone, scan the QR Barcode above. Have the information that is printed in the box marked by the arrow → XXXX XXXX XXXX XXXX (located on the following page) available and follow the instructions.

**Vote By Mail:** You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

## Voting Items

**The Board of Directors recommends that you vote FOR the following:**

1. Election of Directors  
**Nominees:**
  - 1a. Nora A. Aufreiter
  - 1b. Anne Gates
  - 1c. Susan J. Kropf
  - 1d. W. Rodney McMullen
  - 1e. Jorge P. Montoya
  - 1f. Clyde R. Moore
  - 1g. James A. Runde
  - 1h. Ronald L. Sargent
  - 1i. Bobby S. Shackouls
  - 1j. Mark S. Sutton
  - 1k. Ashok Vemuri

**The Board of Directors recommends that you vote FOR proposals 2, 3, 4 and 5.**

2. Approval, on an advisory basis, of Kroger's executive compensation.
3. Approval of Kroger's 2019 Long-Term Incentive Plan.
4. Approval of an amendment to Kroger's Regulations to permit Board amendments in accordance with Ohio law.
5. Ratification of PricewaterhouseCoopers LLP, as auditors.

**The Board of Directors recommends that you vote AGAINST proposals 6 and 7.**

6. A shareholder proposal, if properly presented, to issue a report assessing the environmental impacts of using unrecyclable packaging for private label brands.
7. A shareholder proposal, if properly presented, to adopt a policy and amend the bylaws as necessary to require the Chair of the Board to be independent.

**NOTE:** Holders of common shares of record at the close of business on May 1, 2019, will be entitled to vote at the meeting. To receive directions to the annual meeting please call 513-762-1220.

**ADMISSION TICKET** - If you plan to attend the annual meeting of shareholders you must bring either: (1) the notice of the meeting that was separately mailed to you, or the top portion of your proxy card, either of which will be your admission ticket; (2) or a copy of your brokerage statement that shows you owned the shares as of the record date. You must also bring valid photo identification, such as a driver's license or passport. We reserve the right to exclude any person who cannot provide proper admission materials and valid photo identification.

E78996-P24555

[\(Back To Top\)](#)