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HERSHEY TRUST COMPANY

Hershey Trust Company Adopts 10b5-1 Plan for Orderly Sale of Select Common Stock of The Hershey Company

HERSHEY, Pa., March 16, 2026 -- Hershey Trust Company announced the activation of a 10b5-1 stock trading plan, to facilitate the orderly and systematic sale of a portion of its holdings in The Hershey Company (HSY) common stock, held in the Milton Hershey School Trust.

The plan is part of a long-term strategy to prudently diversify the Milton Hershey School Trust investment portfolio, in support of the Milton Hershey School mission to provide exceptional educational opportunities for students.

Under the plan, Hershey Trust Company expects to sell up to 2,000,000 shares of The Hershey Company common stock. Importantly, the Milton Hershey School Trust will continue to own approximately 99.99 percent of all Class B shares of The Hershey Company, and total voting control would not materially change from its current level of approximately 78.9 percent.

About Hershey Trust Company

Founded in 1905 by Milton S. Hershey, Hershey Trust Company is a Pennsylvania-chartered trust company that serves as trustee of the Milton Hershey School Trust, The M.S. Hershey Foundation, and the Hershey Cemetery Perpetual Care Trust. By providing top-tier trust and investment management services, Hershey Trust Company helps these trusts, and the organizations they support, achieve their long-term goals in advancing the legacy and vision of Milton and Catherine Hershey in perpetuity.

For more information, visit hersheytrust.com

SOURCE Hershey Trust Company

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