## CHS Annual Shareholders Meeting June 24, 2021

## **Questions and Answers**

## Question - from Alice:

How are we making online shopping easier for customers?

## **Response - from Molly Langenstein, CEO & President:**

Thank you. Improving the customer journey and reducing friction is key and very important to us and this is a constant journey of improving the customer friction point. One of the things that we are doing is constantly pruning our tools and understanding how that journey is for customers. Investing in technology, listening to customers and making sure that we have constant improvement. One of our tools, Style Connect, is key to that connection with customers and our digital experience to make sure that we understand the customer's journey.

We appreciate your question and we will continue to make it easier for customers to shop online. And, if you have more that you would like to share with us, we would be open to your feedback on understanding how to continue to improve our journey. Thank you Alice.