



May 24, 2017

Dear Valued Supplier,

I am pleased to announce that H-E-B is ready to kick-off our new Global Data Synchronization Network™ (GDSN®) initiative. We continue to partner with 1WorldSync as our GDSN-certified data pool of choice. We are asking all of our suppliers to take advantage of this efficient method to transfer item data and maintain product information through the process of global data synchronization.

Our initiative has a special focus on collecting hazardous material information and safety data sheets (SDS) in addition to core attributes and E-Commerce data. The new hazardous attributes are required for H-E-B to meet state and federal regulations relative to shipping and disposal. If you are not familiar with this data, our detailed implementation guide will walk you through the process.

What is Data Synchronization and how is H-E-B participating?

Data Synchronization is the electronic transfer of standardized product and location information between trading partners and the continuous synchronization of that data over time. The *Global Data Synchronization Network™ (GDSN®)* is an automated, standards-based global environment that enables secure, continuous data synchronization and supports accurate item attributes such as weight, dimensions and quantity. H-E-B is committed to leveraging data synchronization to further improve operating efficiencies and the accuracy of product data.

What are the benefits of synchronizing data with H-E-B?

By streamlining product data through the GDSN, H-E-B will be able to offer our customers and H-E-B partners the best product information available while continuing to improve operating efficiency. Key benefits of using data synchronization include:

- Accurate product information and images
- Timely product data updates
- Reduction in the number of administrative touches, time, and errors

Our Request of you

We require that our suppliers use the data synchronization network (GDSN) to transmit their item data and images to H-E-B. We request that you publish your data through the GDSN no later than 09/30/2017. Failure to comply with this initiative could impact future buying decisions.

Please note Own Brand & exclusive brand item information will continue to be communicated outside of the GDSN at this time

What if I am already publishing data through the GDSN?

If you are a current subscriber to a GDSN certified data pool such as 1WorldSync, please complete the Trading Partner Form and add H-E-B as a recipient of your data. Once our subscription is setup, please publish your complete assortment to H-E-B's GLN 0041220000005 by September 30, 2017.

What if I am not already subscribed to a GDSN-certified data pool?

If you are not already subscribed, you can contact 1WorldSync at 866.280.4013 or businessdevelopment@1worldsync.com to get started.

Please visit the H-E-B landing page on the 1WorldSync website at

www.1worldsync.com/heb to view the steps to begin publishing today. If you have additional questions on synchronizing your data with H-E-B, please call 1WorldSync Customer Support at +1 866.280.4013, or email businessdevelopment@1worldsync.com.

Thank you in advance for your support and cooperation; we look forward to collaborating with you on this important initiative.

Regards,



Martin Otto
Chief Merchant
Chief Financial Officer
H-E-B
646 South Main Avenue
San Antonio, TX 78204