

Georgia Natural Gas and Kroger Partnership Program

OVERVIEW

Georgia Natural Gas (GNG) is joining forces with Kroger to provide exclusive natural gas product discounts to loyal Kroger customers. Kroger operates 166 grocery stores across 76 cities in Georgia, giving Georgia Natural Gas a broad audience to expand its customer base statewide.

Through this partnership, Georgia Natural Gas aims to profitably acquire and retain new residential customers through exclusive, value-added offers by leveraging the strategic collaboration with Kroger and rewarding existing customers for their loyalty to GNG and Kroger.

The target audiences for this program are:

- Kroger's loyal customer base, including existing Kroger Plus Card members and frequent shoppers seeking everyday value and savings.
- Potential new residential customers within Kroger's market footprint who prioritize affordability, convenience, and trusted brand relationships.
- Existing Georgia Natural Gas customers who are Kroger shoppers, including GNG employees.

KEY MESSAGES

Key Message 1: Exclusive Savings Through Trusted Brands

Georgia Natural Gas and Kroger are teaming up to bring exclusive natural gas discounts to Kroger customers, offering reliable fuel at a great value from two brands Georgia families already trust.

Key Message 2: Rewarding Loyalty

Kroger Plus Card members can now save more just by being loyal customers. This partnership rewards Kroger shoppers and Georgia Natural Gas customers for choosing the brands that warm and feed their homes daily.

Key Message 3: Convenience Meets Everyday Value

With 166 Kroger stores across Georgia, customers can easily access special savings where they shop, making combining grocery rewards with natural gas benefits simple.

Key Message 4: Expanding Access to Affordable Natural Gas

This partnership allows Georgia Natural Gas to reach more households statewide with affordable, dependable solutions, helping Georgians lower costs without sacrificing quality or service.

Key Message 5: Strengthening Community Connections

Through its partnership with Kroger, Georgia Natural Gas supports local communities by helping families, small businesses, and neighborhoods through trusted partnerships that deliver long-term value.

Consistent Messaging Across All Audiences

- **Trusted Partnership:** Two leading Georgia companies joining forces to deliver value and dependability.
- **Exclusive Rewards:** Special discounts and benefits for Kroger customers and GNG users.
- **Simple Enrollment:** Easy sign-up; no extra steps or hidden fees.

- Community Impact: Supporting Georgia families with affordable, responsible groceries and natural gas.
- Everyday Value: Helping customers stretch their dollar further from the grocery aisle to their gas bill.

TACTICS

Audience 1: Kroger's Loyal Customer Base (Kroger Plus Members and Frequent Shoppers)

Campaign Theme: Your Loyalty Just Got More Rewarding.

Date	Channel	Message/Copy
Week 1	Press Release	Announce partnership between Georgia Natural Gas and Kroger. Press release copy included further down in this document.
Week 1	Website/ Landing Page Launch	Launch website/landing page with information, details, and link to enroll. Save More with Georgia Natural Gas and Kroger. New customers will receive a discounted rate for 12 months and a \$100 Kroger gift card for enrolling. Enjoy more value from the brands you trust. Reliable fuel. Real rewards. Enroll today >
Weeks 1-4	In-Store Signage and Buck Slips at the Registers	Save More with Georgia Natural Gas and Kroger. New customers will receive a discounted rate for 12 months and a \$100 Kroger gift card for enrolling. Enjoy more value from the brands you trust. Reliable fuel. Real rewards. Learn more at gng.com/Kroger [OR] Scan the QR code to learn more.
Weeks 1-4	Facebook Posts	Heat your home for less when you get your groceries! Kroger Plus members can now unlock exclusive Georgia Natural Gas rates. New customers will receive a discounted rate for 12 months and a \$100 Kroger gift card for enrolling. Start Today > #GeorgiaNaturalGas #Kroger #KrogerPlus #SmartSavings #NaturalGas #GNGPerks #CarbonNeutral
Weeks 1-4	Instagram Posts	Your Kroger Plus Card is heating up! New Georgia Natural Gas customers will receive a discounted rate for 12 months and a \$100 Kroger gift card for enrolling. Visit the link in our bio to get started. #GeorgiaNaturalGas #Kroger #KrogerPlus #SmartSavings #NaturalGas #GreenerLife #GNGPerks #CarbonNeutral
Weeks 1-4	LinkedIn Posts	As a Kroger Plus member, you can save on your natural gas costs thanks to a partnership between Georgia Natural Gas and Kroger. New customers will receive a discounted rate for 12 months and a \$100 Kroger gift card for enrolling. Every day loyalty deserves a reward. Learn more > #GeorgiaNaturalGas #Kroger #KrogerPlus #SmartSavings #NaturalGas #GreenerLife #GNGPerks #CarbonNeutral
Weeks 2-4	Email Marketing	Subject: Turn Your Kroger Loyalty Into Natural Gas Savings. Kroger and Georgia Natural Gas are Cooking Up Savings Good news, Kroger Plus members! Georgia Natural Gas and Kroger have teamed

		up to offer exclusive natural gas discounts. New customers will receive a discounted rate for 12 months and a \$100 Kroger gift card for enrolling. It's our way of saying thank you for being a loyal customer at the grocery store and at home. Activate your GNG Savings >
Weeks 2-4	Digital Ads/ Paid Search/ Geofencing	Exclusive Georgia Natural Gas discounts are available only to Kroger Plus members. New customers will receive a discounted rate for 12 months and a \$100 Kroger gift card for enrolling. Reliable energy. Real rewards. Learn more > Geofencing: A location-based strategy to establish virtual boundaries around Kroger stores in GNG service areas. When a mobile device enters or exits these predefined "geofences," it triggers the targeted ads noted above.

Audience 2: Potential New Residential Customers within Kroger's Market Footprint

Campaign Theme: Energy Savings You Can Trust

Date	Channel	Message/Copy
Week 1	Press Release	Announce partnership between Georgia Natural Gas and Kroger. Press release copy included further down in this document.
Week 1	Website/ Landing Page Launch	Launch website/landing page with information, details, and link to enroll. Save More with Georgia Natural Gas and Kroger. New customers will receive a discounted rate for 12 months and a \$100 Kroger gift card for enrolling. Enjoy more value from the brands you trust. Reliable fuel. Real rewards. Enroll today >
Weeks 1-4	Facebook Posts	Heat your home for less when you get your groceries! Kroger Plus members who become new Georgia Natural Gas customers will receive a discounted rate for 12 months and a \$100 Kroger gift card for enrolling. Reliable fuel. Real savings. Join Today > #GeorgiaNaturalGas #Kroger #KrogerPlus #SmartSavings #NaturalGas #GNGPerks #CarbonNeutral
Weeks 1-4	Instagram Posts	Two Trusted Brands. One Great Deal. Savvy shoppers know savings aren't just for groceries! New Georgia Natural Gas customers will receive a discounted rate for 12 months and a \$100 Kroger gift card for enrolling. Join today and heat your home for less. Visit the link in our bio to start saving. #GeorgiaNaturalGas #Kroger #KrogerPlus #SmartSavings #NaturalGas #GreenerLife #GNGPerks #CarbonNeutral
Weeks 1-4	LinkedIn Posts	Two Trusted Brands. One Great Deal. Georgia Natural Gas and Kroger have partnered to offer exclusive natural gas discounts to households across Georgia.

		New customers will receive a discounted rate for 12 months and a \$100 Kroger gift card for enrolling. Join today and heat your home for less. Learn More > #GeorgiaNaturalGas #Kroger #KrogerPlus #SmartSavings #NaturalGas #GreenerLife #GNGPerks #CarbonNeutral
Weeks 2-4	Digital Ads/ Paid Search/ Geofencing	Two Trusted Brands. One Smart Way to Save. Georgia Natural Gas and Kroger are heating Georgia homes with exclusive savings. New customers will receive a discounted rate for 12 months and a \$100 Kroger gift card for enrolling. See Your Offer > Georgia Natural Gas + Kroger = Big Savings for Georgia Homes. New customers will receive a discounted rate for 12 months and a \$100 Kroger gift card for enrolling. Switch and Save Today> Geofencing: A location-based strategy to establish virtual boundaries around Kroger stores in GNG service areas. When a mobile device enters or exits these predefined "geofences," it triggers the targeted ads noted above.
Weeks 2-4	Email Marketing	Subject: Kroger and Georgia Natural Gas Are Bringing Savings Home to You! Exclusive Natural Gas Savings for Georgia Households Georgia Natural Gas and Kroger are cooking up affordable, reliable energy to more homes across Georgia. New customers will receive a discounted rate for 12 months and a \$100 Kroger gift card for enrolling. It's a simple way to save more from two brands you already trust. Join and Save Today >

Audience 3: Existing GNG Customers Who Are Kroger Shoppers, Including GNG Employees

Campaign Theme: Double the Loyalty. Double the Rewards.

Date	Channel	Message/Copy
Week 1	Press Release	Announce partnership between Georgia Natural Gas and Kroger. Press release copy included further down in this document.
Week 1	Website/ Landing Page Launch	Launch website/landing page with information, details, and link to enroll. Save More with Georgia Natural Gas and Kroger. New customers will receive a discounted rate for 12 months and a \$100 Kroger gift card for enrolling. Enjoy more value from the brands you trust. Reliable fuel. Real rewards. Enroll today >

Week 1	Bill Insert	Exclusive Rewards for Loyal GNG Customers If you're a Kroger shopper, you can receive a \$100 Kroger gift card by linking your Kroger Plus Card to your Georgia Natural Gas account. To link your accounts, visit gng.com/kroger.
Weeks 1-4	Facebook Post	Double your loyalty. Double your rewards. You can receive a \$100 Kroger gift card if you're a Kroger shopper and a Georgia Natural Gas customer. Loyalty should always pay off. Link your accounts today and start earning! #GeorgiaNaturalGas #Kroger #KrogerPlus #SmartSavings #NaturalGas #GreenerLife #GNGPerks #CarbonNeutral
Weeks 1-4	Instagram Post	Double Your Loyalty. Double Your Rewards. Georgia Natural Gas and Kroger are teaming up to give loyal customers even more savings. Already a GNG customer and shop at Kroger? Link your accounts and receive a \$100 Kroger gift card! Click the link in our bio to begin saving. #GeorgiaNaturalGas #Kroger #KrogerPlus #SmartSavings #NaturalGas #GreenerLife #GNGPerks #CarbonNeutral
Weeks 1-4	LinkedIn Post	Double Your Loyalty. Double Your Rewards. You can receive a \$100 Kroger gift card through our new partnership if you're a Kroger shopper and a Georgia Natural Gas customer. Loyalty should always pay off. Learn More > #GeorgiaNaturalGas #Kroger #KrogerPlus #SmartSavings #NaturalGas #GreenerLife #GNGPerks #CarbonNeutral
Weeks 2-4	Customer/ Employee Email	Subject: You're Already a GNG Customer. Now Earn More as a Kroger Shopper! Double the Rewards, Double the Value You deserve more as a loyal Georgia Natural Gas customer and Kroger shopper. When you link your Kroger Plus Card to your GNG account, you'll receive a \$100 Kroger gift card. Because loyalty should always pay off — in the checkout line and on your energy bill. Link Your Accounts Today >

METRICS

Audience 1: Kroger's Loyal Customer Base (Kroger Plus Members and Frequent Shoppers)

In-Store Signage and Buck Slips at the Registers

- Foot traffic, repeat visits, and in-store time at Kroger stores after signage/buck slip deployment.
- Use a QR code with a unique URL to follow sign-up traffic from the in-store signage and buck slips.

Digital Ads/Paid Search/Geofencing

- Click-through rate (CTR), open rate, engagement, and conversions from the ads.
- Number of Kroger Plus accounts linked to GNG after seeing ads.
- Foot traffic, repeat visits, and in-store time at Kroger stores.
- Demographic data from the geofence.

Email Marketing

- Open rate (target: industry benchmark ~20–25%+ for retail/utility cross-promotions).
- Click-through rate (CTR) to the GNG landing page via data from the email service provider and website traffic metrics.
- Conversion rate: number of Kroger Plus members linking accounts.

Social Media Posts (FB, IG, LinkedIn)

- Engagement rate (likes, comments, shares).
- CTR from social posts to the landing page.
- Follower growth during the campaign period.
- Conversion rate: linked accounts generated via social traffic.

Overall Success Indicator

- % increase in Kroger Plus members linking their accounts to GNG.
- Awareness lift (survey or brand lift studies).

Audience 2: Potential New Residential Customers within Kroger's Market Footprint

Digital Ads/Paid Search/Geofencing

- Impressions and reach (how many new households see the ads).
- CTR to landing page.
- Cost per click (CPC) and cost per acquisition (CPA).
- Conversions: new sign-ups or switches to GNG.
- Foot traffic, repeat visits, and in-store time at Kroger stores.
- Demographic data from the geofence.

Email Acquisition Campaign

- Open rate (benchmark ~15–25% for acquisition campaigns).
- CTR to landing page/sign-up form.
- Conversion rate: new email subscribers or GNG account sign-ups.

Social Media Posts (FB, IG, LinkedIn)

- Engagement rate (likes, comments, shares).
- CTR from social posts to the landing page.
- New account sign-ups attributed to social channels.
- Follower growth during the campaign period.

Overall Success Indicator

- Number of new residential accounts opened.
- Cost per ad for new customers.
- Overall ROI for the acquisition spend.

Audience 3: Existing GNG Customers Who Are Kroger Shoppers, Including GNG Employees

Bill Inserts

- Redemption rate: number of customers who link accounts after receiving the insert.
- Engagement tracking via a unique URL

Web Banner / Landing Page

- Page views.
- CTR from banners to the landing page.
- Conversion rate: accounts linked.

Customer / Employee Email

- Open rate (target: ~25–35% for existing customers).
- CTR to landing page.
- Conversion rate: accounts linked.

Social Media Posts (FB, IG, LinkedIn)

- Engagement rate (likes, comments, shares).
- CTR from social posts to the landing page.
- Conversion rate: accounts linked via social media.

Overall Success Indicator

- % of existing GNG customers who link their accounts with Kroger.
- Engagement with loyalty-focused messaging (emails, social, bill inserts).
- Incremental energy savings are redeemed through the program.

Additional Cross-Campaign Success Metrics

- Total Kroger + GNG accounts linked (primary KPI).
- ROI for digital and traditional spend.
- Lift in brand awareness and perception among target audiences.
- Email list growth for potential new residential customers.
- Social media engagement uplift, especially loyalty campaigns.

INTERNAL MEMO

To: All Georgia Natural Gas Employees

October 22, 2025

Subject: Exciting New Partnership with Kroger: How You Can Get Involved

We are delighted to announce a new strategic partnership with Kroger! This collaboration provides exclusive Georgia Natural Gas discounts to loyal Kroger customers across Georgia. By joining forces with a trusted retail brand, we have a tremendous opportunity to expand our customer base, reward existing customers, and increase the visibility of Georgia Natural Gas.

This partnership is designed to attract and retain new residential customers while rewarding loyalty for those who have already chosen GNG and Kroger. New customers will save with a discounted rate for 12 months. New and existing GNG customers receive a \$100 Kroger gift card for enrolling.

By collaborating with Kroger, we can reach households that value reliability and savings across the state. Existing GNG customers who shop at Kroger, including our employees, can get extra savings by linking Kroger Plus Cards with their GNG accounts.

Not only are we offering savings on groceries and gas, but this program will increase visibility and strengthen Georgia Natural Gas's presence in communities statewide while delivering value that helps families, small businesses, and neighborhoods thrive, reinforcing our commitment to Georgia communities.

We can't do this alone! We need your help. As a Georgia Natural Gas employee, you can advocate for the program. Share the partnership with family, friends, and neighbors who shop at Kroger or may be looking for reliable, affordable natural gas.

Engage with our social media by following, liking, and sharing official GNG and Kroger posts promoting the partnership. Your engagement helps boost awareness and reach.

If you interact with current or potential customers, mention the benefits of linking Kroger Plus Cards to GNG accounts for exclusive savings.

Lead by example by linking your Kroger Plus card to your GNG account to experience the savings firsthand and share personal testimonials.

We value your feedback, so please share any insights from customer conversations or observations that could help improve the program.

This partnership is more than just a promotion; it's an opportunity to deepen trust with our customers, expand our community's impact, and grow our business together. Every interaction you have, every conversation you start, and every social media share contributes to this initiative's success.

Let's embrace this partnership with Kroger with enthusiasm, creativity, and pride. Together, we can make loyalty pay off for Georgia families—and show the value of being a part of Georgia Natural Gas.

Thank you for your support and dedication!

EXTERNAL PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Media Representative

Phone: 877-850-6200

Email: media@southstarenergy.com

GEORGIA NATURAL GAS AND KROGER PARTNER TO BRING EXCLUSIVE SAVINGS TO GEORGIA SHOPPERS

ATLANTA, GA, Oct. 22, 2025 – Georgia Natural Gas (GNG) is teaming up with Kroger to offer exclusive natural gas discounts to Kroger's loyal shoppers across Georgia. With 166 Kroger stores in 76 cities statewide, this partnership provides GNG with a unique opportunity to reach more households, while rewarding existing customers for their loyalty to both brands.

This collaboration allows Kroger Plus members and frequent shoppers to link their accounts to Georgia Natural Gas and access special, value-added offers. New customers will receive a discounted rate for 12 months. New and existing GNG customers receive a \$100 Kroger gift card for enrolling.

"Our partnership with Kroger allows us to add value to loyal shoppers while growing our customer base across Georgia," said Mike Braswell, president and CEO of Georgia Natural Gas. "This collaboration aligns perfectly with our goal to deliver affordable, reliable natural gas to more households while rewarding loyalty in the communities we serve."

The partnership is designed to make affordable, dependable natural gas more accessible while reinforcing customers' trusted relationships with Kroger and GNG. Kroger shoppers can enjoy special natural gas discounts, simple enrollment with no extra fees or hidden steps, and discounts at Kroger stores throughout Georgia.

"By joining forces with Georgia Natural Gas, we're creating a unique way to give back to our loyal customers," said Victor Smith, president of The Kroger Co.'s Atlanta Division. "This program demonstrates our commitment to making everyday shopping more rewarding and helping our customers save on essential services that impact their daily lives."

The partnership supports Georgia Natural Gas's strategic objectives by enabling profitable customer acquisition, reinforcing customer loyalty, and strengthening brand awareness across the state. By combining trusted brands, simple enrollment, and meaningful rewards, GNG and Kroger are making it easier for Georgia families to stretch their dollars—from the grocery aisle to their energy bill.

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About Georgia Natural Gas

Georgia Natural Gas is committed to providing safe, affordable, and reliable natural gas to homes and businesses statewide. The company focuses on customer-centric solutions and community impact that families can trust. Learn more at www.gng.com.

About Kroger

Kroger operates 166 grocery stores in Georgia and more than 2,700 nationwide, offering quality products and innovative services that simplify customer shopping. Kroger is committed to rewarding customer loyalty and providing everyday value. Learn more at www.kroger.com