



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 PEOPLE

At Hallmark, diversity is more than just employee data. While diversity is important in the workplace, creating equitable and inclusive workplaces is our goal. Hallmark's thousands of employees across the globe are the company's greatest asset, along with our suppliers who partner with us around the world. It's important that everyone at Hallmark feels like they can bring their authentic selves to work and that the company recognizes the contributions of all employees, customers, and community and business partners.

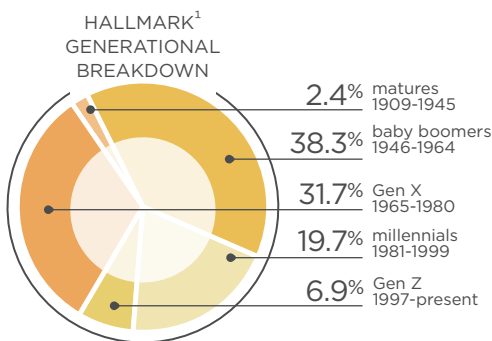
Hallmark employee resource groups (ERGs) continue to give employees a voice and help them stay connected and supported. Hallmark's supplier diversity program is part of our commitment to an inclusive culture designed to build a healthy economy in the communities where employees and suppliers live and work.

Hallmark recognizes there is still work to be done. Our commitment to diversity and inclusivity remains firm as we continue on this journey.

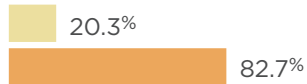
“ While we continue to make progress toward creating workplaces where we embrace and celebrate our differences, the work is never done. The world is changing rapidly, and we must, too. Creating a more emotionally connected world starts with caring for our people in the places where we live and work.”

KRISTEN KARRIS
VICE PRESIDENT OF DIVERSITY
AND INCLUSION, HALLMARK

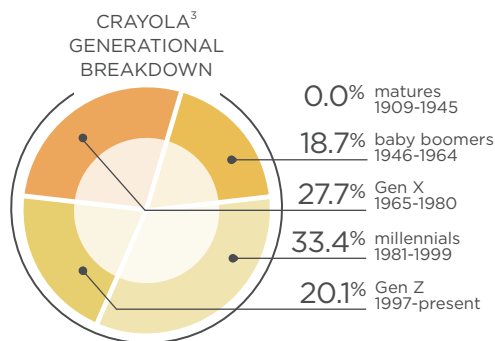
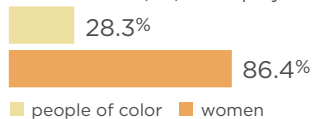
Facts + Figures



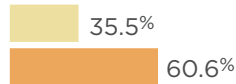
HALLMARK¹ EMPLOYEES
2019 total representation, 24,920 employees



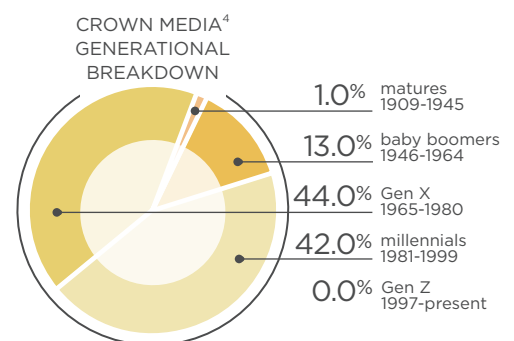
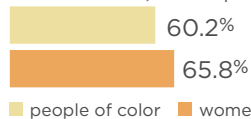
2019 new hires, 10,132 employees hired²



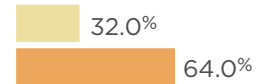
CRAYOLA³ EMPLOYEES
2019 total representation, 1,803 employees



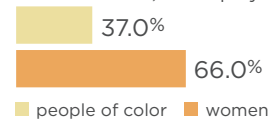
2019 new hires, 755 employees hired



CROWN MEDIA⁴ EMPLOYEES
2019 total representation, 318 employees



2019 new hires, 56 employees hired



¹ Includes diversity in gender and race/ethnicity in the U.S. from Hallmark Greetings, Hallmark Retail, Hallmark Home & Gifts, enabling functions at Hallmark headquarters, Hallmark Canada and Crown Center businesses, in addition to Liberty, Missouri, Lawrence, Kansas, and Leavenworth, Kansas, locations. Also includes part-time field sales, corporate store employees, on-call and seasonal employees and other businesses. Information about LGBTQ, disabled and protected veteran employees is not included. ² Includes all individuals noted on No. 1 with the exclusion of Canada. ³ Includes U.S. data only, including corporate and production/distribution facilities and Crayola Experiences across the country. ⁴ Includes all full-time, part-time and temporary employees.





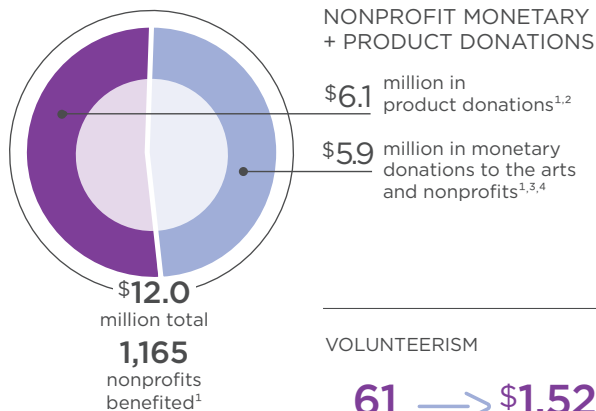
Hallmark cares for its communities by supporting nonprofit organizations around the globe. In 2019, we recorded \$12 million in monetary and product donations benefiting more than 1,100 organizations. Our employees also contributed a remarkable 73,000 hours of volunteer service.

Whether it's monetary donations to nonprofits, donating creative resources to make art that inspires children and families, or televising programs promoting animal adoptions, Hallmark's long tradition of corporate philanthropy aligns with the company's vision of creating a more emotionally connected world.

“ Giving back to our communities is at the heart of who we are at Hallmark. Our thousands of Hallmark employees around the world embrace our culture of philanthropy and strive to make a positive impact in their communities year after year.”

AMY WINTERSCHIEDT
COMMUNITY INVOLVEMENT DIRECTOR
HALLMARK

Facts + Figures



YEAR-OVER-YEAR TOTALS (in millions)



VOLUNTEERISM

61 THOUSAND volunteer hours⁵ → **\$1.52** MILLION in value⁵

\$1.0 MILLION UNICEF greeting card sales contributed back to UNICEF¹

242 THOUSAND meals donated⁶

¹ Company wide. ² Retail value. ³ Hallmark Greetings, Hallmark Retail, Hallmark Home & Gifts, Hallmark Business Connections, Liberty, Missouri, facility and Crayola. ⁴ Hallmark Greetings, Hallmark Retail, Hallmark Home & Gifts, Hallmark facilities and Crayola. ⁵ Hallmark Greetings, Hallmark Retail, Hallmark Home & Gifts, Hallmark Business Connections, Hallmark facilities, Crayola, DaySpring, Hallmark Canada, Hallmark Asia and Hallmark Australia. ⁶ Hallmark Greetings, Hallmark Retail, Hallmark Home & Gifts and Liberty, Missouri, facility.



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

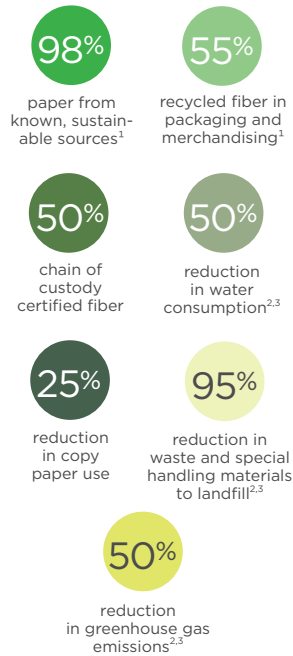
46 Million Pounds of Waste Diverted from Landfills

51 Million Gallons in Water Use Reduction

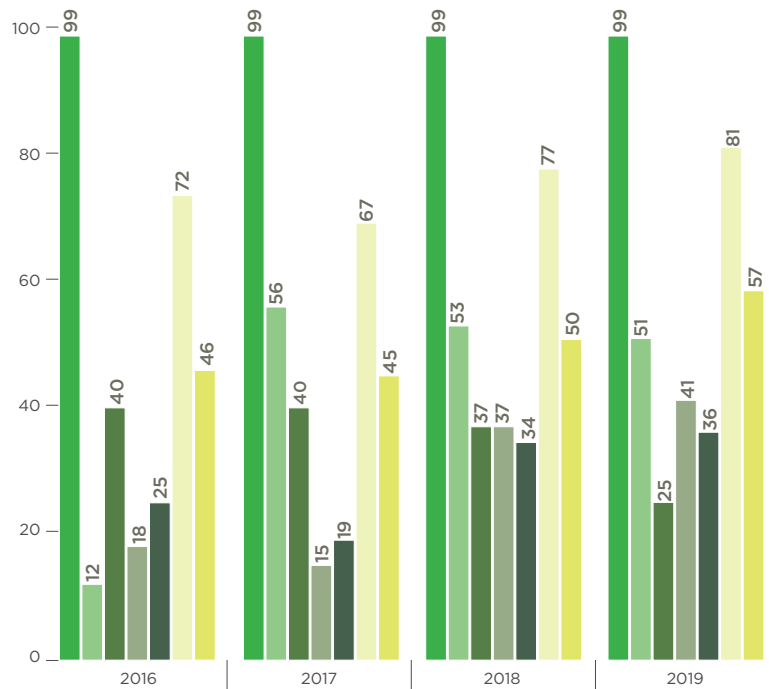
111 Thousand Metric Tons Reduction in CO₂ Emissions

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

