

ALLY CORPORATE SOCIAL
RESPONSIBILITY REPORT

2023

fundamentally



Welcome to the 2023 Ally CSR report.

A message from Alison Summerville, Ally's business administration executive

Do It Right is at the heart of our business; how we bring it to life at Ally is always changing to meet the current needs of our customers, our employees and our communities. Despite heightened volatility across the financial industry in 2023, our long-term strategic approach was well-positioned to withstand and deliver solid business growth, while remaining true to our values. To tackle the year's hurdles, grounding ourselves in our culture was more important than ever. We focused on the key to our success: our people.

We know the significance of taking care of our people. When we prioritize our team, they are able to fully show up for our customers and our communities; the success of our business follows. Even as we adapted our actions during the unprecedented year, we never lost sight of how we Do It Right. I'm exceedingly proud of our accomplishments and honored to share those stories in the 2023 Ally Corporate Social Responsibility (CSR) report.

We remain as committed to our employees' financial well-being as they are to our customers and communities. As the first round of #OwnIt equity awards vested in 2023, we announced another year of the annual distribution of 100 shares of Ally stock for every eligible employee, empowering our team to act as owners of the company.

Our team is as diverse as our customers and communities, and we celebrate those differences. We expanded our mental health and wellness benefits to prioritize the emotional health of our team and ensure we meet the needs of all of our employees and their families. At work, employee resource groups (ERGs) create spaces for team members with common backgrounds, giving them a place to connect and feel comfortable sharing their unique experiences. Almost 60% of our employees now belong to at least one ERG.

We know investing in our people not only benefits our business but also the communities where we work and live. In 2023, we redefined our Giving Back volunteer initiatives to better distribute our efforts throughout the year. As always, our team rose to the challenge, giving their time to reach a record-setting 60,000+ volunteer hours with nonprofits across the U.S. and Canada and taking full advantage of our donation matching program. Their generosity in giving and volunteering helped us collectively contribute \$2.5 million to 2,000 organizations. That's how you Do It Right.

The Ally team's all-in dedication shone during the Habitat for Humanity 2023 Jimmy and Rosalynn Carter Work Project at Plato Price, a historic Black neighborhood in the Charlotte area. The week-long project brought together 39 Ally employees for 300 hours of work and built upon the Ally Charitable Foundation's (ACF) \$1 million cornerstone commitment to Plato Price.



Since breaking ground in 2021, 115 Ally team members have volunteered 900 hours at Plato Price. This community-building initiative is a small part of the Foundation's mission to create affordable housing opportunities, one of its focus areas alongside workforce development and financial literacy.

ACF celebrated its third anniversary in 2023. Since its launch, the Foundation has developed strong bonds with local, mission-driven organizations such as Detroit-based LISC. In 2023, we deepened our relationship with the nonprofit organization through a \$1.5 million multi-year grant to support three initiatives, including the Welcome Home program, which provides workforce development opportunities to the formerly incarcerated. We are also forging new connections with groups like Ascent Housing. Our \$3 million investment to its Housing Impact Fund II will help Ascent keep rent low for hundreds of low-income families in the Charlotte area.

This past year, three was also the magic number for our Community Reinvestment Act (CRA) program, which earned its third consecutive Outstanding rating — an achievement bestowed on only 12% of banks. Together, CRA and ACF drive much of our work to support low- and moderate-income communities, which included a commitment of almost \$1 billion to affordable housing in 2023. The work of the organizations we support, including Enterprise's Equitable Upward Mobility Fund, Homewise and ROC USA Capital, allows us to expand how we are an ally for our communities. Everyone deserves a safe place to live, and a home provides personal and financial stability — two essential elements for economic mobility.

The success and longevity of all of our CSR programs are a testament to the unwavering support of our team. The vitality of Moguls in the Making, which celebrated its fifth anniversary in 2023, enabled us to expand how we create opportunities for economic mobility. The entrepreneurial pitch competition for students from Historically Black Colleges and Universities provides mentorship and vital business skills and inspires students to create a better future for themselves and their communities. To mark the occasion, more than 100 Moguls alumni joined us in Detroit to celebrate the community and collaboration this program has fostered over the years. We can't wait to see what's next for this transformative program.

Providing for our employees, customers and communities also extends to mitigating the impacts of climate change. Ally's Sustainability Office, in collaboration with our Corporate Workplace team, are improving our operational sustainability through strategic initiatives, including the full renovation of our building in Lewisville, Texas. With the installation of an HVAC system that is 25% more efficient, a solar panel canopy that is estimated to generate nearly 90% of the building's power and more, the facility will play a significant role in setting sustainability standards across our organization.

What a year! While the readiness of our team to step up and Do It Right has always been who we are, their generosity never fails to inspire. Thank you for your interest in Ally and our CSR programs. We are proud of all we accomplished this year and are eager to build on those successes for our employees, customers and communities.



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Meet your Ally.



About Fundamentally.

Welcome to the 2023 Ally Financial Inc. Corporate Social Responsibility Report (CSR). In this document, we share the programs, events and investments that made up our environmental, social and governance (ESG) initiatives in 2023.

Since 2017, Ally (together with its consolidated subsidiaries unless the context otherwise requires, Ally, the Company, we, us or our) has formally documented our goals, work and results to achieve our mission to Do It Right for our customers, employees and communities. This report holds our organization accountable and provides transparency for our stakeholders (investors, customers, employees and communities).

Governance is an essential part of Ally’s culture, business and CSR efforts. Through transparent reporting, we can create a lasting impact for our employees, customers, communities and stockholders. Ally’s CSR efforts have been guided by international ESG standards, including those of the Global Reporting Initiative (GRI) and the Task Force on Climate-Related Financial Disclosures (TCFD). These guidelines help advance Ally’s vision, social impact framework and culture.

Ally makes regular, transparent disclosure of our Environmental, Social and Governance (ESG) efforts, and this summary contains highlights to bring our social impact to life.

These guidelines influence Ally’s vision, social impact framework and organizational culture. We are incredibly proud of the accomplishments detailed in this report and Ally’s commitment to environmental and social impact, which extends far beyond these pages.

Our social impact pillars



Rooted in culture

During 2023, the banking industry faced extraordinary circumstances with the volatility caused by a series of bank failures and persistent inflation directly impacting the financial lives of our customers, employees and communities. We witnessed how they faced these challenges and sharpened our focus to act as a relentless ally for their economic well-being. The foundation of our efforts, as always, is our organizational purpose and alignment to our Do It Right ethos.

These tenets define our culture, guide us and keep us grounded in our LEAD core values:

L

Look externally — We strive to meet and exceed the needs of our customers with agility, speed and innovation. We continually evolve, respond quickly and deliver a superior customer experience.

E

Execute with excellence — Good enough is never enough. With a focus on continuous improvement, our actions are driven by sound analysis and an intense focus on excellence.

A

Act with professionalism — We operate with integrity, hold ourselves and each other accountable, treat others with respect and embrace diversity and inclusion. This is the cornerstone to our long-term success and at the very foundation of what it means to be an ally.

D

Deliver results — We are passionate about winning — for our customers, our teams and our company. Success is measured at both the outcome and the path to achieve it.

Do It Right in action

We continue to believe that our long-term success is underpinned by our purpose-driven Do It Right culture and relentless focus on delivering for our employees, customers and communities. For our employees, we expanded mental health resources, announced another year of our #OwnIt grant program and reached nearly 60% membership in our employee resource groups (ERGs), which all contributed to Ally's continued top 10% ranking among engaged companies globally as measured in 2023 by our third-party provider.

For our customers, we continued to provide industry-leading customer service and innovation, as demonstrated through our launch of spending buckets to support customers' holistic financial goals. And in 2023, the Ally team gave its time and heart to numerous non-profit organizations and programs, continuing to home in on the areas where we can have the greatest influence: affordable housing, workforce development and financial literacy.

This report shares some of those stories from across all four of our CSR pillars – employees, customers, community and environment, including:

- Supporting our cities by investing in impact
- Listen, learn, act: Making moments matter
- Building social capital and improving access for HBCU students
- Deepening connections with supplier diversity
- Another Outstanding rating for CRA
- A better road to ownership for minority auto dealers
- Evolving our environmental strategy

This work represents just a fraction of the passion and effort of our team within our communities, but its effects are felt in full. We thank you, our stakeholders, for your interest in our CSR programs and hope you are as inspired by them as we are.



2023 business growth

- Retail deposits of **\$142.3 billion**
- Nearly **\$40 billion** of consumer auto originations
- **\$1.3 billion** in insurance written premiums
- Approximately **\$1.0 billion** in direct-to-consumer (DTC) mortgage originations in FY23
- Corporate finance core pre-tax income of **\$307 million, 25% return on equity**
- **\$10.9 billion** held-for-investment (HFI) portfolio

2023 highlights.

When you are committed to caring for your teammates and giving back to the communities where you work and live, you can make a meaningful impact in just 365 days.



\$24.8 million in
total giving

Nearly \$1 billion
committed to housing
initiatives



Ally employees volunteered
over 60,000 hours

\$2.5 million = employee
donation dollars + Ally's match for
donations and hours



2,000 organizations
served through employee giving and
volunteer hours

11,600+ #OwnIt awards granted
to employees

10,600+ employees
received a 401(k) company match

3rd consecutive Outstanding CRA rating

Achieved by only **12%** of all banks

CRA Team:



Originated \$1.3 billion in community development
loans and investments

Awarded \$1.6 million
in grants to 65 non-profit organizations



Provided **850 community
development volunteer
service hours**
to various non-profit organizations



The Jimmy & Rosalynn Carter
Work Project at Plato Price

1 week

2 country music superstars

27 new homes

39 Ally employee volunteers

300 hours for Habitat for Humanity



5th year of Moguls in the Making, an entrepreneurship pitch competition for students attending HBCUs, in collaboration with the Thurgood Marshall College Fund

60

HBCU students

\$200,000+

awarded in scholarships

1st year achieved third-party verification to a limited level of assurance for 2022 greenhouse gas emissions



2nd

Earth Month



3 beehives installed

at Envision Charlotte, offering innovative programming focused on biodiversity to the community



Centralized trash and composting programs launched to divert waste from landfills

53% of Ally employees at an Ally location have access to electric vehicle chargers

Green Teams volunteered **3,500+ hours**

↑ 52% from 2022

1st hybrid Supplier Symposium

2nd Supplier Diversity Month



\$176 million

in Tier 1 spend with diverse-owned businesses



31%

increase in Tier 1 diverse spend



50%

growth in Tier 1 spend with women-owned businesses in 2023



50%

of Ally's top suppliers by spend reported Tier 2 diverse spend

The Ally Charitable Foundation.



Supporting our cities by investing in impact.

With the launch of the Ally Charitable Foundation (ACF or the Foundation) in 2020, Ally made a bold commitment to invest \$30 million across our communities within three years. Impressively, we surpassed that milestone by investing over \$58 million in three years.

"The secret to our success is simple," says Mike Rizer, president of the Ally Charitable Foundation. "Ally leadership has been a relentless champion of the Foundation from day one. When we set an ambitious goal, they went above and beyond to make sure we surpassed it."

Building upon that momentum continued in 2023, as the Foundation further expanded investments in its pillar areas — affordable housing, financial education and workforce development — with organizations throughout the U.S., including \$4.5 million for two very special programs in Ally's hometowns of Detroit and Charlotte.

Welcome Home: Digital workforce development in Detroit with LISC

Our relationship with Local Initiatives Support Corporation (LISC), the nation's largest community development organization, originated in 2020 with Ally's three-year, \$3 million commitment — for workforce development and affordable housing. "It's rare to have a partner like Ally who's willing to make a multi-year investment," says LISC Detroit Executive Director Camille Banks. "It takes some of the pressure off for us and our partners by providing invaluable support."



"How we've been able to grow our investments in our communities in just three years is truly incredible. The immediate impact of programs like HIF II and LISC motivates us to work even harder."

Alison Summerville

*Business Administration Executive
and Head of Corporate Citizenship*



A new start

After being falsely imprisoned for almost 20 years, Donyelle Woods's sentence was commuted. To support Woods post-release, a friend referred him to SER Metro-Detroit, a LISC and Welcome Home partner organization, where Woods enrolled in ReBuild Detroit.

The free eight-week training program is designed to prepare students for a career in construction trades or an apprenticeship, including key technical skills required in the modern job market. As one of the partner organizations that comprise the Welcome Home program, SER Metro-Detroit plays a key role in providing essential career training, without discrimination.

Woods, who was simultaneously pursuing his college education, completed the ReBuild program in October 2023. Since then, he's used those skills to financially support himself through odd jobs while he continues to attend school. "The ReBuild Detroit program gave me the skills I needed to restart my career and my life," Woods says. "No one judged me, and instead, asked for ways they could help me."

With the success of our initial investment, we listened to LISC and its community partners regarding the need for workforce training for the formerly incarcerated. In addition to likely confronting prejudice when looking for work, those exiting the criminal justice system often lack the digital skills needed to secure employment.

To help bridge the gap, in 2023 the Ally Charitable Foundation made an additional \$1.5 million multi-year commitment to support three LISC initiatives, including Welcome Home, a program that provides workforce development opportunities for more than 600 people transitioning out of incarceration. Founded in 2017, the program is made up of 13 community partners and has a recidivism rate of just 8%. Without the intervention of programs like Welcome Home, recidivism is typically around 30%.

Among other initiatives, Ally's investment will enable LISC to hire two digital navigators. These dedicated coaches will provide digital skills and expand awareness of career opportunities within the technology sector, while ensuring at least 200 people gain employment each year.

Banks says, "Ally heard about Detroit's most pressing financial and social challenges and rose to meet those needs in a meaningful way."

"In Detroit, we believe in second chances. We are a 'Ban the Box' employer and actively create ways to help those who have made mistakes in their past make a fresh start. We are fortunate to have great partners like Ally to support LISC Detroit's Welcome Home program, which helps hundreds of Detroiters transition from incarceration to gainful employment."

Mike Duggan
Mayor of Detroit



The Housing Impact Fund II: Maintaining affordable rent with Ascent Housing

Naturally-Occurring Affordable Housing (NOAH), unsubsidized properties that have modest rents due to lower market values, has become a scarce commodity in the U.S. Many developers buy older apartment communities, update them and then increase rent, pushing out low-income families.

When Erskine Bowles, Nelson Schwab and Ascent Housing launched Housing Impact Fund in 2020, the partnership hoped to disrupt this troubling trend in the Charlotte metropolitan area and beyond. With \$58 million raised, Housing Impact Fund successfully acquired, renovated and preserved affordable rents for 805 apartment units, providing homes to more than 2,000 residents.



Following this achievement, Housing Impact Fund raised a second fund (HIF II) in 2023 with \$67 million of impact capital from dozens of corporations, foundations and individual investors, including \$3 million provided by ACF.

With HIF II, Housing Impact Fund plans to acquire approximately 1,200 units, which will provide affordable, quality homes to 2,500 people. Ally's contribution will help to keep rents stable for 20 years. Housing Impact Fund will also support its modest-income residents by providing supportive services on-site in the areas of education, health, workforce development and financial wellness.

Ascent Housing's Managing Principal Mark Ethridge says, "Ally's significant contribution helps amplify our philosophy beyond our own efforts. When a company like Ally locks arms with us, we move one step closer to achieving our mission."

The investment in HIF II was Ally's first mission-related investment, a strategy the Foundation hopes will further boost the reach of its community investments by ensuring those funds continue to circulate back where they're needed most.

Rizer says, "The impact we've been able to make in such a short time is a testament to how Ally truly lives by its ethos: Do It Right."



What is a mission-related investment?

A mission-related investment, or MRI, is an investment in an organization or fund that promotes long-term social impact and also earns a return on the investment. When successful, Ally can reinvest its gains into the community, extending our impact.

The Jimmy & Rosalynn Carter Work Project at Plato Price.

The Meadows at Plato Price is no stranger to historic moments. Plato Price School, which once stood on the affordable housing development site, provided early education to renowned members of Charlotte's Black community for decades. In October 2023, it added another significant moment to its timeline: serving as the site of the 37th Jimmy & Rosalynn Carter Work Project.

As the premier annual event for Habitat for Humanity, the Carter Work Project provides an international stage for the volunteerism and communities it supports, accelerating construction by attracting additional corporate support and celebrities like 2023 hosts Garth Brooks and Trisha Yearwood. During the Carter Work Project, volunteers and organizations worked on a total of 27 homes.

Ally employees have worked with Habitat for Humanity on the Plato Price site since the project broke ground in 2021. The project is funded partly by a \$1 million cornerstone commitment from the Ally Charitable Foundation.

This year, we held the Groundbreakers Challenge, a volunteerism competition across our organization. The two employees from each of our five regions (northeast, southeast, central, west and pacific northwest) with the most service hours came to Charlotte to join the Carter Work Project.

"The opportunity to bring together our employees to serve our community through this unique event was extraordinary," says Ally Manager of Corporate Citizenship & Employee Philanthropy Brianna Alexander. "Our teammates always show up for our communities, and the Groundbreakers contest allowed us to reward that generous spirit."

During the build, Ally rallied around the future home of nursing student and single mom Kee'a Carroll. Throughout the week, Ally team members contributed more than 300 hours of work, working side-by-side with Carroll and her two daughters.

"I'm looking forward to sitting on my porch while the sun rises with my coffee in hand, and I will always think about the team that made it possible," Carroll says. "It was extraordinary to see all these people from different backgrounds, races and socioeconomic statuses working together to make my dream of homeownership come true."

As The Meadows at Plato Price approaches completion in 2024, the Carter Work Project serves as a strong reminder of the power of community.





Employees.

Listen, learn, act: Making moments matter.

Our purpose-driven culture and people-first approach has always been what sets us apart from the competition. From expanding benefits, investing in the future and providing safe places for teammates to find meaningful connections — our employees feel supported professionally and personally in those key moments that matter.

Mentally Fit

In 2023, we expanded our commitment to the health and well-being of our employees with the launch of Mentally Fit — a new benefit providing employees, their families and household members with personalized, confidential care for their emotional and mental health, how, when and where they need it. This additional benefit provides up to 16 free counseling sessions for each individual — at no cost — regardless of their participation in our medical plan, to address ongoing concerns over the cost and access to mental health care, helping to build resiliency among our employees.

Easier access to mental health resources and credentialed professionals is just one aspect of our inclusive culture and improved offerings. We heard our employees, including many of our minority and LGBTQ+ team members, were struggling to find the right provider for their mental health needs. The quality of care can be significantly better when a patient sees a mental health professional who is the same race, gender or sexual orientation. Doing so can help prevent medical bias, which could lead to poor treatment and inaccurate or delayed diagnoses. So, we focused our efforts on finding a better solution.

The new offering through Lyra allows employees to discover and select providers and schedule appointments all in one place.

"Inclusive benefits need to account for all of our teams' needs," says Executive Director of Total Rewards Gwen Gollmer. "Mental health is an essential part of overall well-being and we are continually looking for ways to improve the resources we provide our team."

Since its rollout, more than 2,600 people (both Ally teammates and their loved ones) have registered for Mentally Fit and more than 1,300 have begun their care journey.



"We all have the stress and anxiety of everyday responsibilities and now, more than ever, it's important to acknowledge that it's okay to not be okay. The right mindset can help us take action, learn from setbacks and, quite simply, Be (Even) Better. That's why caring for our employee's mental health and implementing programs like Mentally Fit is a top priority for us."

Kathie Patterson

Chief Human Resources Officer

"On the outside, I appeared to be handling my grief extremely well, but in reality, my life was turned upside down. When Ally introduced Mentally Fit, I was hesitant, but I'm so glad I signed up. I meet with my coach every other week. She asks me what I'm going through and gives me tools and homework to support the work we are doing in my sessions."

Deb Ochs

Digital Media Manager



Building belonging through DEI

We have worked intentionally to create a company culture that embraces diverse talents and backgrounds, where colleagues feel valued as both individuals and members of the team. We believe the best ideas come from a collective mixture of different voices and perspectives.

Our DEI journey

2016

DEI role was established with a focus on building an inclusive organization

2017

- Launched the Diversity & Inclusion (D&I) Council and Strategy with eight ERGs (+1,650 members)
- Eliminated pay history in support of equal access to earning potential

2018

Launched diversity metrics and D&I scorecards

2019

Evolved fertility and family-building benefits, so every employee who wants to expand their family can

2020

- Established the supplier diversity program and the multicultural marketing team
- Issued first #Ownit grants
- Increased minimum wage to \$20/hour

2021

Recognized as a "Top 50 Company" from DiversityInc and named among the top 10 for ERGs

2022

- Added equity to our DEI efforts
- Increased minimum wage to \$23/hour

2023

- Increased ERG participation to 59%
- Expanded LGBTQ+ support through Inclusive Care

Our Employee Resource Groups (ERGs) were launched in 2017 to recognize and embrace the differences that make us stronger, provide safe spaces to leverage unique perspectives and create opportunities to learn, grow and ultimately make connections that can create change for our employees, our communities and our customers.

"Inclusion is our starting point," says Chief Diversity Officer Reggie Willis. "To ensure our team feels connected, we need to meet them where they are at."

As we celebrated the sixth anniversary of our ERGs, employee participation grew to an impressive 59% of our workforce belonging to at least one group. With dedicated focus months, each ERG has delivered cultural education and awareness that expands understanding and collaboration.

"I strongly believe ERGs are the grassroots powerhouses that drive positive change, spark innovation and cultivate a workplace where everyone has a voice."

Crystal Williams

Director, DEI — ERGs and Partner Management



We also launched Conversations with Allies, an ongoing series designed to be a springboard for discussing how all teammates can be better allies to one another, for customers and in the community, hosted by several well-known experts from academia and workplace development and moderated by our senior leaders.

Our commitment to inclusion also emphasizes representation transparency, accountability and action for our employees. At the end of the year, we're proud to say that our gender representation was approximately 51% men and 49% women. We also nurtured an environment of inclusiveness and belonging with a score of 80, exceeding industry benchmarks of companies globally as measured by our third party-provider.

Improving access to financial benefits

At Ally, creating equity for our employees takes many forms. As the first round of #OwnIt equity awards, our annually distributed 100 restricted stock units per eligible employee, vested in 2023, financial opportunities for our employees were top of mind.

We discovered key financial benefits were being underutilized by our team, especially among those in hourly positions. To address this gap we introduced a new, yet familiar financial literacy course for our employees: My Money Journey.

"My Money Journey used existing resources and repurposed them in a format that was more useful for our employees," Senior Director of Financial Health and Wellness Jacqueline Howard says. "We had the tools, but needed to make it more accessible."

We launched the six-month pilot program with two objectives:

- Help employees build their financial literacy confidence
- Better communicate Ally's financial benefits and resources

Each month, the cohort met twice virtually, and managers worked with leadership to make sure hourly employees could join during work hours. Thought leaders offered their time and expertise to lead sessions on budgeting, credit, debt, the psychology of money and more. Forty-two employees completed the course, putting more than 900 hours toward boosting their financial literacy.

"The #OwnIt grant is the first time I've been with a company where they gave me stock. It's really a great experience for people who may or may not have it within their pay to be able to purchase stock on their own. It's making me more confident as I get closer to retirement. Knowing I have something that's going to help towards your retirement, as a backup."

Lisa Floyd

Ally Customer Experience Team



Owning it

In 2020, Ally introduced our first #OwnIt grant to make all employees shareholders, and for the past four years, we've continued to do it. Why? It's about living our values, leading with heart and humanity, and inspiring an inclusive culture where everyone has a seat at the ownership table. The passion, protection and empowerment that come with an ownership mentality are not only good for business — they're transformational for employees.

Key highlights:

- **4+ million** restricted stock units to Ally teammates since program inception
- **6,700 Ally employees** saw their first #OwnIt grant vest in 2023

Ally supports the #OwnIt program with a robust financial education program that includes free sessions with certified financial planners, seminars and sessions geared for people across life stages and with different family needs.

Doing culture right

We have always and will continue to be a relentless ally for our teammates. Our journey to Be (Even) Better is a long one — we've made significant strides in our DEI efforts, we've continually introduced improved and inclusive benefits, we're striving to increase financial equity for all — and while there is much more to do, we will never stop working to Do It Right for them.

2023 workplace awards and recognition



Moguls in the Making.



Building social capital and improving access for HBCU students.

Sixty students, 15 teams, four days and one challenge: Develop an innovative and impactful business solution to address economic mobility challenges.

Launched in 2019 in collaboration with the Thurgood Marshall College Fund (TMCf) Moguls in the Making brings together students from Historically Black Colleges and Universities (HBCUs) to enhance their business and entrepreneurial skills through sessions with Ally leaders and business experts in entrepreneurship. It has become a pillar of Ally's corporate social responsibility work, as well as a beloved annual tradition for Ally.

In its first five years, Moguls has expanded to include more schools, mentor engagement and local and national business leaders sharing their experiences and expertise. As the program has grown, its mission has remained the same:

To invest in the future of aspiring business leaders through innovative programming that will leverage their unique perspectives, provide approaches to challenges and discover opportunities that drive innovation, while helping them to realize their full potential.



Over the past five years, Moguls in the Making has had **270 participants** and contributed over **\$900,000** in scholarships and awards.

Where are they now?

Moguls in the Making has given HBCU students new career paths and built social capital and a talent pipeline of future business leaders. Graduates have gone on to start their own companies, continue their education and/or joined the Ally team.

To mark their successes and the fifth anniversary of the program, we welcomed approximately 100 HBCU students for a reunion weekend in Detroit featuring empowerment panels, financial workshops and a celebration with UnitedMasters artists Keely Crawford, Jay Pitts and Curtis Roach.

Former Moguls shared stories of their experiences and reveled in the incredible community this program has created. Senior Director of Corporate Citizenship Natalie Brown says, "Moguls has only enhanced the business opportunities and family environment that students and

alumni at HBCUs feel when they come together. Seeing our Mogul alums reconnect with each other, some for the first time due to COVID, was an amazing experience. The bonds that our Moguls are making with each other will last a lifetime, and Ally is proud to be part of it."

For Moguls alum Andre Wilkes, the reunion was a homecoming. The Detroit native was a member of the winning Moguls team in 2021. Their pitch, Funnl, a middle-skill job certification and employment platform similar to LinkedIn, led to an Ally internship during which Wilkes helped develop the Moguls mentorship program: MogulMADE. "The MogulMADE panel at the reunion was energizing," Wilkes says. "It is a huge confidence booster to see something I worked on come to life." Today Wilkes is working for the NFL while pursuing a master's degree in Social Entrepreneurship at the University of Southern California.

Where we're going

After fielding a record number of applications, the fifth class of Moguls in the Making was already off to an incredible start, but we pushed ourselves and expanded the event to include more valuable experiences for the students.

As with previous classes, students were tasked with presenting solutions to reduce barriers to economic mobility through the lens of a specific industry, but the class of 2023 got a deeper and up-close look at Charlotte's economic mobility landscape through a tour led by Community Building Initiative (CBI). The students were able to take in Charlotte's heritage, history and current financial obstacles in key areas like education, transportation and housing.

This immersive element, along with guidance from Ally and industry mentors, served as the foundation for the business plans developed over the next three days. We were astounded by the participants' ingenuity and the winning teams' innovative, creative solutions:



1st place

N.C. A&T State University
Greensboro, North Carolina



Prize: \$20,000 scholarships for each student

Pitch: Capital in Color Lending uses AI-driven products tailored for communities of color to create innovative approaches for accessing capital, taking into account alternative credit history, non-traditional income and financial behaviors to prove creditworthiness.



2nd place

North Carolina
Central University
Durham, North Carolina



Prize: \$10,000 scholarships for each student

Pitch: Food 4 Thought provides budget-friendly and healthy meal solutions for lower-income households and engages with the community through events centered around healthy lifestyles, nutrition and financial education.



3rd place

Texas Southern University
Houston, Texas



Prize: \$5,000 scholarships for each student

Pitch: Queensville is a community-centric and employee-owned grocery store that invests in its community by providing jobs and giving employees the option to share company profits through a wage-to-profit program.

As we experience every year, with the right tools, access and the right opportunities, these students deliver extraordinary work. Through our partnership with the Thurgood Marshall College Fund, we can and will continue to shine a light on the talents of HBCU students and celebrate their success.

"As an HBCU Alum, it is an honor to support so many students through the first five years of this program," Brown says. "The intelligence, creativity and curiosity of these young leaders year after year keeps us motivated to build a better Moguls in the Making program and deepen our engagement with HBCUs."

Moguls memories



DeMari Tyner
Moguls class of 2019

North Carolina A&T State University, class of 2020

"I feel confident when I walk into any room because of Moguls in the Making. It completely changed my life, translating into an internship and job and turned me into a networker."

Moguls superlative: Most likely to network



Chaz Holder
Moguls class of 2020

Alabama A&M University, class of 2022

"During Moguls in the Making, I first started to recognize the importance of putting the recipients at the center of the solution when you're problem-solving. This is true across industries and has been critical to my growth as an engineer."

Moguls superlative: Most inspired



Andre Wilkes
Moguls class of 2021

Howard University, class of 2023

"Moguls in the Making taught me how I can use business to solve global problems while remaining profitable. This interest in the intersection of social responsibility and business led me to pursue my Master's in Social Entrepreneurship at USC."

Moguls superlative: Most theatrical



Jamaun Tatum
Moguls class of 2022

Morgan State University, class of 2024

"Moguls in the Making was my first true experience in a corporate setting. It taught me truly valuable soft skills such as courage, determination and collaborative learning."

Moguls superlative: Most likely to talk first

Moguls class of 2023



Laia Garland
Moguls class of 2023

North Carolina A&T State University, class of 2023

"Moguls in the Making creates a space for Black and Brown students to flourish by changing the narrative around who can succeed in the business world."

Moguls superlative: Most likely to become a marketing executive



Javen Washington
Moguls class of 2023

North Carolina A&T State University, class of 2024

"Business acumen and an appetite for entrepreneurship need to be developed, and often, these skills aren't learned in the classroom. They are caught, not taught. Moguls in the Making fosters that mindset."

Moguls superlative: Most likely to wake up early



Nyla Ward
Moguls class of 2023

North Carolina A&T State University, class of 2026

"Moguls in the Making bridged the gap between academic knowledge and practical skills. The human-centered design mindset has remained with me."

Moguls superlative: Class activist



Digital skills for a digital world.

As a digital bank, providing our customers and communities with the skills and resources they need to succeed in an increasingly technological world is a priority.

Ally's Bridging the Digital Divide (BDD) program works with organizations and initiatives that help close the digital equity gap for underserved and underrepresented communities. With the help of these community partners, we've made significant progress within each of BDD's three pillars: access, advancement and opportunities.

Saturdays in the D, a free summer camp and adult skills enrichment experience, was supported in part by Ally's BDD program in 2023. With our \$150,000 donation and support from the City of Detroit, University of Michigan and Detroit Public School Community District, the beloved summer program returned in an expanded format after a three-year hiatus due to the pandemic.

The 2023 program provided six weeks of STEM-based classes for 7th to 12th graders and introduced a four-session pilot program for adult learning. The curriculum included computer programming and writing for digital courses, as well as two Technically Speaking and financial education sessions led by the Ally team with money lessons tailored for adult participants. Ally technology and financial experts were also on-site every Saturday to provide personalized mentoring.



Students and adults of all ages also had the opportunity to experience campus life at the University of Michigan's Detroit Center and Ann Arbor campuses, where the events were hosted.

By summer's end, approximately 60 middle schoolers and more than 100 adults gained valuable exposure to new technology tools and developed new work and life skills that will have a positive impact on future career prospects.

"Digital access and opportunities have become essential components of financial success," says Ally Executive Director, Strategy & Enterprise Technology Dan Lemont. "Programs like Saturdays in the D that connect technology and money for kids and adults are doing incredible work to improve economic mobility."



"As a digital-first organization, we understand the doors that technology can open. Programs like Saturdays in the D help to bridge the digital divide and create personal and financial opportunities for underserved communities."

Sathish Muthukrishnan
Chief Information, Data and
Digital Officer



Supplier Diversity.



Deepening connections with Supplier Diversity.

When Ally launched its Supplier Diversity program four years ago, our goal was to build an ecosystem of partners and suppliers who truly represented our communities. By fostering existing relationships and actively engaging new suppliers through events like our annual Supplier Diversity Symposium and Quarterly Supplier Spotlight events, we are continually moving forward with our objective.

Through the work of our partners such as The Allen Lewis Agency (TALA), a women- and minority-owned marketing communications agency based in Detroit, we're experiencing how critical and valuable these connections are.

"For me, it's all about our commitment to building authentic connections between brands and the communities they serve. We're proud to have the opportunity to partner with Ally as they deepen their relationships with multicultural audiences."

Jocelyn Coley
Co-founder and CEO at The Allen Lewis Agency

Supplier Diversity milestones

- 2nd Supplier Diversity focus month celebrated in July
- 3rd annual Supplier Symposium hosted in February
- Named a **Greater Women's Business Council Top Corporation** for 2nd consecutive year
- Received Disability:IN's 2023 **Top Corporation for Disability-Owned Businesses** Award
- \$176 million** in Tier 1 spend with diverse-owned businesses
 - **31%** increase in Tier 1 diverse spend throughout 2023
 - **50%** growth in spend with women-owned businesses in 2023
 - **50%** of Ally's top suppliers by spend reported Tier 2 diverse spend throughout 2023
- Initiated a new relationship with an independent sustainability ratings and assessment provider to begin evaluating the sustainability performance of third parties within our supply chain



A strong start

To improve and expand our diversity, equity and inclusion programs, we aimed to obtain prominent coverage in Black and minority-owned media outlets in order to reach a larger and more diverse audience.

TALA began as a Tier 2 supplier, working with us via another Ally marketing agency partner. TALA's relationships with Black-owned media outlets and its decades of experience in multicultural media outreach improved the diverse media coverage for Moguls in the Making (learn more about this program on page 23).

In its first year working with Ally, TALA placed stories about Moguls in the Making in various multicultural publications, including a feature story from [Essence](#), and secured an Ally-hosted financial discussion with [Ebony](#).

"Ally was doing incredible work with students attending Historically Black Colleges and Universities," TALA Co-founder and CEO Jocelyn Coley says. "The opportunity to amplify programs such as Moguls, particularly with a Black audience, made growing our relationship an exciting prospect."

TALA transitioned from a Tier 2 supplier to Tier 1 in 2023, now working directly with the Ally multicultural marketing team. "From the beginning, TALA's success in forging connections between Ally and minority-owned media has greatly expanded the visibility of our brand to the audiences we most want to reach," says Senior Director of Supplier Diversity and Sustainability TJ Lewis. "Strengthening our relationship was a natural next step."

In 2023, TALA expanded its role, leading the marketing and media outreach efforts for the fifth anniversary of Moguls in the Making, which included a special reunion event in Detroit. "We were excited to help Ally celebrate this milestone and build more interest in Moguls among diverse communities," Coley says. "The chance to show off our hometown and its vibrant culture was an added bonus."

Beyond Moguls in the Making, TALA has leveraged its personal and professional connections and years of experience in multicultural marketing to identify new opportunities for Ally, such as the American Black Film Festival (ABFF). In its first year participating, Ally led a panel on financial education for filmmakers with TALA handling on-site execution and media outreach.

Supplier terms, explained

Diverse supplier: A business owned by U.S.-based minorities, women, LGBTQ+, veterans and those with disabilities, and small or disadvantaged businesses defined by local, state or federal classifications

Tier 1 suppliers: Organizations that enter into a direct contract with Ally to supply products and services

Tier 2 suppliers: Businesses that have subcontracted opportunities with Ally's Tier 1 suppliers

"We witnessed Ally supporting creatives through relationships with UnitedMasters at events like Art Basel," Coley says. "The American Black Film Festival felt like a natural fit with more explicit ties to the Black community."

Ally's ABFF debut introduced our brand to a new audience, garnered coverage of Ally in Essence and created new opportunities for future conversations and collaborations.

Better together

The meaningful work TALA led in multicultural marketing earned the agency Ally's Diverse Supplier of the Year Award and proved building a more diverse vendor ecosystem shouldn't be focused solely on metrics and bottom lines. It should also take into account the relationships that form its foundation. Whether it involves increasing our engagement with multicultural media or hiring more diverse suppliers, we strive to bring that spirit of collaboration and inclusivity to all of our relationships.



Bringing la cultura.

The Hispanic and Latino community in the U.S. represents a multitude of cultural backgrounds, each with its own unique traditions and history. Yet a common misconception exists that this community either sees themselves as 100% American or 100% Hispanic and Latino. This disconnect has led to a lack of authentic Hispanic and Latino representation, particularly in the financial services industry. It has also created a dynamic that can be detrimental to the financial futures of Hispanic and Latino people.

Driven by its mission to bridge culture and finance, our multicultural marketing team set out to tell the story of duality and better connect with this incredibly diverse and often overlooked community.

"The next generation embraces what makes them different," Senior Director of Multicultural Marketing Erica Hughes says. "To better support them, we need to embrace diversity as much as they do."

To achieve this, the multicultural marketing team launched Biculturally, a multifaceted creative campaign that included:

- A **digital ad** campaign that brought the diversity of the Hispanic and Latino community to life
- Our first digital sponsorship of the Latin Grammys that put a spotlight on the financial lives of this community
- On Instagram, we worked with Latina superstar DJ VRYWVY (pronounced "very wavy") who starred in **a series of posts** sharing her personal financial story in a fun and dynamic format

Every element of the campaign came together to help us better engage with the Hispanic and Latino community. "The future is diverse," says Hughes. "We must find tangible ways to connect authentically to build trust with all of our customers and enable better financial futures."





Community Reinvestment Act.

Another Outstanding rating for CRA.

How does a bank powered by culture approach its obligations under the Community Reinvestment Act (CRA)? We continually make meaningful investments in our communities that meet or exceed our strategic and regulatory commitments.

CRA was put in place to ensure U.S. banks help meet the credit needs of their communities, with a primary focus on low- and moderate-income (LMI) areas. It's a mission that's at the heart of Ally's brand and culture to Do It Right.

The drive to deliver essential financial resources for LMI populations while meeting our strategic plan priorities was acknowledged by our federal regulators in 2023 through securing our third consecutive Outstanding CRA rating — a designation achieved by only 12% of banks nationally. We're grateful for the recognition and inspired by the results we're seeing in the communities we serve.

Now the work continues

Our CRA team consistently looks to support organizations that prioritize the financial and overall well-being of their communities. In 2023, Ally originated \$1.3 billion in community development loans and investments, including \$35 million to Lendistry, a minority-led, technology-enabled Community Development Financial Institution (CDFI) and one of the most active and impactful small business lenders in the country.

Lendistry Founder and CEO Everett K. Sands spent decades in the financial services industry and experienced first-hand how big banks often overlook a large segment of small business owners in need of capital, a majority of which are often minority- or woman-owned or who are located in LMI and rural communities.

Ally + Lendistry: Startup spotlight

Lendistry provided capital to 1,325 startups in 2023, utilizing funding from Ally's \$35 million loan. Colsen, a Miami-based e-commerce business that sells a variety of home products including food storage solutions, heavy-duty extension cords and even portable fire pits, was among the companies receiving capital. Lendistry's loan has helped Colsen expand its product selection, and owner Armando Colimodio anticipates sales will double. "We have large plans to scale, but capital to facilitate it is critical," says Colimodio. "By working with Lendistry's community lending, we've been able to better invest in our business."



"For many of these businesses, CDFIs are their best loan option because they're hyper-local, knowledgeable of the economic needs of their area and run by those living in the community they're investing in," Sands says. "But what about entrepreneurs in neighborhoods without CDFIs? Lendistry fills those gaps with a tech-forward approach."

To date, Lendistry has delivered \$9.9 billion in small business loans and grants, supporting more than 600,000 organizations in underserved communities across the U.S. Despite this success, it was not easy to launch Lendistry. "We were doing something that hadn't been done," Sands says. "Proving the value of this new model required the trust of our investors."

In 2022, Lendistry reached out to Ally for a line of credit to expand its capacity to make loans to small businesses. While the post-pandemic effects continued to impact financial markets and the overall economic environment, we were committed to supporting Lendistry and its mission. In total, Ally led the coordination efforts in helping Lendistry secure a \$55 million loan, which includes Ally's \$35 million commitment and \$20 million from another financial institution. The loan, which closed in Q2 2023, facilitates the origination of small business loans ranging from \$25,000 up to \$5 million with a primary focus on minority- and women-owned businesses and those operating in LMI areas.

As the self-proclaimed "largest fintech CDFI Fund," Lendistry is forging a new path by implementing the use of innovative technology to a sector that's still largely manual. By infusing effective and user-friendly technology into its suite of services — providing technical assistance and loan products for entrepreneurs — Lendistry removes barriers to access that analog approaches often perpetuate.

"Lendistry's use of technology and commitment to meeting customers where they're at while providing customized loan products for entrepreneurs who would otherwise not be able to access them makes them a natural partner for Ally," says Ally CRA Senior Credit Manager Antonio Pizano.

The impact of this funding extends far beyond underserved businesses. A thriving local economy benefits the entire community and provides increased opportunities for individuals and families to establish generational wealth. "Lendistry was a leap from traditional CDFIs, operating at a scale that had not been done before. Ally understands the value of investing in what's next and embraced our approach immediately," Sands says. "We see the impact when we hear from these businesses and see their success."

\$1 billion for affordable housing

With home affordability at its lowest in 40 years, supporting organizations that make housing more accessible continues to be a top priority. Ally's 2023 deployment of nearly \$1 billion in loans and investments for affordable housing initiatives will support housing development and preservation across the U.S. As part of its broader commitment, Ally distributed more than \$4 million in grants and investments in its hometowns and beyond to support the affordable housing objectives of 17 non-profit organizations, including:

Charlotte



Detroit



National



Committed to community.

Throughout 2023, Ally's CRA group awarded \$1.6 million in grants to 65 nonprofits tackling some of our communities' most pressing social and economic challenges, from affordable housing to veteran affairs to sustainable energy.



SoLa Impact Fund

With Ally as the title sponsor, SoLa Impact officially launched Pathways to Homeownership, a financial education, empowerment and savings-match program that is intended to prepare and place renters on a pathway to homeownership.

The three- to five-year program will use a combination of rent-forgiveness and savings match to help LMI Black, Hispanic and Latino renters accumulate savings to put towards a down payment or other costs associated with purchasing a home. The program also includes monthly financial education workshops that are facilitated by Ally team members. Ally's \$50,000 grant in each of the last two years builds on a relationship that began with a \$25 million investment in SoLa's Black Impact OZ Fund, which develops affordable and workforce housing in minority communities.

"A safe place to live is a basic human need," Executive Director & CRA Officer Jan Bergeson says. "With home affordability at historic lows, especially among minority communities, the work being done by organizations like SoLa Impact is more critical than ever."



AIN Ventures

Many veterans possess entrepreneurial spirit and skillsets, but the startup space can be difficult for former military members. AIN Ventures is on a mission to ease the pathway to entrepreneurship by making seed-stage equity investments into dual-use technologies that have applications in both the private sector and government and in veteran-led startups.

Former U.S. military officers founded AIN Ventures and leveraged the expertise of graduates from the U.S. Military Service Academy to create valuable connections and resources for their companies to grow and succeed. Ally's \$2 million investment in the organization's AIN Ventures Fund I, LP, will allow AIN Ventures to deepen these relationships and create more opportunities in the veteran startup space.





Energy Impact Credit Fund

From 2018 to 2022, Energy Impact Partners, an investment firm focused on innovations that accelerate the clean energy transition, enabled savings of more than 18.9 million metric tons of CO₂. This amount is the equivalent to one year's worth of greenhouse gas emissions from 4.1 million cars. Through debt investments in small businesses decarbonizing the global economy, the firm's Energy Impact Credit Fund II, LP (EICF II), will further its impact and build climate-related resilience among low-income communities.

Ally's \$5 million investment will help EICF II enable growth across the clean energy value chain to support supply chain decarbonization, clean tech-enabled infrastructure, demand electrification and other key technologies to create a sustainable future.



RBC Community Investments National Fund-35

Ally's \$25 million Low Income Housing Tax Credit (LIHTC) equity investment in RBC Community Investments National Fund-35, LP is helping to finance 14 projects nationwide, including QHA Homes III, located on the Fort Yuma Indian Reservation in Winterhaven, California. The project involves significant rehabilitation of 26 single-family residences scattered within an approximate 10.7 acre site. Once completed, the units will be available for families earning at or below 30%, 50% and 60% of the area median income.

Ally's investment in the fund also helped to finance the Liloa Hale 117-unit affordable senior housing project in Maui, Hawaii, which is scheduled to commence in 2024. Although the recent catastrophic fire in Maui caused additional construction challenges, the site is expected to be one of the first new affordable housing projects to be built post-disaster, giving a sense of hope and renewal to the community as well as desperately needed affordable housing for seniors on the island.



Enable Ventures

Enable Ventures is the first venture fund dedicated to closing the disability wealth gap. Ally's \$3 million investment will expand Enable Ventures's capacity to support companies improving the lives of people with disabilities, offer resources to entrepreneurs with disabilities and provide support to people with disabilities who are unemployed or underemployed.



A new game plan for women's sports.

From a historic broadcast deal for the National Women's Soccer League (NWSL) to a record-setting TV audience for the NCAA women's basketball final to a \$1 billion valuation for the WNBA, 2023 was an extraordinary year for women's sports.

We celebrated these wins alongside millions of fans but also recognized the playing field was still far from level for female athletes. Nowhere is that more apparent than in broadcast media where women's sports accounted for less than 10% of coverage last year. With broadcast rights driving the majority of revenue for professional sports, this glaring gap is holding back the earning potential of female leagues and athletes.

In 2022, we set our commitment to achieve 50/50 advertising spend for women's and men's sports by 2027. Through our NWSL sponsorship, work with the league and partnership with CBS to move the championship game to primetime, we set a new precedent and progress has been made. Since we made our pledge in May 2022, Ally has increased its spend on women's sports by 300% and reached a 55/45 split.

To continue to close the gap in 2023 and beyond, we needed to remain intentional with our investments and encourage other brands to join in the movement. Our game plan tackles this challenge via three core pillars:

1. Work with legacy media

All too often women's sports are included as add-ons to men's media packages. To enact change, we challenged Disney and ESPN to create a first-of-its-kind media buying package anchored 90% in women's sports. The unprecedented deal upended traditional media buying — directly increasing women's sports coverage and paving the way for other brands. The partnership included a ground-breaking collaboration with the Atlantic Coast Conference (ACC) and SportsCenter takeovers featuring all-female crews.

"At Disney, we prioritize amplifying women's sports and collaborating with like-minded brands to tell diverse sports stories," says Deidra Maddock, VP of Sports Brand Solutions at Disney Advertising. "Working alongside Ally has helped us further innovate how we increase access and visibility for women's sports."

"Ally's tireless dedication and commitment to advancing women's sports is phenomenal and directly benefits our student-athletes, sponsored sports and member institutions. We look forward to building upon our meaningful partnership and working collectively to further elevate our collective mission."

Jim J. Phillips, Ph.D.
ACC Commissioner



2. Support emerging media

Relationships with emerging media platforms that are female-owned and athlete-led like The GIST, Just Women's Sports, Re-Inc and GOALS, empowered Ally to support media focused exclusively on women's sports, connecting us with audiences hungry for more access to their favorite athletes and teams.

3. Invest directly in players

To help amplify the voices of the athletes, creators and visionaries, we formed Team Ally. This collective is a non-traditional ambassador program that was developed to drive the visibility of women's sports and assemble an advisory group for idea-sharing and decision-making. The roster includes NWSL and World Cup superstars Sophia Smith, Ashlyn Harris and Julie Foudy; WNBA two-time leading scorer Nneka Ogumike; Paralympic swimmer Jess Long, Atlantic Coast Conference basketball player Deja Kelly and more.

"Women's sports have made incredible progress, but these athletes are still woefully undervalued by broadcast networks and the industry. 50/50 is the only conclusion we'll accept for this crusade."

Andrea Brimmer
Chief Marketing and Public
Relations Officer



Make it a team effort

We can't do this alone; we need other brands to pick up the playbook. To rally other organizations around the cause, we launched the Women's Sports Club in collaboration with market research firm Sports Innovation Lab. The cohort brings together sports media and sponsorship decision-makers with a shared goal to elevate investments in women's sports. Members include Google, Meta, Puma, Coca-Cola, Delta and more.

We still have a long road ahead, but together, we are moving forward. We're excited to lead this movement and are energized by the change as we continue sprinting toward a more equitable future for women.





Auto.



A better road to ownership for minority auto dealers.

The next generation of auto dealers faces a multitude of challenges to remain competitive. In addition to the day-to-day management of a storefront, dealers must navigate online sales, be experts in digital marketing and keep up with the newest technological advancements in the automotive industry.

"The leaders of the last generation had to be great at business," says National Association of Minority Automobile Dealers (NAMAD) president Perry Watson. "Today's dealers have to be masters in everything."

Recent technological advances have provided new business opportunities to dealership owners, but this digital transformation has contributed in part to systemic inequality. Many auto dealerships are a family business. The keys are handed from parents to children and onto grandchildren, building legacy and generational wealth. In 2022, only 1,400 U.S. franchised light-vehicle dealerships out of more than 16,000 were owned and operated by a person of color. This gap prevents minorities from accessing the economic mobility the auto industry can provide.



Paving the way to a more equitable future

Since 2018, Ally has partnered with NAMAD to create more opportunities for minorities across the automotive sector. Through our contributions to NAMAD's NextGen program, we have helped the next generation of minority dealers better understand the financial requirements and responsibilities of the industry.

In June 2023, Ally led a two-day NextGen dealership evaluation seminar at our headquarters in Detroit, providing attendees with essential administrative and financial information to consider when purchasing a car dealership.



"One of the most difficult parts of buying a dealership has been understanding exactly what banks are looking for when considering a business loan," says attendee Evan Hall, VP of operations and general manager of Royal Oak Ford in Michigan. "It was an incredibly valuable opportunity to speak directly with a bank and learn about the financial requirements for prospective auto dealers in granular detail."

During the course, our Ally Auto team shared their expertise on the importance of location, facility conditions, inheriting dated contracts from vendors, liens on equipment, lawsuits, understanding the essential details on financial statements and more. The sessions also included open discussions and brainstorming to allow aspiring dealers to ask questions and share their experiences and challenges. The training agenda included:

- Leadership exercises
- Buying a store brainstorms
- How to evaluate a dealership
- The financials of dealership operations
- Cash flow analysis
- The four levels of statement preparation
- How to build and maintain good credit
- Interactive sample dealership calculations
- Mock dealership decisions and sales

"Establishing myself in the automotive business was challenging. I am a first-generation dealership worker, so I don't have family knowledge I can tap into," says participant Lyman King, a general sales manager at Atkinson Toyota in Texas. "The entire process was completely foreign to me. NAMAD and Ally's NextGen sessions gave me the tools and the courage to start."

Through programs like NAMAD's NextGen, we aim to help create a more diverse future for dealerships and continue to prove ourselves as a true ally to the automotive industry.



Ally Sees Her

In partnership with NAMAD, the 2023 Ally Sees Her award was presented to Gabrielle Abinon, a proud Filipina and the general manager of Fox Valley Volkswagen near Chicago. At just 25 years of age, Abinon is an emerging leader in the auto industry. She credits much of her early success to a mentor who taught her the value of challenging the industry's masculine norms and encouraged her to support the community through her dealership.

Abinon embodies the spirit of the Ally Sees Her Award, which Ally and NAMAD established to recognize the significant achievements of women of color in the auto industry and their commitment to strengthening their communities.

Through Abinon's leadership, Fox Valley Volkswagen has donated 10 vehicles to graduates of the Naomi's House program, which provides housing, workforce training and mental health services to victims of commercial sex trafficking. To further Abinon's impact, Ally donated \$5,000 on her behalf to Naomi's House and an additional \$5,000 to Cal's Angels, an organization that supports pediatric cancer research and helps families affected by the disease.



Environment.

Evolving our environmental strategy.

Our commitment to being a relentless Ally goes beyond banking. That’s why we’re focused on finding new and more sustainable ways to operate and reduce our impact on the environment.

Since its launch in 2021, Ally’s Sustainability Office has helped guide the development and execution of our efforts across the enterprise to build a more sustainable and inclusive future for our stakeholders.

The earliest tasks of the Sustainability Office were focused on the calculation of our carbon footprint and submission of the Climate Change questionnaire to CDP (formerly known as the Carbon Disclosure Project). These actions were key steps toward aligning with the recommendations from the Task Force on Climate-Related Financial Disclosures (TCFD) and foundational

to establishing a baseline for impact. They also validated that, as a digital bank with no brick-and-mortar branches, we inherently have a smaller operational carbon footprint than many traditional banks. This is encouraging, but we recognize we can do more to mitigate the risks of climate change for our customers, employees and communities.

Governance



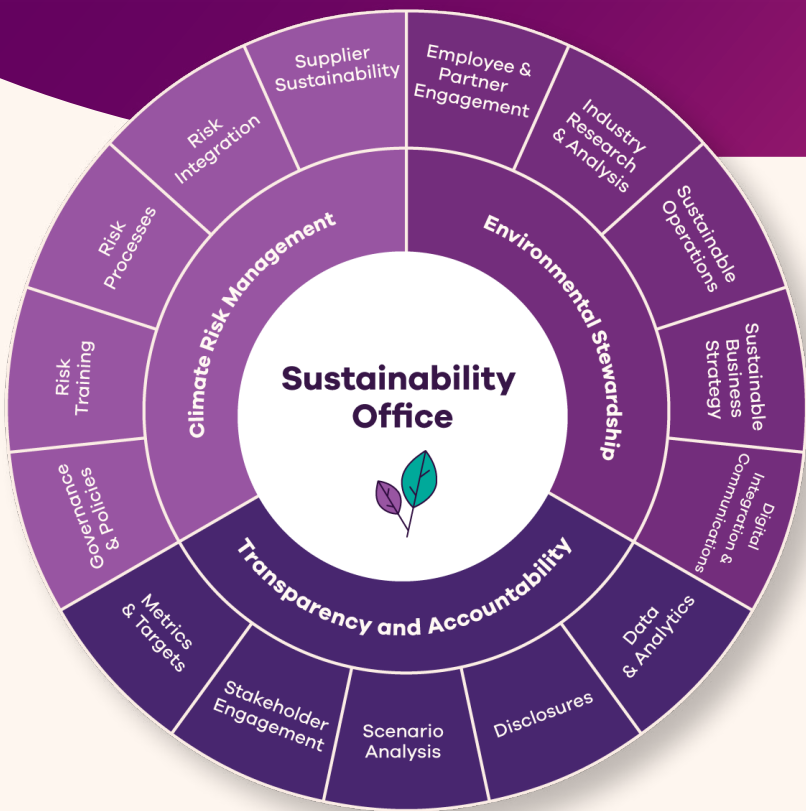
Strategy



Risk management



Metrics and targets



Building on our established baseline for our environmental performance, Ally also achieved operational carbon neutrality for Scope 1 and 2 emissions for the third consecutive year. Then, for the first time, Ally obtained third-party verification to a limited level of assurance of 2022 greenhouse gas emissions (see page 70 for more information).

Furthermore, we continue to build capacity and expertise in climate risk management to assess and mitigate potential climate-related risks to our business and operations. This remains challenging due to rapidly evolving tools and methodologies and data limitations. Based on TCFD guidance, Ally is leveraging climate scenario analysis to consider potential physical and transition climate-related risk impacts. This type of analysis provides valuable insights into our potential climate risk exposure and helps inform future mitigation strategies.

Read more about our enterprise sustainability strategy, informed by TCFD, and the progress we are making in the Appendix.

Sustainable operations

As we reimagine our facilities, we continue our focus on creating healthy work spaces, including the incorporation of Fitwel design standards in our renovation projects to support the health and well-being of our employees alongside sustainable project initiatives tied to the reduction of energy, waste and water at our owned sites.

In 2023, Ally implemented several initiatives to drive our operational sustainability forward. These actions were informed by a number of environmental processes and technologies that were piloted across select facilities in 2022.



Greenhouse Gas (GHG) emissions metrics

Ally recognizes the importance of measuring and reducing our environmental footprint, including our GHG emissions. Read more about our emissions trends and actions taken in the Appendix.

Energy (MWh) ¹	2020	2021	2022
Natural Gas	9,222	4,387	2,087
Diesel	143	57	16
Motor gasoline	7,465	11,155	15,690
Purchased electricity	20,560	27,295	29,958
Total energy consumed	37,391	42,895	47,751

Greenhouse Gas Emissions (Metric Tons CO ₂ e) ²	2020	2021	2022
Scope 1 Emissions ³	4,139	4,442	5,494
Scope 2 Emissions (Location-based) ⁴	7,822	9,758	10,019
Total Scope 1 + Scope 2 Emissions (Location-Based)	11,961	14,200	15,513
Total Scope 3 Emissions	229,165	210,050	186,910
Category 1 (Purchased Goods and Services)	195,082	177,966	164,924
Category 2 (Capital Goods)	27,694	28,680	8,297
Category 6 (Business Travel)	1,824	2,438	6,312
Category 7 (Employee Commuting) ³	4,565	966	7,377
Total Scope 1, 2 and 3 Emissions	241,126	224,250	202,423

¹ Based on facility space under operational control as defined by the Greenhouse Gas Protocol

² Emissions are calculated in alignment with the Greenhouse Gas Protocol. Details of our emissions calculations can be found in our CDP submission

³ Ally restated base year (2020) and 2021 emissions in accordance with the company's base year recalculation policy

⁴ Ally's Scope 2 Market-Based emissions are zero metric tons CO₂e since 2020 through the purchase of Green-e® certified renewable energy credits (RECs)

Ally-owned sites

- Through a phased rollout, we installed additional EV charging stations as part of our goal to provide access to EV charging capabilities to vehicles parked at Ally-owned facilities, in line with guidance for LEED building standards and U.S. Green Building Council recommendations and commensurate with demand expectations
- Completed operational activities necessary to achieve our 55% LEED certification target (approved in February 2024). Set new goals for 2024 to be 71% LEED-certified and to occupy 64% WELL or Fitwel-certified space, up from 36% in 2023
- Implemented centralized trash and composting programs, increasing our diversion rate (the percentage of waste that is diverted from a landfill) to 45% at the Ally Charlotte Center, the first facility to incorporate these programs. As additional facilities implement the programs, we will update diversion rates accordingly

Completed renovation in Lewisville, Texas

- Implemented centralized trash and composting program
- Upgraded existing gas-powered HVAC system to a 25% more efficient electric system, reducing overall emissions
- Promoted biodiversity through landscape redesign that incorporates native species that attract pollinators and reduce water usage
- Installed solar panels that will generate renewable energy to offset almost 90% of the building's electrical needs and provide weather protection to over 300 parking spaces

"The commitment to solar installation in Lewisville, Texas, reduces our energy consumption and utility costs while aligning with our overall sustainability focus."

Joan Burrell
Executive Director Corporate Workplace



What is centralized trash?

Deskside bins can be more convenient, but they have a downside. When a trash can is within arm's reach, less attention is given to what is being thrown away, resulting in more waste ending up in landfills.

By shifting to a centralized approach, trash and recycling bins are placed in common locations, requiring employees to leave their desks and think about the appropriate bin for what's being thrown away.

Why composting?

A trash audit conducted at the Ally Charlotte Center found that it included a substantial amount of compostable material (up to 45%). Recycling organic waste into compost provides a range of environmental benefits:

- Diverts food waste from the landfill, where it can generate methane gas, a highly problematic greenhouse gas emission
- The application of compost greatly improves soil health, creating a nutrient rich resource for growing plants
- Prevents soil erosion
- Reduces greenhouse gas emissions (related to methane production)
- Recycles nutrients

Driving sustainability awareness and building community

Throughout 2023, Green Teams, a network of Ally volunteers dedicated to environmental service, continued to celebrate the planet, sustainability and the power of individuals to make a positive impact on the environment by organizing events that provide opportunities to learn, grow and give back to our communities.

Growing our Green Teams

Green Teams served more than 3,500 volunteer hours in 2023, up 52% over 2022, assisting more than 30 community organizations. Green Teams support all areas of conservation through strategic partnership and volunteerism:



Water use

Preservation and management of water resources

Catawba Riverkeeper

Sponsored environmental education programming and field trips for over 1,800 K-12 students



Recycling

Convert waste into reusable material

Green Living Science

Completed a trash audit of Ally Detroit Center in August 2023 to establish a baseline diversion rate and inform our recycling program



Land conservation

Safeguard land in its natural state



Biodiversity

Support habitats for all species and maintaining functioning ecosystems



Air quality

Reduction of air pollutants to improve public health



Community impact

Availability and access to environmental benefits while increasing societal well-being

Arbor Day Foundation

Planted over 75 trees across disadvantaged urban neighborhoods with limited access to nature

Belle Isle Conservancy

Supported environmental education through continued sponsorship of the Axolotl tank at the historic Belle Isle Aquarium and volunteered approximately 400 hours through beach clean-ups, contributing to a record-breaking 2023 cleanup season for Belle Isle Conservancy with 8,936 pounds of litter collected

Cultivating community-driven experiences focused on biodiversity

Ally collaborated with Envision Charlotte and Bee Downtown to launch a community apiary, comprised of three beehives. The program facilitates lessons from nature through educational events and experiences that emphasize the importance of biodiversity in an era of climate change.

The community apiary is located at Envision Charlotte's Innovation Barn — the first innovation center in the U.S. focused on the circular economy — as a complementary addition to its hands-on learning and unique programming to improve sustainability, resilience, economic competitiveness and quality of life.

The collaboration builds on Ally's existing Green Teams activities with Envision Charlotte, with over 700 volunteer hours served with just this one organization last year.

To create a welcoming home for the bees, the apiary features a mural by The Charlotte Street Art Collaborative, a woman-led non-profit organization with a mission to encourage and assist current and next-generation artists toward making a sustainable living in the arts.

The Ally-branded beehives were unveiled at the Innovation Barn during a grand opening event to commemorate Earth Day for the community to learn about bees, enjoy local honey tastings and vote on names for the queen bee of each hive, which were submitted by Ally employees. The grand opening event came at the conclusion of Envision Charlotte's Clean the Queen Event, a week-long effort to reduce litter on city streets, roadways and neighborhoods, during which Ally won:

- **Most Volunteers Award** with 56 volunteers
- **Most Textiles Diverted Award** for recycling hundreds of t-shirts into sound dampening panels

More details about our enterprise sustainability strategy, informed by TCFD, and the progress we are making can be found in the Appendix.



"The community apiary project underscores Ally's commitment to educate our communities on the critical importance of biodiversity conservation in preserving a sustainable future for all."

Kathleen Hebert Price
Sustainability Risk Executive





Governance.

Governance.

The Ally Board understands that strong corporate governance practices are critical to Ally achieving its strategic objectives and maintaining the trust and confidence of its stockholders, regulators, customers and other key stakeholders. Strong governance is an essential component of our Do It Right culture.

Strong oversight

The Board is responsible for overseeing a clear strategy for Ally, including reviewing, advising management on, approving and monitoring performance against Ally's strategic plan and objectives. Through its Risk Committee, the Board oversees Ally's risk-management policies and global risk-management framework. The Board also oversees Ally's financial performance and condition, and through its Audit Committee, monitors the integrity of Ally's financial reporting and internal controls.

The Board is dedicated to assembling directors who excel in fulfilling these responsibilities, exercise independent leadership and oversight of management, and operate in a cohesive and effective manner.

LEAD

The Board is responsible for establishing the proper "tone at the top" for the culture and values of Ally, including approving Ally's Code of Conduct and Ethics and monitoring management's promotion of integrity, honesty, and ethical and legal conduct throughout Ally. The Code of Conduct and Ethics is grounded in our LEAD core values (Look Externally, Execute with Excellence, Act with Professionalism and Deliver Results) and is designed to help Ally employees and representatives understand the standards of conduct that Ally requires and to meet other fundamental obligations that are vital to Ally's success. Creating clear expectations for ethical behavior is an essential component of our "Do It Right" approach to governance.

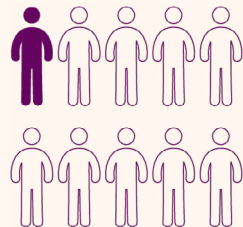
59%

of employees are members of an Employee Resource Group



Top 10%

Engagement versus all companies regardless of industry, as measured by our third-party provider in 2023



84

Engagement score, two points higher than Top 10% Global Benchmark

33%

of our director candidates are women and people of color

53%

of our senior leadership team are women and people of color

17%

of eligible women and people of color were promoted or moved into new roles to advance their career in 2023

83%

retention rate for women and people of color in 2023

*Reflects data as of December 31st, 2023

Diversity & inclusion

Within senior management, governance for diversity and inclusion resides with the Diversity and Inclusion Council, which includes ERG Chairs, as well as all Executive Council (EC) members. For example, in 2023, 35% of Ally's EC members were women, including the chief marketing and public relations officer, chief human resources officer, chief audit executive, business administration executive and president of consumer and commercial banking.

Policies & charters

The following key governing documents are available on the Company's website at ally.com/about/investor/policies-charters/

- Code of Conduct & Ethics
- Board of Directors Governance Guidelines
- Bylaws
- Audit Committee Charter
- Compensation, Nominating and Governance Committee Charter
- Technology Committee Charter
- Risk Committee Charter





Conclusion.



Always an ally.

Our eyes are always on what's ahead. The next monumental banking innovation. The next breakthrough for economic mobility. The next opportunity to Do It Right for our customers, employees and communities.

This past year presented unexpected challenges to our industry and our business. Yet our culture and our people continued to propel us forward. None of these initiatives would be possible without the extraordinary individuals and community partners whose enthusiasm and generosity inspire us to push ourselves to be a better Ally.

As we look ahead, we'll continue to adapt and adjust our CSR and ESG initiatives to further enhance our impact in our communities. We thank you for your interest in the 2023 Ally CSR Report. We're proud of everything our team has accomplished and can't wait to share what's next.

For more information on our CSR, environmental, social and governance programs, policies and practices, please visit our website at ally.com or send your comments to givingback@ally.com and follow us on [LinkedIn](#), [Instagram](#) and [TikTok](#).



Appendix.

Climate risks and opportunities: Ally's alignment to TCFD.

Ally's commitment to Do It Right extends to the conservation of environmental resources to promote a sustainable future for our customers, employees, shareholders and the communities in which we live and operate. We recognize the importance of understanding, preparing for and taking timely preventive action against potentially material climate-change impacts.

Our strategy is informed by the recommendations of the Task Force for Climate-Related Financial Disclosures (TCFD), a framework that is intended to improve industry consistency and comparability around the complex topic of climate-related risks and opportunities. By aligning with TCFD, we are well positioned to adapt to evolving regulatory requirements, both federal and state, which are substantively based on TCFD's core recommendations.

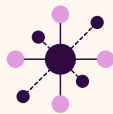
Our intentional focus on this industry framework helps us communicate our efforts in a language that resonates with our stakeholders with a goal of greater transparency and clarity on a topic that can be challenging to understand. Consistent with our brand promise, we are committed to ongoing communication regarding our environmental efforts and are excited to share our developments in this dynamic area.

The four pillars of TCFD



Governance

Disclose the company's governance around climate-related risks and opportunities.



Strategy

Disclose the actual and potential impacts of climate-related risks and opportunities on the company's businesses, strategy and financial planning where such information is material.



Risk management

Disclose how the company identifies, assesses and manages climate-related risks.



Metrics and targets

Disclose the metrics and targets used to assess and manage relevant climate-related risks and opportunities where such information is material.

Monitoring the regulatory landscape

Ally is committed to accountability and transparency through climate disclosures, and we continue to monitor the rapidly evolving regulatory landscape. In 2023, the International Sustainability Standards Board (ISSB) delivered the inaugural ISSB Standards, which incorporate TCFD recommendations, marking “the culmination of the work of the TCFD,” according to the Financial Stability Board. Following the release, the International Financial Reporting Standards Foundation will take over monitoring responsibilities from TCFD in 2024.

U.S. regulation of climate-related issues

- Principles for climate-related financial risk management for large financial institutions jointly issued in October 2023 by the Office of the Comptroller of the Currency (OCC), Board of Governors of the Federal Reserve System (FRB) and the Federal Deposit Insurance Corporation (FDIC). Designed to promote consistent understanding of safe and sound management of exposures to climate-related financial risks for large financial institutions, recognizing climate risk as an evolving discipline.
- California State Government Action enacted three climate-related disclosure laws in October 2023
- SEC Climate Disclosure final rule on mandatory climate disclosure requirements, including an accounting of Scope 1 and Scope 2 greenhouse gas emissions, released March 2024

About this report

All of the information presented in this Appendix is for the fiscal year ending December 31, 2023, with the exception of greenhouse gas emissions data generated during the twelve months ending December 31, 2022. This report has not been externally assured. However, we externally assure our Scope 1, 2 and 3 greenhouse gas emissions on an annual basis using ISO 14064-3 (limited assurance, greenhouse gas emissions assurance letter). Additional greenhouse gas emissions assurance details will be provided in our CDP Response. For greenhouse gas accounting, Ally uses the standards and guidelines of The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (Revised Edition, 2004), The GHG Protocol Scope 2 Guidance (2015) and the Corporate Value Chain (Scope 3) Accounting and Reporting Standard (2011), which were developed by the World Resources Institute and the World Business Council for Sustainable Development.

To learn more:

[2023 CDP Response](#)

[Ally 2023 Annual Report](#)

[2024 Proxy Statement](#)

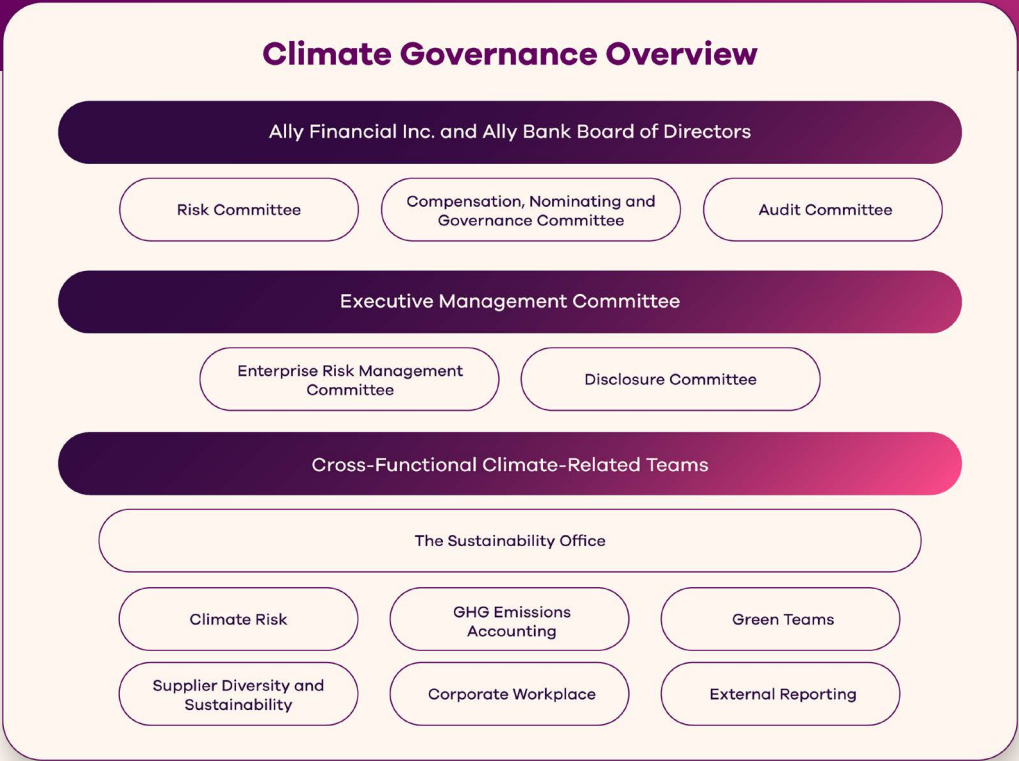
TCFD index

TCFD section	Overview	Other source references
Governance		
Describe the board's oversight of climate-related risks and opportunities.	The Board regularly reviews all risks including those related to climate change. The Compensation, Nominating and Governance Committee, Risk Committee and Audit Committee assist the Board in overseeing Ally's climate-related strategies, risks and issues.	• 2023 Proxy Statement • Risk Committee Charter • Compensation, Nominating and Governance Committee Charter • 2023 CDP Response
Describe management's role in assessing and managing climate-related risks and opportunities.	Executive management positions are responsible for both assessing and managing climate-related risks and opportunities, informed by periodic reports from the Chief Risk Officer and the Sustainability Risk Executive.	2023 CDP Response
Strategy		
Describe the climate-related risks and opportunities the company has identified over the short, medium and long term.	Ally uses climate risk scenario analysis to begin evaluating the extent to which climate risks could impact Ally's business, augmenting our ability to assess, monitor and report on both short- and long-term potentially material climate-related risks and opportunities.	• 2023 10-K Annual Report • 2022 CSR • 2023 CDP Response
Describe the impact of climate-related risks and opportunities on the company's businesses, strategy and financial planning.	Ally has identified and defined climate-related risk as an emerging risk. Pursuant to our risk-management framework, emerging risks include those that have yet to create a material impact or would only arise during stressful or unlikely circumstances.	• 2023 10-K Annual Report • 2022 CSR • 2023 CDP Response
Describe the resilience of the company's strategy, taking into consideration different climate-related scenarios, including a 2 C or lower scenario.	As we continue to evolve and expand our climate scenario analysis approach and build capacity to evaluate additional perils, timeframes and locations, the results will inform our strategy.	
Describe the targets used by the company to manage climate-related risks and opportunities and performance against targets.	As Ally continues to better understand operational trends and expands climate risk expertise and capacity, we will refine our ability to accurately project operational emissions and the potential for emission reduction strategies that will enable Ally to set a science-based emissions target in line with the Paris Climate Agreement.	2023 CDP Response

Risk management		
Describe the company's processes for identifying and assessing climate-related risks.	Ally leverages the Enterprise Risk Management (ERM) framework to identify potential existing and emerging climate-related risks by conducting qualitative climate-related risk reviews to understand potential risk transmission channels that could impact operations, financial performance, employees, value chain, strategic decision-making and brand reputation.	• 2023 10-K Annual Report • 2022 CSR • 2023 CDP Response
Describe the company's processes for managing climate-related risks.	Climate Risk is currently defined as an emerging risk and is being evaluated for materiality and the appropriateness of risk management routines as outlined in the Enterprise Risk Management Policy.	• 2023 10-K Annual Report • 2023 CDP Response
Describe how processes for identifying, assessing and managing climate-related risks are integrated into the company's overall risk management.	We have expanded our use of climate risk scenario analysis to begin evaluating the extent to which climate risk drivers could exacerbate or accelerate existing risks to better understand climate risk materiality to Ally. The results will inform our strategy to incorporate climate into our existing enterprise risk management framework in a manner consistent with safe and sound business practices.	2023 CDP Response
Metrics and targets		
Disclose the metrics used by the company to assess climate-related risks and opportunities in line with its strategy and risk management process.	We are still determining climate risk materiality at Ally which will inform our identification of relevant and actionable metrics to measure and monitor climate risks going forward.	
Disclose Scope 1, Scope 2 and, if appropriate, Scope 3 greenhouse gas emissions and the related risks.	Scope 1 Emissions: 5,494 MT CO₂e Scope 2 Emissions (Location-based): 10,019 MT CO₂e Scope 3 Emissions (Categories 1, 2, 6 and 7): 186,910 MT CO₂e	2023 CDP Response
Describe the targets used by the company to manage climate-related risks and opportunities and performance against targets.	As Ally continues to better understand operational trends and expands climate risk expertise and capacity, we will refine our ability to accurately project operational emissions and the potential for emission reduction strategies that will enable Ally to set a science-based emissions target in line with the Paris Climate Agreement.	2023 CDP Response

Governance

Through transparent climate and environmental reporting, we can hold ourselves accountable and create a lasting impact for our customers, employees, shareholders and the communities we serve.



Board oversight of climate matters

The Compensation, Nominating and Governance Committee assists the Board in overseeing, in coordination with other committees of the Board as appropriate, Ally’s ESG strategies, initiatives and activities, including climate-related issues. The Risk Committee assists the Board in overseeing Ally’s climate-related risks commensurate with its structure, risk profile, complexity, activities and size. The Audit Committee assists the Board in overseeing Ally’s accounting and financial reporting, including in connection with any climate-related issues.

Executive management across the enterprise

The Enterprise Risk Management Committee is responsible for supporting the Chief Risk Officer’s oversight of senior management’s responsibility to execute on our climate strategy in alignment with our enterprise risk framework, which recognizes Climate Risk as an emerging risk with transverse and dynamic risk characteristics.

The Disclosure Committee is established by the Ally Chief Financial Officer, with the purpose to ensure that public financial and other disclosures, including voluntary and/or required climate-related disclosures, made by Ally and affiliates are accurate and complete, fairly present Ally’s financial condition and results of operations in all material respects and are made on a timely basis as required by applicable laws and SEC or other self-regulatory organization requirements.

Managing climate-related activities across the enterprise

Several teams at Ally work cross-functionally to integrate climate-related insights and build sustainability practices into our cultural fabric.

Climate risk	• Taking action to identify, measure, mitigate and report on the physical and transition risks driven by climate change and manage the integration of these risks into our existing enterprise risk management framework in alignment with the recommendations of TCFD. • Led by the Sustainability Office in partnership with our business lines.
Climate scenario analysis	• Introducing climate change concepts into existing risk management exercises and leveraging climate scenario analysis to better understand our potential physical and transition risk exposure. • Led by the Sustainability Office in partnership with our business lines.
Greenhouse gas emissions calculations	• Developing a solid data foundation to track and report on progress through enhanced disclosures and providing transparent, accurate and comparable climate change information. • Led by the Sustainability Office in partnership with Corporate Workplace and our business lines.
Green Teams	• A network of Ally employees specifically dedicated to environmental service, offering both training and volunteerism to drive sustainability awareness. • Led by the Sustainability Office.
Supplier Diversity and Sustainability	• Including climate-related factors for suppliers and focusing on supply chain decarbonization. • Includes representatives from Supply Chain, Third Party Risk Management and the Sustainability Office.
Sustainable operations	• Finding new and more sustainable ways to operate to reduce impact on the environment and to consume resources responsibly. • Includes representatives from Corporate Workplace, Supply Chain and the Sustainability Office.
External reporting	• Coordinating reporting and disclosure activities for climate-related information. • Includes representatives from Accounting, External Reporting, Corporate Citizenship, Investor Relations, Corporate Workplace, Supply Chain and the Sustainability Office.

Strategy

As Ally seeks to evolve and mature its environmental strategy, we are evaluating climate-related opportunities that deliver value for Ally's stakeholders. These include exploring opportunities to develop products and services that create environmental and social benefits, a focus on more sustainable operations, employee engagement and training and evaluation of sustainable finance opportunities. We are working strategically to integrate climate-related insights into our decision-making where relevant and striving to help our suppliers do the same.

Sustainable operations

- Testing environmental processes and technologies across Ally-owned facilities to identify emission, waste and water reduction initiatives and determine which will have the greatest impact
- Over 53% of employees at an Ally location now have access to EV chargers. As part of a phased rollout, we have installed additional EV charging stations to provide access to vehicles parked at Ally-owned facilities, in line with guidance for LEED building standards, U.S. Green Building Council recommendations and commensurate with demand expectations

Ally operational footprint for 2020 - 2023

	2020	2021	2022	2023
Owned number of buildings (% of total square footage)	2 (13.8%)	3 (38.8%)	4 (51%)	4 (56.5%)
Leased number of buildings (% of total square footage)	36 (86.2%)	33 (61.2%)	28 (49%)	24 (43.5%)
% LEED-certified	29.4%	41.2%	42.6%	42.4%
% WELL-certified	.6%	1.9%	35.9%	36.1%

- Facilitated an energy consumption test at Ally's largest facility in Charlotte; efficiency and run time adjustments were made to the HVAC systems to reduce energy usage and associated emissions
- Centralized trash and composting to divert waste from landfills
 - During the centralized trash pilot, the use of more than 38,000 plastic trash bags was avoided over 10 months
 - To date, ACC has increased its diversion rate from the landfill to 45%. This does not include our relationship with Iron Mountain Paper Recycling which we estimate could increase our overall diversion rate by up to an additional 10%

- Enhanced strategic approach when identifying new office locations and/or renovation initiatives to include sustainability improvements, where possible. Our most recent renovation initiative in Lewisville, Texas, included the following sustainability enhancements:
 - Implementation of centralized trash and composting program
 - Planned installation of EV charging stations
 - Installed solar panels that will generate renewable energy to offset almost 90% of the building's electrical needs and provide weather protection to over 300 parking spaces
 - Upgraded existing gas-powered HVAC system to a 25% more efficient electric system, reducing overall emissions
 - Promoted biodiversity with the landscape redesign by planting native species that have a lower water intensity and will attract pollinators

Green Teams

- Grew strategic relationships within our communities, hosting innovative programming and volunteer events across of our conservation focus areas — land use, water use, community impact, air quality, biodiversity and recycling
- Launched a community apiary, consisting of three beehives in partnership with Envision Charlotte and Bee Downtown, cultivating community driven experiences focused on biodiversity. See page 48 for more information.
- Green Teams volunteered 3,500+ hours, up 52% from 2022, supporting 30 environmental organizations

Growing our Green Teams

- Launched in 2021
- Over 5,800 volunteer hours served by Green Teams to date
- Funded six environmentally focused community relationships and worked alongside 24 different community organizations

Supplier sustainability

- Joined the Sustainable Purchasing Leadership Council, a global community of purchasers, suppliers, advocates and experts dedicated to driving positive impact through sustainable procurement
- Membership enables access to resources, partnerships and capacity building tools as Ally takes steps to establish a supply chain sustainability program
- Initiated a relationship with a sustainability ratings provider to improve our ability to evaluate the sustainability performance of certain key third parties within our supply chain

Sustainable business strategy

- Collaborate across the enterprise to assess climate-related opportunities based on existing and emerging product lines broadly available to financial institutions
- Dealer Financial Services loan products available to assist dealerships with their electric vehicle infrastructure needs
- Vehicle service contract offering to provide coverage for EV drivers
- Host internal educational events to bolster awareness of environmental sustainability across the enterprise

Risk management

Ally's risk culture permeates across the enterprise in order to drive prudent risk-taking behaviors that are consistent with the Enterprise Risk Management Policy. Ally describes its Risk Culture through the following Risk Culture traits (responsiveness, challenge, respect and transparency), which align directly to its "LEAD" core values.

Risk is created by any event or activity that may have an impact on the company's strategy and business objectives, or which may cause a significant opportunity to be missed. To be effective, Ally proactively takes and manages certain risks and avoids others. Climate-related risk, however, refers to both the potential negative impacts of climate change on our organization as well as our potential impact on climate change. Additionally, climate-related risks are transverse (not stand-alone) and can manifest across any or all of Ally's risk stripes (i.e. Credit, Insurance, Reputational, etc.).

In 2022, Ally built a solid foundation for our enterprise climate-related risk management program. We leveraged our Enterprise Risk Management (ERM) framework to identify potential existing and emerging climate-related risks. Pursuant to our ERM framework, emerging risks include those that have yet to create a material impact or would only arise during stressful or unlikely circumstances. Potential existing and emerging risks are identified by conducting qualitative risk reviews to help us better understand potential risk transmission channels that could impact our business, results of operations, financial condition, prospects, reputation or employees or the business, operations, or financial condition of customers, counterparties and service providers on whom we rely.

Climate-related risk is generally categorized into two major categories:

1. Risk related to the physical impacts of climate change (physical risk)
2. Risk related to the transition to a lower-carbon economy (transition risk)

This initial risk identification effort was an important first step in evaluating potential climate risk exposure, both physical and transition, and developing an appropriate risk mitigation strategy.

As part of the qualitative climate-related risk reviews, we considered impacts from acute physical risk events, such as hurricanes and flood hazards, that have the potential to cause more frequent business disruptions and insured property exposure. For example, acute weather events can cause damage to Ally's facilities and insured properties, impact employee travel and work schedules and increase data center downtime and outages across third-party services. We also considered impacts from flawed assumptions or poor strategy execution in geographies with increasing exposure to chronic physical risk events, such as severe weather events or sea-level rise.

Climate-related risk drivers, both physical and transition, have the potential to exacerbate and/or accelerate existing risks.

The qualitative risk review also considered the following potential transition risk impacts:

- Regulatory and legal impacts due to non-compliance with existing and/or emerging climate-related laws and regulations and exposure to litigation from real or perceived customer harm driven by the transition to a low carbon economy
- Market impacts due to unusual levels of price volatility or market dysfunction exacerbated by changes in climate drivers (e.g., implementation of a carbon tax, supply chain disruption, change in consumer behavior) and the potential effects on economic activity, asset prices, deposit trends and other funding mechanisms and customer hardship
- Reputational impacts that could arise from changing stakeholder expectations (including shifts in consumer preferences) around climate-related commitments and perceptions of Ally's performance and execution of our climate-related strategies
- Potential for increased costs to operationalize emissions reductions (e.g., transition to new technologies that reduce energy use and/or emissions)

The climate and the environment are exceptionally complex and dynamic which creates challenges in evaluating and measuring potential impacts of climate-related physical and transition risks, particularly those that occur over long-time horizons. We are actively collaborating with our peers and leaning into strategic relationships to evaluate available options to assist our efforts and enhance our climate strategy. One such option is the use of climate risk scenario analysis which covers plausible, relevant and challenging variations of potential impacts of climate change. The outcomes of these scenarios provide qualitative and quantitative insights into how we could better manage climate-related risks that are relevant to our business model.

We have expanded our use of climate risk scenario analysis to begin evaluating the extent to which climate risk drivers could exacerbate or accelerate existing risks to better understand climate risk materiality to Ally. As we continue to evolve and expand our climate scenario analysis approach and capacity to evaluate additional perils, timeframes and locations, the results will inform our strategy to incorporate climate risks into our enterprise risk management framework in a manner consistent with safe and sound business practices.

Translating potential climate risks into the TCFD framework

Successful integration requires climate risk identification and management using Ally's material risk taxonomy in a way that can be efficiently translated into the TCFD framework's risk categories to meet external climate risk reporting expectations.

Risk type	Physical risk example	Transition risk example
Business / strategic	Decrease in profitability or increase in uncertainty in earnings due to insufficient planning and/or inadequate strategic execution related to acute and chronic climate events	Decrease in profitability or increase in uncertainty in earnings due to the failure to adapt business strategy in response to shifts in technology, policy and/or market conditions related to climate
Compliance	Not applicable	Failure to comply with new and evolving climate-related laws and regulations
Credit	Increase in probability of default and deterioration in asset quality due to physical damages from acute and chronic climate events	Decrease in capacity for obligors to repay debt due to changes in climate-related policy, regulation, technology and market changes, including a decline in asset prices or an increase in stranded assets
Insurance / underwriting	Decrease in profitability due to unpredicted loss of collateral value from acute and chronic climate events	Decrease in ability to profitably insure certain geographic locations and/or industry sectors due to climate-related policy, legal, technology or market changes
Liquidity	Increase in deposit balance volatility, draws on lines of credit or strains on liquidity due to damages associated with acute and chronic climate events	Decline in liquidity sources or value of liquidity investment portfolios due to climate-related policy, legal, technology or market changes
Market	Increase in potential financial system shocks, asset devaluation and/or interest rate volatility due to acute and chronic climate events	Increase in the volatility of market variables, such as interest rates or asset valuations, due to climate-related policy, legal, technology or market changes
Model	Not applicable	Increase in modeling complexity due to dynamic forward assumptions required to adequately estimate potential impacts of climate-related policy, legal, technology or market changes
Operational	Increase in business disruptions due to damage to operating facilities, increased data center downtime, outages across third-party services and employee safety concerns from acute and chronic climate events	Increase in operating costs and higher capital expenditures for climate-resilient facilities and operations and associated change management costs due to climate-related policy, legal, technology or market changes
Technology	Not applicable	Increase in operating costs driven by new disruptive technology and policy requirements related to energy sources
Reputation	Increase in potential for negative public perception regarding the adequacy of support provided to customers and employees impacted by acute and chronic climate events	Increase in the potential for negative public perception due to changing stakeholder expectations regarding adequacy of response to climate-related policy, legal, technology or market changes

Climate scenario analysis

The ability to accurately assess and mitigate climate-related risks remains challenging because of complex transmission channels linking transition and physical risks to the economy and financial sector, rapidly evolving tools and methodologies and data limitations. Based on TCFD guidance, Ally is leveraging climate scenario analysis to consider plausible, relevant and challenging variations of the potential physical and transition risk impacts related to climate change. This type of analysis will provide valuable insights into potential climate risk exposure and inform future mitigation strategies.

In early 2023, Ally completed an acute physical risk scenario analysis exercise that considered the potential impacts of increasing frequency and intensity of natural disasters due to climate change. The scenario assumed a high severity storm (a 1-in-500 year category 4 hurricane, with sustained rainfall, storm surge and high winds) impacts in the Jacksonville, Florida area. The analysis considered the potential for operational, credit and insurance losses that could impact the Ally employees, business operations (namely Auto Finance and Customer Care & Experience) and facilities in the area of the event, both with and without corporate insurance recoveries.

In early 2023, the Federal Reserve Board (FRB) introduced a pilot climate scenario analysis to six large global and systemically important banks to better understand large banking organizations' climate risk-management practices and challenges. The FRB designed the pilot to gather qualitative and quantitative information, related to both physical and transition risks, using a prescribed set of climate scenarios, loan portfolios, timeframe, economic variables and/or geographic location (where relevant).

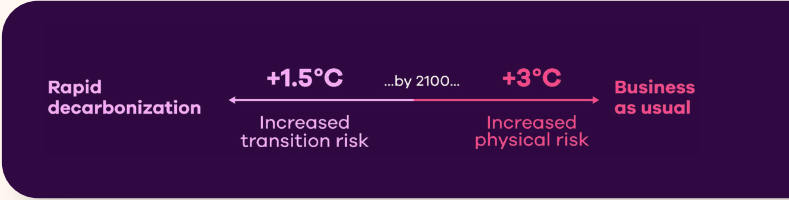
During 2023, Ally conducted a subset of the climate scenario analyses prescribed by the FRB climate pilot, with the intent to test our ability to conduct climate scenario analysis in a manner consistent with evolving regulatory expectations, and to identify potential data challenges or related limitations. Through collaboration between Ally's Sustainability Office and select Business Line partners, this effort also advances climate risk awareness, identification and overall materiality determination for Ally, as we seek to mature our understanding of the potential impact of climate-related risks on our operations and financial performance.

Ally leveraged both the physical and transition risk module, using the FRB provided forward-looking scenarios. Our physical risk exercise assessed consumer and corporate real estate borrower level credit impacts from a severe hurricane in the northeastern United States assuming climate conditions in the year 2050 under two different climate pathways (as a result of differing levels of atmospheric greenhouse gas concentration). Ally Insurance leveraged our existing relationship with Aon and our experience with their catastrophe modeling software (ELEMENTS) to run a simulation on the loan population in scope and partnered with the Sustainability Office to determine and apply an appropriate overlay to account for future climate change impacts. Our transition risk exercise examined the potential impacts of a transition to a lower carbon economy on our Corporate Finance loan portfolio using various economic variables provided by the FRB, as well as a qualitative sectoral analysis leveraging Moody's Investor Service data and work previously completed by the Bank of Canada and the Office of the Superintendent of Financial Institutions.

Scenario	Pathway*	Return Period	Mitigation
1	RCP 4.5	1-in-100	Insurance coverage
2	RCP 8.5	1-in-200	Insurance coverage
3	RCP 8.5	1-in-200	No insurance coverage

* Developed by the Intergovernmental Panel on Climate Change (IPCC), Representative Concentration Pathway (RCP) scenarios represent different potential futures with varying levels of atmospheric greenhouse gas concentrations and associated warming. The pathways referenced by the FRB include RCP 4.5 (Rapid Decarbonization) and RCP 8.5 (Business as Usual).

We are evaluating the results of these climate scenario analyses to determine areas of opportunity to improve data sets or capabilities, including the development of additional exercises with potentially greater relevance for Ally's specific business model. We expect climate scenario analysis to be valuable for our climate risk materiality assessment work and to inform our overall climate risk integration strategy.



Metrics and targets

Ally understands the critical need for transparent, accurate and comparable climate change information on our own business and the investments we choose to finance. We pledge to deliver on that accountability through enhanced disclosures, ongoing conversations with our stakeholders and the development of a solid data foundation that enables us to track and report on our progress.

Collecting and understanding data is essential to setting emissions and waste reduction targets. To prepare for future action, we have completed our data gathering efforts and are evaluating the baseline for consumption metrics, allowing us to deliver strategic solutions to reduce our energy and water usage and minimize waste.

Greenhouse gas emissions

To facilitate accurate tracking and reporting of emissions metrics, we developed a comprehensive Inventory Management Plan, which guides our procedures and calculations, consistent with the Greenhouse Gas Accounting Protocol.

For the first time, in 2023, Ally achieved third-party verification to a limited level of assurance for our 2022 greenhouse gas (GHG) emissions. This technical review of calculation and estimation processes, data collection controls, testing of data samples and review of data management process was an important step in our program maturity and emissions data integrity in preparation for future regulatory disclosure requirements.

Supplier sustainability

Advancements in our supplier sustainability program include initiating a relationship with a sustainability ratings provider that will allow us to capture additional sustainability information from suppliers and improve data quality.

Energy (MWh) ¹	2020	2021	2022
Natural Gas	9,222	4,387	2,087
Diesel	143	57	16
Motor gasoline	7,465	11,155	15,690
Purchased electricity	20,560	27,295	29,958
Total energy consumed	37,391	42,895	47,751

Greenhouse Gas Emissions (Metric Tons CO ₂ e) ²	2020	2021	2022
Scope 1 Emissions ³	4,139	4,442	5,494
Scope 2 Emissions (Location-based) ⁴	7,822	9,758	10,019
Total Scope 1 + Scope 2 Emissions (Location-Based)	11,961	14,200	15,513
Total Scope 3 Emissions	229,165	210,050	186,910
Category 1 (Purchased Goods and Services)	195,082	177,966	164,924
Category 2 (Capital Goods)	27,694	28,680	8,297
Category 6 (Business Travel)	1,824	2,438	6,312
Category 7 (Employee Commuting) ³	4,565	966	7,377
Total Scope 1, Scope 2 and 3 Emissions	241,126	224,250	202,423

¹ Based on facility space under operational control as defined by the Greenhouse Gas Protocol

² Emissions are calculated in alignment with the Greenhouse Gas Protocol. Details of our emissions calculations can be found in our CDP submission

³ Ally restated base year (2020) and 2021 emissions in accordance with the company's base year recalculation policy

⁴ Ally's Scope 2 Market-Based emissions are zero metric tons CO₂e since 2020 through the purchase of Green-e® certified renewable energy credits (RECs)

Discussion of 2022 greenhouse gas emissions results

Having now calculated our greenhouse gas emissions for the third year, Ally is approaching a business-as-usual operating environment that gives us valuable insight into normalized emissions patterns. Given a base year of 2020, when operations (and emissions) were substantially impacted by a COVID shutdown, it is not surprising to see operational emission increases in both 2021 and 2022 as the company began to return to normal levels of operations to support the business. This is particularly relevant for our Scope 1 emissions related to auto fleet activity, as our auto salesforce returned to regular in-person visits to our dealer customers.

Our Scope 2 emissions in 2021 were temporarily impacted by an overlap of building occupancy while consolidating Charlotte employees to one location in our Ally Charlotte Center. In 2022, Scope 2 emissions again increased, as employees returned to the office; though increases were substantially moderated by the realization of efficiencies from the ACC consolidation and corresponding reduction in leased office space and the intentional implementation of other operating initiatives to reduce energy usage.

Scope 3 emissions declined for the second year in 2022, as a result of reduced spend associated with the completion of the Ally Charlotte Center reflected in reductions in emissions associated with Category 1, Purchased Goods and Services and Category 2, Capital Goods.

With normalizing business operations and return to office, we experienced expected increases in both Category 6, Business Travel and Category 7, Employee Commuting (which was included in our emissions calculations for the first time in 2022).

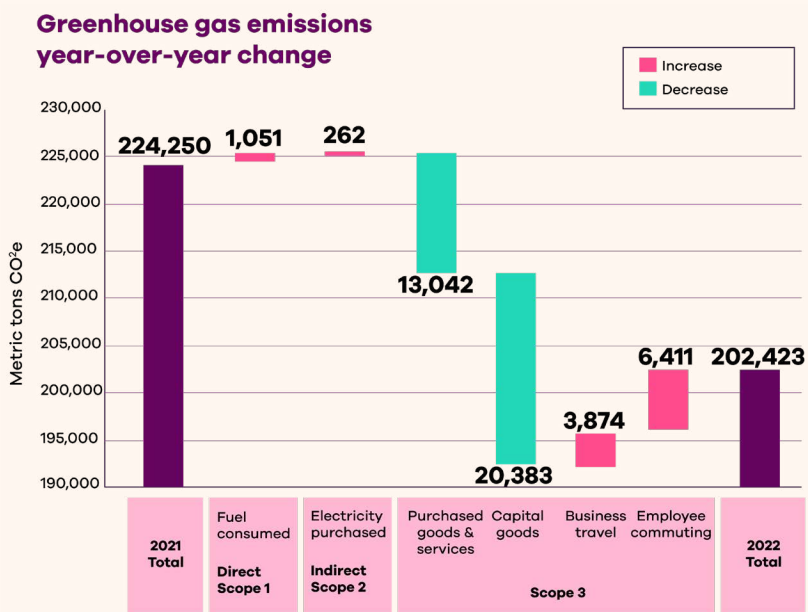
Ally continues to make improvements in our emissions data quality, including enhancements in data collection, implementation of additional data controls and improvements in efficiency and granularity. We continue to evaluate and prepare for additional Scope 3 category calculations in light of recent and anticipated regulatory disclosure requirements.

Arbor Day + Ally

In addition to verified carbon credits, Ally has partnered with Arbor Day Foundation since 2021 to sponsor tree planting and distribution projects in locations with Ally employee concentrations. We prioritize projects within urban neighborhoods that don't have sufficient access to green spaces, which can further exacerbate existing inequities between low-to-moderate income communities and more affluent ones.

Our work with the Arbor Day Foundation supports Ally's efforts to help correct that disparity through tree plantings and other community environmental programs. Since 2021, Ally has helped distribute and plant over 800 trees. The cumulative impact of these plantings, measured by the Foundation over 40 years and generated using the USDA Forest Service's i-Tree Planting tool, is expected to:

- **Capture 586 metric tons** of carbon dioxide
- **Avoid 995,790 gallons** of water runoff
- **Remove 1 ton** of air pollutants



Operational carbon neutrality

In 2022, we achieved operational carbon neutrality for Scope 1 and 2 emissions for the third consecutive year utilizing Green-e® certified Renewable Energy Certificate and high-quality, U.S.-based carbon offsets supporting Arbor Day Foundation's afforestation and reforestation work in the Mississippi Alluvial Valley (MAV).

This voluntary offsetting project can help restore the habitat of hundreds of threatened wildlife species and support the economic vitality of hundreds to thousands of private small to medium-sized landowners.

The project uses tree planting on lands that have been in continuous agricultural use and have not been in a forested state for at least 10 years. Native hardwoods and Cottonwood trees are interplanted and grown on private lands and protected by conservation easements and diversified economic incentives. Landowners commit to protecting the trees. Limited harvest is allowed after trees grow to the point where crowding of trees is expected to cause some trees to die, but in no case may harvesting occur if it would result in a basal area of live trees of less than 100 square feet per acre after the harvesting.

Throughout the 2022 planting season, the GreenTrees Program enrolled 135,000 acres. GreenTrees is a programmatic offset program and continues to enroll new landowners and plant lands. Independent, third-party verifiers scientifically measure the carbon removed from the atmosphere annually or biannually. Annual or biannual verification and issuance to the American Carbon Registry standard ensures the accuracy and vitality of the project.

We continue to refine our ability to forecast our greenhouse gas emissions based on more normalized operating conditions and known reduction strategies to ensure we remain carbon neutral on an ongoing basis.

Targets

As a digital bank with no brick-and-mortar branches, Ally inherently has a lower operational carbon footprint and reduced environmental impact than traditional branch-based financial institutions.

As Ally continues to better understand operational trends and expands climate risk expertise and capacity, we will refine our ability to accurately project operational emissions and the potential for emission reduction strategies that will enable Ally to set a science-based emissions target in line with the Paris Climate Agreement.

An essential ecosystem

The MAV is a vital habitat for migratory birds and numerous plant and animal species, and "once supported 24 million acres of floodplain forest, swamps, sloughs and riverine habitat," according to the U.S. Fish and Wildlife Service. Forty percent of North America's waterfowl and 60% of all bird species migrate along the Mississippi River, although their population has dwindled from habitat loss.

The MAV is now "the Southeast's most deforested region. More than 75% of its forest has been lost since European settlement, mostly to agriculture, and much of the remnant forest occurs in small, isolated tracts of limited conservation value."

Ally's environmental sustainability strategy is focused on stakeholder education and engagement and the importance of building a solid data foundation to support and quantify our impacts. We view the management of climate risk as no different than the management of any other risk to Ally. We are continuing to work diligently to identify, measure and manage the potential impact this emerging risk could have on Ally and how we can minimize the impact Ally has on the environment.

Our sustainability reporting capabilities continue to progress with the refinement of emissions calculations, data sourcing and timeliness, while building additional capabilities to further evaluate our financed emissions. We believe our continued progress in this area better positions Ally to be prepared for evolving disclosure requirements related to both climate risk management and emissions, but more importantly, for the transition to a lower-carbon economy and a sustainable future for all.

Emissions verification



VERIFICATION OPINION DECLARATION GREENHOUSE GAS EMISSIONS

To: The Stakeholders of Ally Financial Inc.

Apex Companies, LLC (Apex) was engaged to conduct an independent verification of the greenhouse gas (GHG) emissions reported by Ally Financial Inc. (Ally) for the period stated below. This verification opinion declaration applies to the related information included within the scope of work described below.

The determination of the GHG emissions is the sole responsibility of Ally. Ally is responsible for the preparation and fair presentation of the GHG emissions statement in accordance with the criteria. Apex's sole responsibility was to provide independent verification on the accuracy of the GHG emissions reported and on the underlying systems and processes used to collect, analyze and review the information. Apex is responsible for expressing an opinion on the GHG emissions statement based on the verification. Verification activities applied in a limited level of assurance verification are less extensive in nature, timing, and extent than in a reasonable level of assurance verification.

Boundaries of the reporting company GHG emissions covered by the verification:

- Operational Control
- Worldwide
- Exclusions: Fugitive refrigerant emissions

Types of GHGs: CO₂, N₂O, CH₄

GHG Emissions Statement:

- **Scope 1:** 5,494 metric tons of CO₂ equivalent
- **Scope 2 (Location-Based):** 10,019 metric tons of CO₂ equivalent
- **Scope 2 (Market-Based):** 0 metric tons of CO₂ equivalent
- **Scope 3 - Purchased Goods & Services:** 164,924 metric tons of CO₂ equivalent
- **Scope 3 - Capital Goods:** 8,297 metric tons of CO₂ equivalent
- **Scope 3 - Business Travel:** 6,312 metric tons of CO₂ equivalent
- **Scope 3 - Employee Commuting:** 7,377 metric tons of CO₂ equivalent

Data and information supporting the Scope 1, Scope 2, and Scope 3 GHG emissions statement were in some cases estimated rather than historical in nature.

Period covered by GHG emissions verification:

- January 1, 2022 to December 31, 2022

Criteria against which verification was conducted:

- World Resources Institute (WRI)/World Business Council for Sustainable Development (WBCSD) Greenhouse Gas (GHG) Protocol Corporate Accounting and Reporting Standard (Scope 1 and 2)
- WRI/WBCSD Greenhouse Gas Protocol Corporate Value Chain (Scope 3) Accounting and Reporting Standard (Scope 3)

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Reference Standard:

- ISO 14064-3 Second Edition 2019-04: Greenhouse gases -- Part 3: Specification with guidance for the verification and validation of greenhouse gas statements

Level of Assurance and Qualifications:

- Limited
- This verification used a materiality threshold of $\pm 5\%$ for aggregate errors in sampled data for each of the above indicators

GHG Verification Methodology:

Evidence-gathering procedures included, but were not limited to:

- Interviews with relevant personnel of Ally;
- Review of documentary evidence produced by Ally;
- Review of Ally data and information systems and methodology for collection, aggregation, analysis and review of information used to determine GHG emissions; and
- Audit of sample of data used by Ally to determine GHG emissions.

Verification Opinion:

Based on the process and procedures conducted, there is no evidence that the GHG emissions statement shown above:

- is not materially correct and is not a fair representation of the GHG emissions data and information; and
- has not been prepared in accordance with the WRI/WBCSD GHG Protocol Corporate Accounting and Reporting Standard (Scope 1 and 2), and WRI/WBCSD Greenhouse Gas Protocol Corporate Value Chain Accounting and Reporting Standard (Scope 3).

It is our opinion that Ally has established appropriate systems for the collection, aggregation and analysis of quantitative data for determination of these GHG emissions for the stated period and boundaries.



Statement of independence, impartiality and competence

Apex is an independent professional services company that specializes in Health, Safety, Social and Environmental management services including assurance with over 30 years history in providing these services.

No member of the verification team has a business relationship with Ally, its Directors or Managers beyond that required of this assignment. We conducted this verification independently and to our knowledge there has been no conflict of interest.

Apex has implemented a Code of Ethics across the business to maintain high ethical standards among staff in their day-to-day business activities.

The verification team has extensive experience in conducting assurance over environmental, social, ethical and health and safety information, systems and processes, has over 20 years combined experience in this field and an excellent understanding of Apex's standard methodology for the verification of greenhouse gas emissions data.

Attestation:

Sincerely,

Apex Companies, LLC



Cody Lorentson, Lead Verifier
Project Manager
Denver, Colorado

Reviewed by,



Mary E. Armstrong-Friberg, Technical
Reviewer
ESG Program Manager
Cleveland, Ohio

24 May 2023

This verification opinion declaration, including the opinion expressed herein, is provided to Ally and is solely for the benefit of Ally in accordance with the terms of our agreement. We consent to the release of this declaration by you to the public or other organizations in order to satisfy reporting and disclosure requirements but without accepting or assuming any responsibility or liability on our part to any other party who may have access to this declaration.



Forward-looking statements.

This Corporate Social Responsibility Report and any related communications contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements can be identified by the fact that they do not relate strictly to historical or current facts, such as statements about future effects of COVID-19 and our ability to navigate them, the outlook for financial and operating metrics and performance, and targets and expectations for future plans or programs.

Forward-looking statements often use words such as "believe," "expect," "anticipate," "intend," "pursue," "seek," "continue," "estimate," "project," "outlook," "forecast," "potential," "target," "objective," "trend," "plan," "goal," "initiative," "priorities," or other words of comparable meaning or future-tense or conditional verbs such as "may," "will," "should," "would," or "could." Forward-looking statements convey our expectations, intentions or forecasts about future events, circumstances or results.

All forward-looking statements, by their nature, are subject to assumptions, risks and uncertainties, which may change over time and many of which are beyond our control. You should not rely on any forward-looking statement as a prediction or guarantee about the future.

Defined terms.

Unless the context otherwise requires, the following definitions apply. The term "loans" means the following consumer and commercial products associated with our direct and indirect financing activities: loans, retail installment sales contracts, lines of credit and other financing products excluding operating leases. The term "operating leases" means consumer- and commercial-vehicle lease agreements where Ally is the lessor and the lessee is generally not obligated to acquire ownership of the vehicle at lease-end or compensate Ally for the vehicle's residual value.

The terms "lend," "finance," and "originate" mean our direct extension or origination of loans, our purchase or acquisition of loans or our purchase of operating leases as applicable. The term "consumer" means all consumer products associated with our loan and operating-lease activities and all commercial retail installment sales contracts. The term "commercial" means all commercial products associated with our loan activities, other than commercial retail installment sales contracts. The term "partnerships" means business arrangements rather than partnerships as defined by law.

GRI index.

The Global Reporting Initiative (GRI) Content Index is a tool to help stakeholders better access Ally's environmental, social and governance information. Ally Financial, Inc. has reported the information cited in this GRI content index for the period January 1 — December 31, 2023 with reference to the GRI Standards.

GRI Standard and Disclosures		Management Approach and Metrics
General Disclosures		
Organizational Profile		
2-1	Organizational details	Ally Financial, Inc 10-K (2023)
2-2	Entities included in the organization's sustainability reporting	10-K (2023)
2-3	Reporting period, frequency and contact point	Annual January 1, 2023 - December 31, 2023 givingback@ally.com
2-4	Restatements of information	There have been no restatements of information in this reporting period. In 2023, Ally recalculated our 2020 through 2022 greenhouse gas emissions in Scope 1 and Scope 3, Category 7. These recalculated emissions differ from those previously reported due to data collection improvements. • 2020 Scope 1 + Scope 2 (location-based) emissions were unchanged in 2021; decreased by 2% 2022 • 2020 Scope 3 categories 1, 2, 3, 6 and 7 emissions were unchanged in 2021; increased by 2% 2022 Complete GHG emissions data by Scope and by year is available in our 2023 CDP Response.
2-5	External assurance	We did not seek external assurance for the contents of this report. Apex Companies provided a third-party verification to a limited level of assurance using ISO 14064-3 for Ally's 2022 Scope 1, Scope 2 (location- and market-based) and four categories (categories 1, 2, 6 and 7) of Scope 3 greenhouse gas emissions. Emissions Verification letter — p.70
2-6	Activities, value chain and other business relationships	10-K (2023)
2-7	Employees	10-K (2023)
2-9	Governance structure and composition	2024 Proxy Statement
2-10	Nomination and selection of the highest governance body	2024 Proxy Statement
2-11	Chair of the highest governance body	2024 Proxy Statement
2-12	Role of the highest governance body in overseeing the management of impacts	2024 Proxy Statement
2-14	Role of the highest governance body in sustainability reporting	Ally's Board of Directors Governance and Nominating Committee reviews Ally's ESG strategies, initiatives and activities 2024 Proxy Statement Governance — p.50
2-15	Conflicts of interest	Ally Policies and Charters - Code of Conduct & Ethics

2-17	Collective knowledge of highest governance body	2024 Proxy Statement
2-18	Evaluation of the performance of the highest governance body	Ally Policies and Charters - Compensation, Nominating and Governance Committee Charter
2-19	Remuneration policies	2024 Proxy Statement
2-20	Process to determine remuneration	2024 Proxy Statement
2-21	Annual total compensation ratio	2024 Proxy Statement
2-22	Statement on sustainable development strategy	Welcome to the 2023 Ally CSR report — p.2
2-23	Policy commitments	About Fundamentally — p.6
2-24	Embedding Policy Commitments	Ally Policies and Charters - Code of Conduct & Ethics
2-26	Mechanisms for seeking advice and raising concerns	Ally Policies and Charters - Code of Conduct & Ethics
2-27	Compliance with Laws and Regulations	All Ally business operations, products and services are all reviewed for compliance with applicable laws and regulations
2-28	Membership Associations	2022 Corporate Social Responsibility Report: Growing environmental elements across the organization — p.41
2-29	Approach to stakeholder engagement	Climate risks and opportunities — Ally's alignment to TCFD — p.55
Economic Disclosures		
Material Topics		
3-1	Process to determine material topics	2021 Corporate Social Responsibility Report: 2021 ESG Stakeholder Assessment Results — p.48
3-2	List of material topics	About Fundamentally — p.6 2021 Social Responsibility Report: 2021 ESG Stakeholder Assessment Results — p.48
3-3	Management of material topics	10-K (2023) Ally Bank CRA Strategic Plan
Economic Performance		
201-1	Direct economic value generated and distributed	10-K (2023)
201-2	Financial implications and other risks and opportunities due to climate change	Evolving our environmental strategy — p.44 2023 CDP Response
Indirect Economic Impact		
203-1	Infrastructure investments and services supported	Ally Bank CRA Strategic Plan
203-2	Significant indirect economic impacts	Ally Bank CRA Strategic Plan
Anti-Corruption		
205-1	Operations assessed for risks related to corruption	Ally Policies and Charters - Code of Conduct & Ethics
205-2	Communication and training about anti-corruptions policies and procedures	Ally Policies and Charters - Code of Conduct & Ethics
Tax		
207-1	Approach to tax	10-K (2023)
207-2	Tax governance, control and risk management	10-K (2023)

Environmental Disclosures		
Energy		
302-1	Energy consumption within the organization	Evolving our environmental strategy — p.44 Climate risks and opportunities — Ally's alignment to TCFD — p.55 2023 CDP Response
Emissions		
305-1	Direct (Scope 1) GHG emissions	Evolving our environmental strategy — p.44 Climate risks and opportunities — Ally's alignment to TCFD — p.55 2023 CDP Response
305-2	Energy indirect (Scope 2) GHG emissions	Evolving our environmental strategy — p.44 Climate risks and opportunities — Ally's alignment to TCFD — p.55 2023 CDP Response
305-3	Energy indirect (Scope 3) GHG emissions	Evolving our environmental strategy — p.44 Climate risks and opportunities — Ally's alignment to TCFD — p.55 2023 CDP Response
305-4	GHG emissions intensity	2023 CDP Response
305-5	Reduction of GHG emissions	2023 CDP Response
Social Disclosures		
Occupational Health and Safety		
403-3	Occupational health services	Listen, learn, act: Making moments matter — p. 17
Training and Education		
404-2	Programs for upgrading employee skills and transition assistance programs	Listen, learn, act: Making moments matter — p. 17
Diversity and Equal Opportunity		
405-1	Diversity of governance bodies and employees	2024 Proxy Statement
Local Communities		
413-1	Operations with local community engagement, impact assessments and development programs	Ally Bank CRA Strategic Plan Snapshot: The Jimmy & Rosalynn Carter Work Project at Plato Price — p.15 Building social capital and improving access for HBCU students — p.23 Snapshot: Bringing la cultura — p.32 Snapshot: Digital skills for a digital world — p.27 Snapshot: Committed to community — p.36 Snapshot: A new game plan for women's sports — p.38 A better road to ownership for minority auto dealers — p.41 Evolving our environmental strategy — p.44
Supplier Social Assessment		
414-1	New suppliers that were screened using social criteria	Deepening connections with supplier diversity — p.29



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