



Hallmark's Corporate Social Responsibility Report is the story of how we're turning our company's culture of caring into meaningful action for the benefit and sustainability of our community, our planet and our people.

Our 2019 outcomes show our commitment to making a positive difference in the lives of our employees, consumers and communities around the globe. They also keep us accountable to the goals we've set and to our vision of creating a more emotionally connected world.

Our approach to this work ties back to Hallmark's promise of helping you live a more caring, connected life full of meaningful moments. It encompasses the efforts of our entire brand portfolio including Hallmark, Crayola and Crown Media.

Whether we're helping to build deeper human connections through our greeting cards, gifts and family-friendly television content or fostering creativity and innovation through the products and experiences we create for children, we do so in service to our brand promise and with the belief that when you care enough, you can change the world.

Changing the world happens one caring step at a time. We know our efforts account for only a small portion of the work that needs to be done, so we focus our investments toward making a difference in three key areas: our community, our planet and our people.

This report reflects the progress we made in 2019 and establishes a framework for the impact we hope to make and the stories we hope to share through the work we will complete in 2020 and beyond.

We're proud of the progress we're making – it's a testament to our commitment to respond to society's ever-evolving needs – but the world needs care now more than ever. And for that reason, we know our work is never done.



care for our PLANET

Even before corporate sustainability was trending, Hallmark was already taking steps to care for our planet. Since launching our paper recycling program in 1943, we have continued our efforts to support a healthy planet by using resources responsibly.

The company continues to make progress toward its 2020 sustainability goals. In 2019, we met or exceeded our goal of sourcing paper sustainably, as well as reducing greenhouse gas emissions and copy paper use. We are continuing to make progress year-over-year in reducing our water consumption and reducing our waste to landfill.

Hallmark is on a path to preserve the valuable resources on our planet by utilizing certified and recycled paper fibers in its products; increasing recycled content and recyclability of products and packaging; tracking our greenhouse gas emissions; and implementing renewable energy initiatives.

“Our corporate sustainability strategy continues to evolve as we adjust our focus to areas where our company can make the greatest impact. Looking ahead, we will be emphasizing how we can make a difference in three key areas: care for our forests, care for product sustainability and care for climate.”

KRISTIN EDIE
PRODUCT INTEGRITY DIRECTOR
HALLMARK

Facts + Figures

2019 HIGHLIGHTS

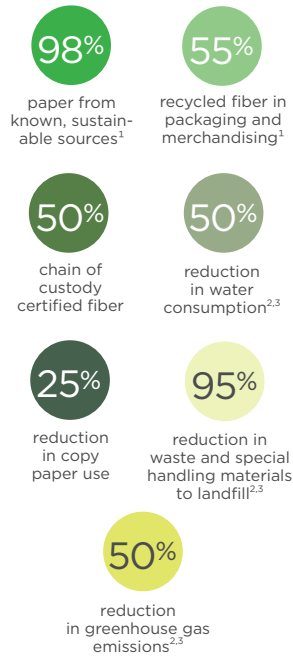
46 Million Pounds of Waste Diverted from Landfills

51 Million Gallons in Water Use Reduction

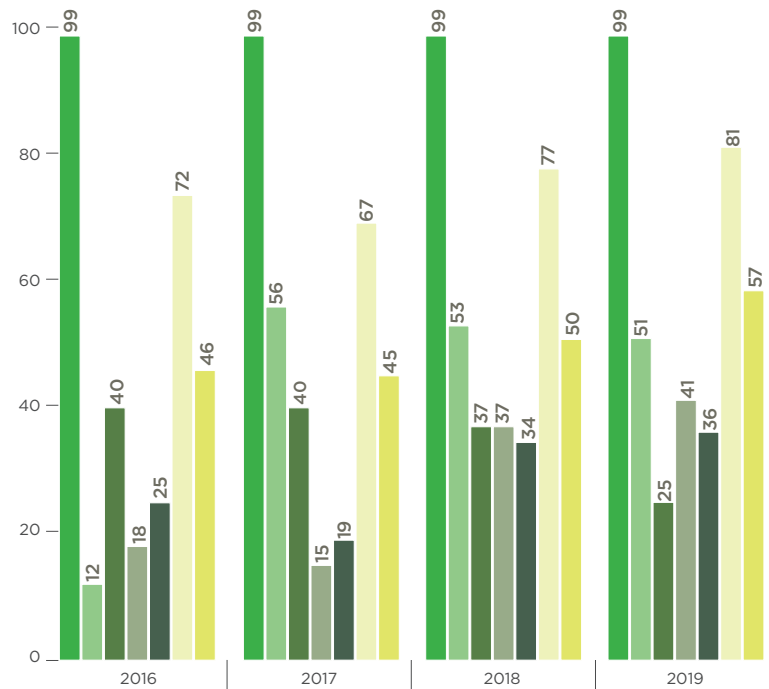
111 Thousand Metric Tons Reduction in CO₂ Emissions

HONG KONG - Guangdong Cleaner Production Partner Award, 2019 - 2021

2020 GOALS



SUSTAINABILITY RESULTS YEAR OVER YEAR



¹ All paper goals relate to products, packaging, merchandising and direct mail materials purchased through North America and Asia. ² Data includes Hallmark Greetings; Hallmark Retail; Hallmark Home & Gifts; Crayola; HallmarkBusiness Connections; Hallmark Canada; DaySpring; Center, Texas, facility; Lawrence, Kansas, facility; Leavenworth, Kansas, facility; Metamora, Illinois, facility; Liberty, Missouri, facility; Carefree Caves facility. ³ Base year: 2006

