



# fundamentally ally

ALLY 2021 CORPORATE SOCIAL RESPONSIBILITY REPORT

ally do it right.



## About this report.

Welcome to the 2021 Ally Financial Inc. (together with its consolidated subsidiaries unless the context otherwise requires, Ally, the Company, or we, us or our) Corporate Social Responsibility (CSR) report. In this document, we will share the programs, events and investments that made up our environmental, social and governance (ESG) initiatives in 2021.

As an organization, we strive to Do It Right for our customers, employees and communities. In 2017, we began more formally reporting the goals and results of our CSR endeavors to hold ourselves accountable and provide transparency for our stakeholders. Since then, the annual Ally CSR report has documented the work done to support both the financial and general well-being of our customers, employees and communities.

The CSR reporting process and Ally's CSR efforts have been guided by international ESG standards, including those of the Global Reporting Initiative (GRI), the Sustainable Accounting Standards Board (SASB) and the Task Force on Climate-Related Financial Disclosures (TCFD). The ESG initiatives included in this report reflect these ESG guidelines, which are woven into Ally's vision, social impact framework and organizational culture. While we're exceedingly proud of the work documented here, our overarching emphasis is Ally's commitment to social and environmental impact, which lives beyond the pages of this CSR report.

In 2021, our communities continued to cope with the impact of the pandemic and endemic inequality. We pushed ourselves to meet those challenges, inspired by the ingenuity and perseverance of our own teams and the communities where we work and live. These efforts, along with sound business practices, make us who we are and fuel us to Do It Right for our customers, employees and communities.

For additional information regarding this report and its contents, please visit our website at [ally.com](https://ally.com) or contact [givingback@ally.com](mailto:givingback@ally.com).

# Table of contents.

<b>A MESSAGE FROM OUR CEO</b>	<b>4</b>
<b>2021 CSR HIGHLIGHTS</b>	<b>6</b>
<b>ALLY 2021: FUNDAMENTALLY</b>	<b>7</b>
<b>THE END OF OVERDRAFT FEES</b>	<b>10</b>
<b>Snapshot: CRA</b>	<b>13</b>
<b>ACTING TODAY, PLANNING FOR TOMORROW</b>	<b>16</b>
<b>Snapshot: COVID-19 in 2021</b>	<b>21</b>
<b>WELCOME TO FINTROPOLIS</b>	<b>22</b>
<b>Snapshot: Bridging the digital divide</b>	<b>25</b>
<b>RELENTLESS ALLIES FOR OUR EMPLOYEES</b>	<b>26</b>
<b>Snapshot: #TotallyCovered</b>	<b>30</b>
<b>A NEW MODEL FOR SUPPLIER DIVERSITY</b>	<b>31</b>
<b>Snapshot: National Women's Soccer League</b>	<b>34</b>
<b>A DEALER DOING IT RIGHT</b>	<b>35</b>
<b>Snapshot: Ally Sees Her</b>	<b>38</b>
<b>PUTTING THE E IN ESG</b>	<b>39</b>
<b>GOVERNANCE</b>	<b>44</b>
<b>LISTENING TO LEARN: MOVING FROM CSR TO ESG</b>	<b>46</b>
<b>APPENDIX</b>	<b>49</b>
<b>Forward looking statements and defined terms</b>	<b>50</b>
<b>GRI content index</b>	<b>51</b>



## A message from our CEO.

With continued economic and social impacts being felt from the COVID-19 pandemic, uniquely challenging markets and prolonged supply chain disruptions that have impacted the way our employees and our customers live and work, I am exceedingly proud of our progress as a company in 2021, underpinned by the strength and commitment of our 10,500 employees to our purpose and motto to **Do It Right**.

Collectively, Ally teammates across the U.S. and Canada have helped each other, our customers and our communities thrive — driving a sustainable, positive impact for all of our stakeholders. Through our deliberate execution, innovative approach and commitment to our long-term strategy, we proved our resiliency and delivered strong business growth, while simultaneously doing the right thing for our employees, customers and communities.

I'm tremendously proud to present the 2021 Ally CSR report. It highlights our purpose-driven achievements of this past year, which demonstrates when you get culture right, everything else follows.

That commitment to culture starts with our employees — by prioritizing our team and their total well-being, we enable our customers to be equally cared for and prioritized. We increased our minimum wage 18% to \$20 per hour, providing more financial stability to our hourly workers. We also expanded on our commitment to Ally employees through our third annual #OwnIt grant of 100 restricted stock units per employee. This exceptional program bolsters our culture by providing the opportunity of shared success and equity, while deepening a founder's mentality.

Also recognizing our employees, like the broader population, have dealt with difficult and emotionally taxing concerns for the past two years, we continued our efforts to create safe spaces, promote belonging and encourage individuals to bring their whole selves to work. In 2021, we gained even more momentum to destigmatize mental health concerns, creating two months of events in May and October to spotlight the issues, introduce new tools, offerings and benefits, and further support our diverse, inclusive and equitable workplace by addressing the needs of vulnerable or neurodiverse populations.

Further expanding upon our commitment to diversity, equity and inclusion (DE&I), in 2021 we increased representation of women and people of color in our manager and above roles and redesigned programs to create more opportunities for early talent. More than half of the Ally intern class was racially or ethnically diverse. Several of those interns were participants in our third annual Moguls in the Making event, which Ally co-hosted with the Thurgood Marshall College Fund and the Sean Anderson Foundation. This three-day entrepreneurship competition for students of Historically Black Colleges and Universities continues to bring about exciting, impactful solutions to underserved communities.



*Once again, this past year pushed us to navigate unfamiliar terrain. Regardless of circumstances, we demonstrated that when we come together to Do It Right for our customers, employees, and communities, we can contribute remarkable impact."*

Our culture extends to our customer obsession and our relentless pursuit of impactful solutions for them as an ally for their financial well-being. Case in point in 2021 was our industry-leading decision to eliminate overdraft fees, demonstrating our ability to go against the status quo and improve the experience of our customers. It has been powerful to watch other financial institutions follow our lead.

Likewise, we recognize that our commitment to Do It Right for our employees, customers and communities is also a commitment to the natural resources that sustain all of us. As a digital bank with no brick-and-mortar branches, we inherently have a reduced carbon footprint of our operations. In 2021, Ally took several significant, additional steps in our environmental sustainability efforts, submitting our inaugural CDP (formerly the Carbon Disclosure Project) climate change questionnaire and utilizing high-quality carbon offsets and Green-e® certified Renewable Energy Certificates to achieve carbon neutrality for our 2020 Scope 1 and Scope 2 emissions for the first time. To fuel continued momentum, we appointed an Environmental Sustainability Risk Executive and established the Sustainability Office to help in developing and executing Ally's efforts across the enterprise to build a more sustainable, inclusive future for all of our stakeholders.

A fundamental part of our DNA is a connection to the communities where we live and work — in 2021, this was exemplified by our employees volunteering more than 26,000 hours to nonprofits across the U.S. and Canada. Fueled by a \$30 million grant from Ally Bank at the close of 2020, the Ally Charitable Foundation furthered this community impact and refocused its efforts on three key areas of giving: affordable housing, financial education and workforce development. To accelerate the Foundation's growth and empower it to drive positive and lasting impacts in our communities, we made an additional \$50 million contribution to its endowment in 2021.

Finally, in 2021 we were overjoyed to welcome our Charlotte team to the Ally Charlotte Center. This state-of-the-art, LEED-certified building was built specifically with the wellness of our team in mind. We're grateful to offer our employees a working environment that not only allows for productivity but also the well-being of our team members.

Thank you for your interest in Ally and our Corporate Social Responsibility programs. I remain humbled by our team's diligent focus on doing it right. I know my pride will only deepen as we continue to build on last year's accomplishments and find remarkable, sustainable ways to honor our commitments to be a relentless ally in all we do.



Jeffrey J. Brown  
Chief Executive Officer



# 2021 Ally corporate social responsibility.

1st Annual Supplier Diversity Month

1st annual Supplier Diversity Symposium  
**50+ suppliers**



**\$70 million**

in CRA investments in fund managers of color



**400%**

increase in minority-owned media spend

1st annual submission to CDP (formerly Carbon Disclosure Project)



**10th annual** Giving Back Month



More than **\$1.3 billion** in CRA investments and loans (across 2020 and 2021)

**0 net 2020 Scope 1 and Scope 2 carbon emissions**

**\$2 million** committed to bridge the technology gap in Charlotte

**3rd annual Moguls in the Making** in collaboration with Thurgood Marshall College Fund and the Sean Anderson Foundation

**50 students** from Historically Black Colleges and Universities



**2.8 million** Fintropolis downloads



**3 quarterly** Supplier Diversity Spotlight events



**~28,000 volunteer hours**, almost 2x our goal of 15,000

**\$50 million**

gift to the Ally Charitable Foundation endowment

**18%**

minimum wage increase

**More than half** of the Ally intern class was racially or ethnically diverse



**\$15.4 million**

in charitable giving



**\$1.3 million** raised at the Ally Challenge, benefitting the United Way of Genesee County and many other vital nonprofits

# Company profile.



# Ally 2021: Fundamentally.

At Ally, our culture isn't a list of aspirations or a tagline. It is who we are. Culture drives actions we take as an organization. We don't just say we are fully committed to being a relentless ally for our customers' financial well-being. We live it and obsess over ways to deliver on it. After all, we're all better off with an ally.

We recognize our long-term success is underpinned by the strength of our purpose-driven culture. Our people-first approach enables a winning customer-centric philosophy founded on resiliency, adaptability and a growth-mindset-oriented drive to Do It Right.

We strive to uphold this mantra through all of our decisions and actions. We commit to work with integrity and accountability and to uphold our core values in the workplace, the marketplace and the community.

Our culture is driven by our LEAD core values, which emphasize that every employee:



## 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.



## 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.



## 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.



## 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.

## BUSINESS GROWTH\*



Total assets of  
**\$182 billion**



Total deposits of  
**\$141.6 billion**



**\$46.3 billion**  
consumer auto  
originations in FY21



**\$10.4 billion**  
in direct-to-consumer  
(DTC) mortgage  
originations in FY21



Ally Invest  
self-directed and  
robo-accounts  
surpassed  
**506,000**



**10.5 million**  
customers

\*Totals as of  
December 31, 2021



Our culture sets us apart from the competition, and it remained essential during 2021, which was a transformative year. The pandemic, increasing impacts from climate change and continued calls for racial equality, which inspired sweeping changes globally, all had a strong impact on our organization. These ongoing events caused us to pause and take a closer look at how we were being an ally for our communities. Then we transformed our reflection into action.

This evolution was evident in the achievements we are sharing in this report, including:

- The end of overdraft fees
- The growth of the Ally Charitable Foundation
- The creation of Fintropolis, a world within Minecraft
- The expansion of employee programs
- The extension of Supplier Diversity efforts
- The community impact of Ally Auto
- The establishment of the Sustainability Office

We are in awe of what our teams and communities were able to accomplish and appreciate this opportunity to share the work with our stakeholders. We hope they're as inspirational to you as they are to us.

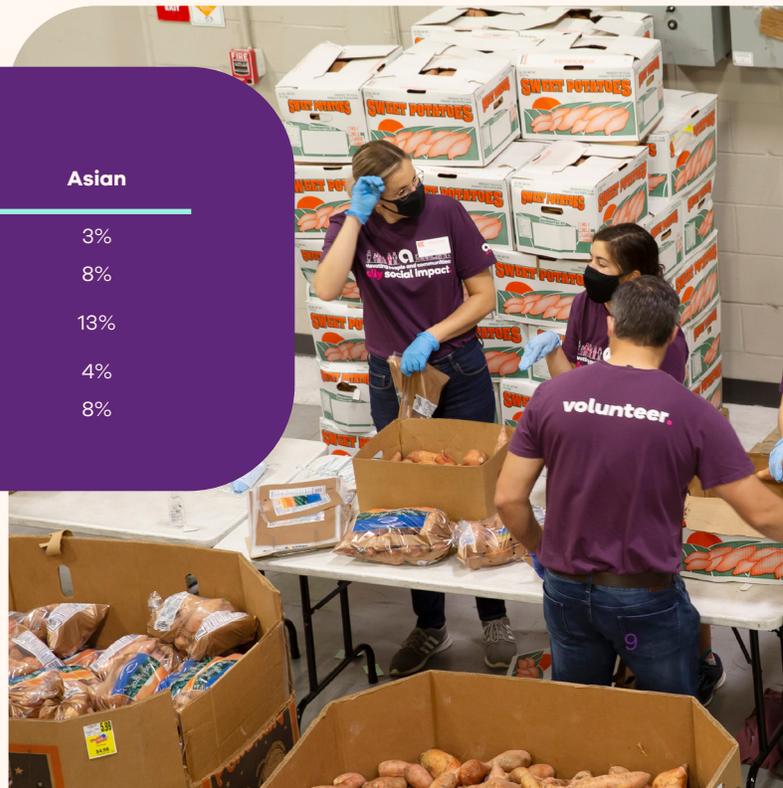


### Ally corporate grants and sponsorships to 501(c)(3) organizations

**\$15.4M** in financial support to community, social and educational causes, including \$5.3 million in Ally Charitable Foundation grants

The following table presents our employee representation of women, and Black or African American, Latino or Hispanic or Asian individuals as a percentage of all employees.

	Women	Black or African American	Latino or Hispanic	Asian
Associate	73%	50%	10%	3%
Analyst	47%	18%	8%	8%
Managers / Directors	34%	7%	4%	13%
Executive	25%	4%	3%	4%
All employees	48%	21%	7%	8%



**authentically**

**unconventionally**

**emphatically**

**influentially**

**officially**

**unconditionally**



# The end of overdraft fees.

In June 2021, Ally Bank announced the elimination of all overdraft fees. Every customer was eligible, and there were no requirements or restrictions. Overdraft fees have long been a pain point for consumers, and it was time to end them.

Overdraft fees have been around for hundreds of years but in recent years, have become more burdensome for many people. In 2020, overdraft fees cost consumers more than \$12 billion, and most are paid by consumers living paycheck to paycheck or with consistently low balances — precisely the people who can least afford them.

The onset of the pandemic became a catalyst for change. Customers were facing extraordinary pressure and anxiety, and that sparked us to push even harder to live up to our name and find ways to help them. We realized we could reduce some of that stress by ensuring customers had access and flexibility with their money at the time when they needed it most. That's why, as part of our COVID-19 relief package, we proactively waived all overdraft fees, while still allowing customers the ability to overdraft. It was a critical moment for us to Do It Right.

## The road to no overdraft fees

"When we waived the fee during the early months of the pandemic, we recognized the positive impact this had on our customers," Head of Invest & Deposits Anand Talwar recalls. "I've been bothered for a long time by what I've seen in banking with regard to overdrafts. The right thing to do was to permanently eliminate them."

Not only did the fee waivers safeguard customers against additional financial trouble, but we also saw no change to customer behavior or usage. "The fee didn't deter customers from overdrawing their accounts, and it didn't help our business. Getting rid of overdraft fees was an opportunity for Ally to lead — not only for our customers but for the banking industry," says Talwar.



***Most of the revenue generated from overdraft fees annually comes from families who are living paycheck to paycheck. That's not right."***

— Diane Morais, President of Consumer and Commercial Banking

## A DISPROPORTIONATE IMPACT.

# 95%

In 2020, of consumers who paid overdraft fees were financially vulnerable, and disproportionately Black and Hispanic/Latino— the same people being hit hardest by the COVID-19 pandemic. **Almost half** of those households averaged **9.6** overdrafts, resulting in **hundreds of dollars in overdraft fees** per family.

"We didn't just wake up one day and decide to eliminate overdraft fees," Ally Sr. Director - Product Management & Strategy Sonia Fraher recalls. "This was the result of not just listening to customers, but putting them at the center of everything we do. There were many small and large decisions that paved the way."

The work isn't finished, either. Fee elimination was first, but caring for the end-to-end overdraft experience is critical. Our research shows that consumers are looking to their banks to provide additional support and options to help them utilize their account responsibly. Looking ahead, we see an incredible opportunity to transform dated practices into services that better meet the needs of our customers.



***"The decision came down to the financial health and personal well-being of our customers. These fees were affecting their ability to purchase necessities, pay rent and buy groceries."***

— Emily Shallal, Executive Director  
Product and Strategy



***"Thank you for the decision to get rid of overdraft fees! I am SO happy to see this! Overdraft fees just kick people when they're down and often hurt the most vulnerable. I am so proud to be with a bank that made this choice."***

— Brianne H.

***"Your recent dissolution of overdraft fees is genuinely inspirational. Thank you for being an ally!"***

— Nailea C.

***"Thank you for eliminating overdraft fees. I think this is a great decision and will help many people."***

— Pollyanna H.

## **A ripple effect**

We anticipated our decision would make headlines and knew customers would be happy. What we weren't quite prepared for were the number of messages we received from those who don't often overdraft themselves.

As reaffirming as this recognition is, we know our action is only part of the equation. Eliminating overdraft fees is a step in helping the most vulnerable in our society stabilize their finances. Yet a lack of trust in and access to financial institutions remain significant barriers to building generational wealth, particularly among minority populations. At Ally, we continue to work tirelessly to find new ways to help people of all backgrounds protect and grow their hard-earned money to lead safe and fulfilling lives.

SNAPSHOT:

# CRA.

Ally's culture is woven throughout the work done by our Community Reinvestment Act (CRA) team. In 2020 and 2021, the program deployed more than \$1.3 billion in loans and investments to benefit low- and moderate-income individuals and communities.

In 2021, the program marked important milestones:

- Celebrating the first graduating class of Ally's financial education partnership with The Other Side Academy (including \$35,000 in a matching grant for program graduates)
- Assisting Liberty Bank, one of the largest Black-owned banks in the U.S., by selling its participations in \$10 million of high-yielding loans

All of these achievements are reflective of the exceptional work performed by the community organizations we invest in and partner with every day.

## Financing a more diverse future

In 2021, Ally executed its mission to expand access to capital for Black and Hispanic/Latino fund managers by investing \$70 million in funds with diverse managers and owners. These investments will serve as a foundation to help develop the next generation of successful Black and Hispanic/Latino entrepreneurs, investors, affordable housing developers and community leaders. Ally teammates also provide significant and ongoing technical assistance and volunteer services to these funds.

To support increased diversity in venture capital, an industry where people of color are significantly underrepresented, we partnered with the University Growth Fund (UGF) to launch an incubator facility in Atlanta. With its new campus, UGF can offer real-life, VC experience to the next generation of diverse venture capitalists.

## FEARLESS fund

In 2020, women-led startups received only 2.3% of VC funds. For women of color, that number was even lower. Fearless Fund, a women of color-led organization is on a mission to build a more equitable VC landscape by investing in woefully underfunded businesses seeking pre-seed, seed level or series A financing.

In addition to a \$5 million investment, the Ally CRA team worked with Fearless Fund as mentors and served as a sponsor for its 2021 Fearless Week. Two of Ally's female leaders, President of Consumer and Commercial Banking Diane Morais and Senior Director of Wealth Advisors Operations Jacqueline Howard, participated as event panelists.



***“Ally understands the urgency and long-term value of actively providing these women with the resources needed to reach sustainable success. Our partnership has allowed us to accelerate our mission and has been integral in keeping the lights on for these women-led startups during a difficult year.”***

— Arian Simone, General Partner and Co-Founder of Fearless Fund



***We couldn't do any of this without leadership that embraces it. We can dare to dream up big projects because we know they'll get a fair look."***

— Jan Bergeson,  
Ally Executive Director  
and CRA Officer

***"It's refreshing to have an institutional investor like Ally who is already so aligned with our social mission and not only talking the talk, but also walking the walk. They're already doing this work and sharing that experience with us to help grow our programs."***

— Sherri Francois, Chief Impact Officer at SoLa Impact

***"When we started, very few diverse asset management firms with significant scale existed. Ally believed in what we were doing and in our community being served by our own people, not just others."***

— Monika Mantilla, President and CEO, Altura Capital; Managing Partner, Altura Impact Lower Middle Market & Altura Economic Opportunity Zone Strategies



As a results-driven impact fund, Altura Capital has pioneered a winning platform to drive social impact and investment returns. Its ecosystem of entrepreneurs, executive operating partners, investors, advisors and corporations work together to provide the capital and expertise needed to grow companies in low and moderate income and diverse communities.

Ally's \$30 million investment has allowed Altura to further its mission to support small business owners in its communities. Our relationship has also led to new partnerships, including new hire opportunities with UGF graduates.

Thirteen percent of the U.S. population is Black, yet they represent almost half of the homeless community. SoLa Impact is working to address this inequality. As a for-profit company, SoLa brings together a family of social impact real estate funds with a focus on increasing high-quality affordable housing in low-income communities. The organization also provides access to education through technology and secures venture capital for underfunded startups, especially those that are women- and Black-owned.



In addition to a \$25 million investment in SoLa Impact, the Ally team is also working closely with SoLa Impact on a "Pathways to Home Ownership" program that provides rental incentives as well as financial education resources, credit counseling and low cost loans to help lower and moderate income tenants become first-time homeowners.



***"Working with the homeless population in south Los Angeles is not without its risks. Finding corporate partners who were willing to embrace these vulnerable communities, along with the drug addiction and crime that comes with them, was challenging. But from early on, Ally told us, 'We'll be your pioneers.' The faith it took to be one of our first investors is a testament to the kind of organization they are."***

— Martin Muoto, Founder and Managing Partner at SoLa Impact

## Weingart Tower

Homelessness is just one factor that keeps people in poverty. In downtown Los Angeles's Skid Row, the name says it all; it's where hundreds of people are not only homeless, but face enormous challenges stemming from addiction, mental illnesses, physical illness and criminal records. To help address the community's full range of issues, Ally joined a team of investors, Weingart Center Association (WCA), and the City of Los Angeles with a \$20 million investment to help develop the Weingart Tower, a new 19-story, urban high-rise with 278 Permanent Supportive Housing (PSH) units to serve the homeless.

For more than 35 years, WCA, a Los Angeles-based 501(c)(3) nonprofit agency, has been providing homeless individuals with the basic tools necessary to stabilize their lives, secure income and find permanent housing. The site of the planned Weingart Tower is just steps away from WCA's headquarters, enabling the two properties to function as an integrated campus with easy access to WCA's 623-bed transitional housing facility, cafeteria serving over 250,000 meals annually and range of services tailored to the needs of a diverse, economically disadvantaged population.

Designed for Impact: Beyond the tower's modern style, quality design and varied multi-use cultural and function spaces, the project will enhance the surrounding area with over 20 new crosswalks, a bike lane connecting to the downtown, new streetlights, bus stop lighting, pedestrian lighting, bicycle repair stations, and pedestrian and urban greening throughout the project area. Solar panels on its roof will help offset the project's electric costs and are expected to reduce its annual energy consumption by 58,000 Kw.

Services that will be offered to residents are designed to transform lives, including case management with individual service plans, benefits counseling and advocacy, mental and physical health care, and services for substance use, education, employment, life skills training, legal assistance and more.



**strategically**

**perpetually**

**essentially**

**unequivocally**

**crucially**

# Acting today, planning for tomorrow.

In its first year, the Ally Charitable Foundation's efforts were unexpectedly defined by the pandemic. In year two, we were able to shift our focus back to our charitable giving focus areas:



**AFFORDABLE HOUSING**



**FINANCIAL EDUCATION**



**WORKFORCE DEVELOPMENT**

These focus areas served as our bedrock, and a \$30 million grant made by Ally Bank at the close of 2020 propelled the Ally Charitable Foundation into the new year. The Foundation's outlook became even brighter when Ally Bank gave an additional \$50 million in 2021. "The extraordinary generosity we've seen from Ally leadership means we're able to both take care of our communities today and have a long-term vision," explains Ally Executive Director and President of the Ally Charitable Foundation Mike Rizer. "Having the flexibility to react to so many pressing needs right now is a rare luxury for a foundation as young as this one."



***I don't quite have the words for what it meant to have Ally increase our endowment again, just over a year after our launch. It really speaks volumes that our company's leadership has the confidence that we will be strong stewards."***

— Mike Rizer, Executive Director and President of the Ally Charitable Foundation

## Building a foundation of trust

The process of grant giving often requires recipients to navigate numerous, time-consuming steps before they're able to put donations to work. As we formulated objectives for the Foundation for 2021 and beyond, we discovered an approach to giving that would do away with many of these challenges: Trust-based Philanthropy.

This concept is based on an initiative that seeks to "address the inherent power imbalances between foundations and nonprofits." It puts the responsibility on funders to do their research, simplify paperwork, prioritize transparency, be responsive, offer more than monetary funding, provide meaningful feedback and give multi-year unrestricted funding specifically to Black and Hispanic/Latino-led organizations.

In 2021, the Ally Charitable Foundation launched a Trust-based Philanthropy pilot to strengthen our Financial and Social Inclusion initiative.

*Continued on page 19*

# Taking care of communities today.

The Ally Charitable Foundation's Trust-based Philanthropy pilot awarded grants of more than \$400,000 to 13 grassroots nonprofits led by Black and Hispanic/Latino leaders in the Detroit and Charlotte metropolitan areas.

The Foundation focused its efforts on supporting smaller organizations that might be overlooked by other funders. We considered a multidimensional approach by listening to their current needs and future goals. Our grant funding addressed the most pressing issues of the organization and amplified their ability to allocate resources where they were most needed.

## A helping hand for financial wellness through healthcare

Martez Prince has worked in pharmacies since he was 16 years old. By the time he opened his own shop, Premier Pharmacy and Wellness Center, in his hometown of Charlotte, he understood the immense need for additional educational resources for his customers. In response, Prince founded Premier Foundation of North Carolina (PFNC), the philanthropic arm of his pharmacy.

Many challenges Prince and his team encounter go beyond medication. For instance, a patient may not understand why they are taking a specific prescription, leaving the root cause of their health issue unaddressed. PFNC looks to provide a more holistic approach to wellness — not just physical, but also mental and financial — for the entire community.

Through its work, PFNC discovered many patients were taking antidepressants to manage high stress levels caused by financial struggles. To treat the cause (as well as the symptom), PFNC began providing community financial education courses.

With the \$25,000 grant from Ally, Prince was able to expand operations and hire full-time employees to support the foundation side of the business. This gave the PFNC board, which had been focusing most of its efforts on daily tasks, much-needed time to think bigger and strategize on how to expand its impact.

***“Ally’s willingness to let us decide how to use their grant gives PFNC the ability to pursue growth opportunities that matter the most.”***

— Martez Prince, Founder of the Premier Foundation of North Carolina



***“Our partnership with Ally was a two-way conversation. Their trust allowed us to act where the need was greatest.”***

— Eric Miller, Founder of The Lawn Academy

## Cultivating community and workforce development

Eric Miller is very familiar with the urban landscape of the United States. Originally from Memphis, Tennessee, Miller lived in eight cities before settling in Detroit. He noticed each city has its own unique culture, but all have one thing in common: not enough leadership and service opportunities for young people of color. This observation, along with fond memories of providing lawn care for his grandmother, inspired Miller to launch The Lawn Academy.

Today, The Lawn Academy provides leadership training to kids ages 11 to 19. The work starts with its namesake, providing lawn care for the elderly, disabled and veterans. The benefits of this landscaping service go both ways: Kids lead a team and provide a service for their community — valuable experience they can apply to future positions they hold. In return, the communities have rallied around them when they arrive to do their job. Miller describes the neighborhood lawn care days as block parties where residents can engage with one another.

To enroll in The Lawn Academy, applicants are required to answer a single question: “Can you take instruction?” Miller is adamant that no one’s background matters — only their actions going forward. The Lawn Academy also keeps its students focused on positive education outcomes by providing tutoring and access to technology. The Lawn Academy is also working with Detroit Public Schools to supplement the district’s math courses and introduce landscape design programming.

With a \$35,000 grant from Ally, The Lawn Academy has been able to open a new building and pay for many of its associated expenses (such as insurance, security, etc.), in addition to funding the expansion of the nonprofit’s education offerings. Miller says one of the most extraordinary things about working with Ally has been the employees who have reached out about volunteering with The Lawn Academy. “It really speaks to the character of the organization.”

## An eye on the future

Continued from page 17

As we support our communities today, the Ally Charitable Foundation is planning for tomorrow. This dual focus is possible because of the generous financial support from Ally Bank. While the Foundation's endowment has yet to be fully funded, we're far closer than we anticipated after only two years.

"As an organization, it's important we're all moving in the same direction to accelerate our most important programs to support each of our constituents. The rapid growth of the endowment is reflective of how seriously we take our values and our communities at Ally," Jennifer LaClair, Ally chief financial officer, explains.

The endowment investment also demonstrates how much Ally has grown culturally and how deliberate we are about what is important to us. In 2021, we pushed our priorities even further, and we can't wait to deliver more value for our communities in the years to come.



**People so often think of community and business as being in different silos, but they're so intimately connected. The Foundation hopes to strengthen that bond, using the successes of the Ally business to propel our communities forward."**

— Jennifer LaClair,  
Chief Financial Officer

**"It was important to us that the Plato Price project not only provides new housing, but also honors the site's heritage and thriving Black neighborhood in the process."**

— Alison Summerville, Business Administration Executive and Head of Corporate Citizenship

### Habitat for Humanity Charlotte: Plato Price Neighborhood

Only 15% of homes in the Charlotte metro area meet the definition of affordable housing for households earning less than \$50,000 annually. In 2021, to address this shortage and revitalize a historic Black neighborhood, Habitat for Humanity, the Ally Charitable Foundation and the city of Charlotte broke ground on The Meadows at Plato Price, a 39-home development. The Ally Charitable Foundation provided a \$1 million dollar grant for these residences, which are Habitat Charlotte Region's largest housing development project to date.

"Everyone deserves a path to financial stability," says Business Administration Executive and Head of Corporate Citizenship Alison Summerville. "Home ownership fosters health and job security and helps build generational wealth."

The site was once home to Plato Price School, which served Black students and their families for decades before shuttering in the 1960s. The historic school boasted several prominent alumni, including noted cardiothoracic surgeon Dr. Eddie L. Hoover and renowned folk artist Nellie Ashford. The site was vacant until the 1980s when the city of Charlotte took ownership of the nine-acre property, eventually donating it to Habitat for Humanity.

Habitat hopes to complete the Plato Price homes by spring 2025.



## The Ally Challenge

In August 2021, we hit the links for the fourth annual Ally Challenge, an event we always look forward to because of our continued partnership with the United Way of Genesee County (UWGC).

This nonprofit is an anchor of its community and has served as our primary beneficiary since 2019. UWGC supported the event by manning drink tents, organizing Birdies for Charity, recruiting volunteers and delivering leftover food to local organizations after the event (which provided a local men's shelter enough food for almost a month). We're inspired by their commitment to making the Ally Challenge a continued success.

This extraordinary event raised \$1.3 million, of which \$440,000 was awarded to UWGC, whose partnerships with numerous organizations throughout the Genesee County area allow the funds to have a broad impact across the Ally community. Over the four years of the event, we've raised over \$4.4 million for the community.

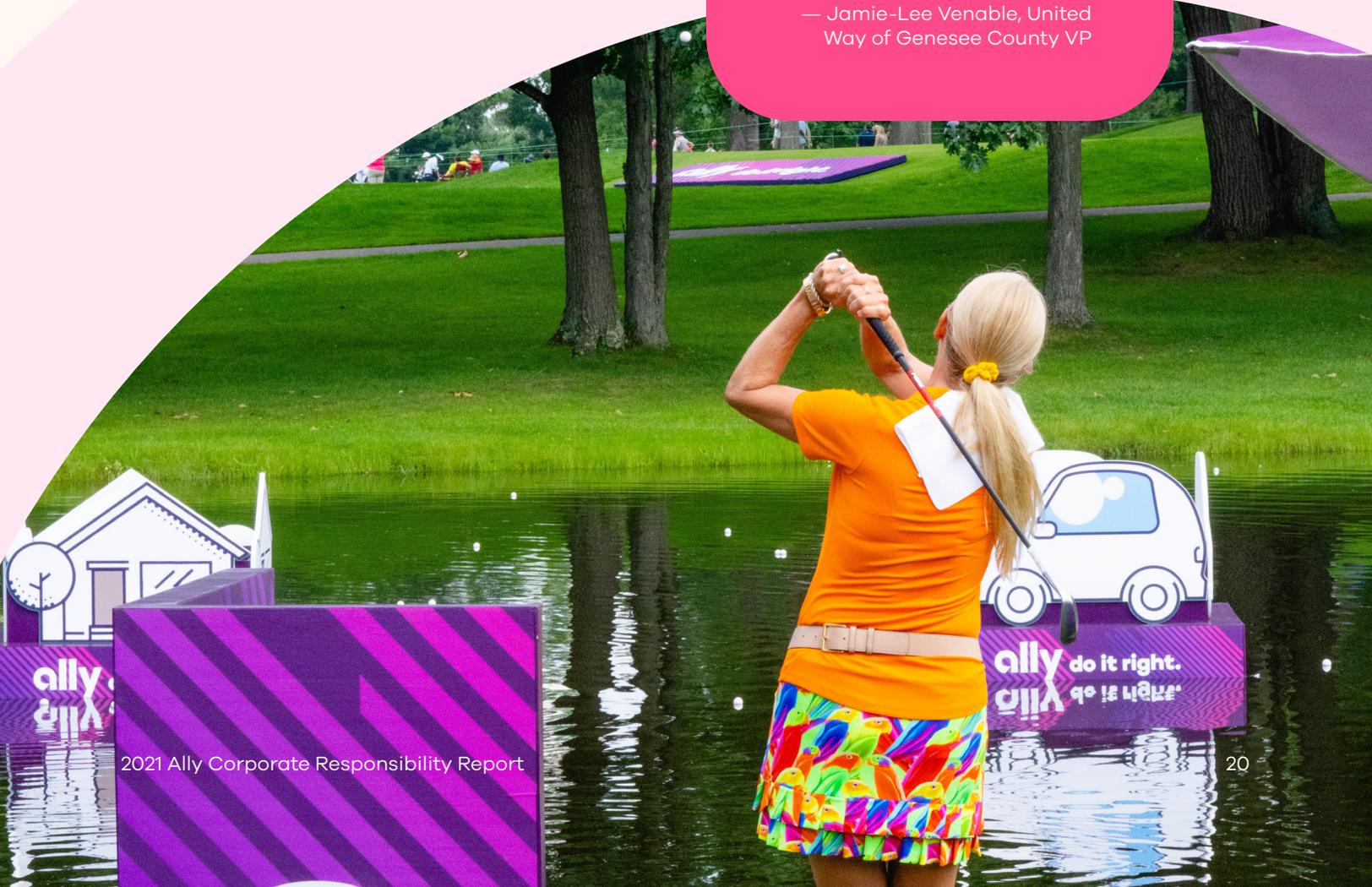
“

***The Ally Challenge gives us the ability to support programs that otherwise wouldn't receive funding.”***

— James Gaskin, United Way of Genesee County CEO

***“We have strengthened our relationships with other organizations because of the Ally Challenge. Our investments with Financial Opportunity Centers grew as a result of partnering with Ally.”***

— Jamie-Lee Venable, United Way of Genesee County VP



SNAPSHOT:

## COVID-19 in 2021.

While we largely returned our focus to economic mobility in 2021, we continued to respond when our communities needed COVID-19 support.

We surprised health care workers at vaccine sites in Charlotte and Detroit on National Superhero Day because they are real life superheroes. During our visit, we gave them Amazon gift cards, hand sanitizers and other treats.

To remove lack of access as a barrier to the vaccine, we donated \$30,000 to provide shuttles and served as the official transportation sponsor for vaccination events at the Spectrum Center in Charlotte.

To support the health and safety of our employees, we provided vaccine educational sessions with our medical advisors, paid time off for COVID-19 vaccination and booster, a one-time vaccine incentive payment of \$500, no-cost rapid antigen COVID-19 tests to in-office employees and more. We also continued to deliver COVID-19 employee relief grants through the Employee Relief Fund, for team members impacted by the pandemic. Since the program's inception, nearly 500 employees have received support for COVID-19 related issues, amounting to almost half a million dollars.

As we move closer to the end of this pandemic, we will continue to help to ensure the well-being of our communities.



**universally**

**inspirationally**

**phenomenally**

**interpersonally**

**culturally**

**fundamentally**

# Welcome to Fintropolis.

In summer 2019, we posed the following question to four Ally interns, all students from Historically Black Colleges and Universities (HBCUs) and participants in our first annual Moguls in the Making entrepreneurial competition:

## How can we make financial education fun for middle schoolers?

Erin Martin from Alabama A&M University, DeMari Tyner from North Carolina A&T University, and Earl Perry and Keishon Smith from Florida A&M University quickly identified gamification as the approach to take.

"We were reviewing our financial education tools and resources and realized there was a gap for middle school students," Ally's Director of Corporate Citizenship Natalie Brown recalls. "It felt like the perfect challenge for our Moguls, and they absolutely hit it out of the park."

The team held group discussions, interviewed students, parents, teachers and principals, and conducted research to develop a more detailed recommendation. The popular video game Minecraft was frequently mentioned in conversation, and the idea of incorporating financial education into it was an instant hit with everyone. "It was an honor to take my experience playing Minecraft and use it for the greater good," says Smith.

Following months of collaboration with Mojang Studios (the developer of Minecraft), Fintropolis, a financial world within Minecraft developed by Blockworks and Ally, was launched in August 2021.

## Closing the wealth gap

Financial education, especially for minority and underserved communities, has long been a core tenet of our economic mobility efforts. Key financial concepts such as saving, budgeting, credit and wealth-building opportunities (like investing) often are not included in school curricula. Some students can learn this information at home or via other resources, but many lower-income families do not have access. This disparity puts them at a significant disadvantage and inhibits economic mobility.

Fintropolis is a game-based learning experience in Minecraft that helps build financial literacy skills in an engaging way and can transform financial learning. The world can be found on both Minecraft Marketplace and Minecraft: Education Edition, but Ally prioritized the education version to provide access to students who might not have access to the game at home. Minecraft: Education Edition is available in many public schools through Office 365 Education licenses.

"Interactive experiences that immerse and engage young people in the concepts of personal finance such as Fintropolis can make all the difference," says Demetrius Scott, manager of corporate citizenship. "Gamification makes learning about money fun, relatable — and ultimately, more likely to be absorbed."

We also gave educators and parents a financial education curriculum to pair with the game or to stand alone. But this is just the first step. Our 2022 financial education strategy includes training our team members to go into schools and teach Fintropolis.



## FINTROPOLIS BY THE NUMBERS



4 interns

2.8 million downloads



***Moguls in the Making is a conduit for students to create and innovate. Fintropolis is evidence of why cultivating these opportunities matters. Seeing the work of these students impact financial education for the next generation with such a dynamic and innovative product is inspiring.***

— Natalie Brown, Director of Corporate Citizenship

## Paying it forward

As part of the game’s launch in 2021, the four Moguls shared Fintropolis with students at their former middle schools. Returning to their alma maters to share a game they’d played a key role in creating was an extraordinary experience.

“It’s hard to describe what it felt like to see the impact of the game in person,” Perry recalls. “Taking Fintropolis from a concept to seeing students play it in a classroom was unbelievable.” Smith adds, “It was amazing to visit our middle schools and see the impact of our work with today’s students.

Since creating the concept design for Fintropolis, Smith, Perry and Tyner have joined Ally as full-time employees. After graduating in May 2022, Martin will also become a full-time Ally employee.

Smith credits his Moguls’ experience as putting him in the right mindset to start his career at Ally. “The competition really pushed us, instilling in us the mentality to go above and beyond for others.” Perry adds, “A lot of our development process for Fintropolis was the direct result of Moguls. Our team discussions gave us perspective on the true impact of financial information and knowledge.”

Since its launch in August 2021, Fintropolis has received more than 2.8 million downloads and earned rave reviews from students, parents and educators alike. “Middle schoolers are beginning to learn and explore their world. As they begin to think about their careers, financial education and planning are important,” says Steven Bookhart, a principal at Harris Road Middle School in Concord, N.C. “Fintropolis engages learners at their interest levels.”

The journey from Moguls in the Making to Fintropolis was profound and further evidence of what can happen when you give people, regardless of background, the opportunity, resources and freedom to think big.

## Moguls in the Making



**150**  
students



**36**  
internships



**30**  
teams



**11**  
full-time hires



**\$356,000**  
in scholarships



### FROM MOGULS TO MINECRAFT:

## The road to Fintropolis

#### SPRING 2019

The first annual Moguls in the Making competition is held in Detroit.

#### SUMMER 2019

Four Mogul interns develop a concept for a financial education tool for middle school students. After 10 weeks of planning, developing, and prototyping their project, the Moguls pitched the concept design for Fintropolis to Ally leadership (earning rave reviews).

#### SUMMER 2021

Following many months of collaboration with developer Blockworks, Fintropolis, a world within Minecraft and Minecraft: Education Edition is released.

SNAPSHOT:

## Bridging the digital divide.

People of color represent almost 40% of the U.S. population, yet they only make up 23% of the STEM (science, technology, engineering and math) workforce. In 2021, our Financial and Social Inclusion efforts included the Ally Bridging the Digital Divide initiative, which focused on providing access, advancement and opportunities to minority and underserved communities.

Through this program, we facilitated the donation of 2,250 desktop computers and laptops, which also provided Ally the opportunity to be good stewards of the environment by keeping them out of landfills and supported workforce development efforts with students who learned how to refurbish the equipment.

Yet access to technology and devices isn't enough to eliminate the digital divide. Our work also included several strategic partnerships, including one with Road to Hire, an organization that provides pathways to high growth careers in STEM and mentorship for underrepresented young adults. Ally also partnered with Goodwill Industries of the Southern Piedmont's Goodwill University to offer a winter externship through its IT Training Program.

We also endeavored to cultivate a diverse talent pipeline, which resulted in 16 new hires through our development of relationships with Road to Hire, Women Who Code, the Grace Hopper Conference and more.

As relentless allies in action, we will continue our work to create a diverse workforce that is truly reflective of the communities in which we live and work.

“

***Our commitment to diversity, equity and inclusion extends into our communities. We put our values into purposeful action by creating digital equity and career advancement opportunities for those who face disproportionate challenges.”***

— Sathish Muthukrishnan,  
Chief Information, Data and  
Digital Officer



**personally**

**continually**

**culturally**

**communally**

**authentically**

**crucially**

**intrinsically**



## Relentless allies for our employees.

Living our purpose to be a relentless ally that does right for our customers and communities starts with each and every teammate, which is why we are always working to Do It Right for our employees to support their diverse personal and professional needs.

Our aim is to improve financial well-being and economic mobility, and that extends to our 10,500 employees. That's why in 2021, we focused on equity — not only to empower financial mobility, but to further efforts to instill an owner's mindset. This came to life through an 18% increase of our minimum wage to \$20 per hour and our third #OwnIt grant as part of a program to grow equity for all employees.

To further support Ally employees' well-being, we also introduced enhanced health benefit programs specifically focused on mental health. Together, these programs, along with other employee benefits demonstrate our commitment to our teams.

### A positive move for minimum wage

In September 2021, we raised our minimum base pay for hourly employees from \$17/hour to \$20/hour (an 18% increase). For businesses, raising minimum wages has proven to increase employee morale and improve retention — and it's the right thing to do.

"Our minimum wage has outpaced the industry," Ally Executive Director - HR Operations & Compensation Mike Wendt says. "But we're not focused on what other banks are doing. We are aiming to do what is right for our team."

The raise also included adjustments for hourly employees already earning more than the base pay, with some receiving as much as a 20% boost. In total, nearly 2,300 Ally team members received an increase in hourly pay. By providing greater financial stability to our hourly workers, we're strengthening our culture to better serve our customers and recognize the importance of the work being done by our entire team.

### Tripling down on an owner's mindset

We put financial well-being at the center of everything we do. As we push to tirelessly innovate, we've focused on fostering a founder's mentality through our #OwnIt grant.

Now in its third year, this program granted more than 10,000 employees 100 restricted stock units, broadening their participation in Ally's success. The intent of #OwnIt is to instill a founder's mentality and promote equity for all employees, while also including financial education and economic mobility efforts intrinsic to our business, as well. For many employees, this is the first time they've received such a grant, providing a opportunity to learn more about investing firsthand and building wealth.

To date, we've granted almost 3 million restricted stock units through #OwnIt awards and in 2021, we made it an official program, committing to offer it every year. "It was important that the owner's mindset wasn't a one-time event," Wendt shares. "By making this an annual allocation, we're demonstrating a clear, ongoing commitment to our team."

*Continued on page 29*

**Workplace  
awards 2021.**

**DEI BEST PLACE TO WORK FOR  
DISABILITY INCLUSION 2021**  
100% DISABILITY EQUALITY INDEX

**BEST  
PLACES TO WORK  
2021 for LGBTQ Equality**  
100% CORPORATE EQUALITY INDEX

**Forbes 2021  
THE BEST  
EMPLOYERS  
FOR VETERANS**  
POWERED BY STATISTA

**THE NATION'S  
BEST AND  
BRIGHTEST  
IN WELLNESS  
WINNER 2021**

**Forbes 2021  
THE BEST  
EMPLOYERS  
FOR DIVERSITY**  
POWERED BY STATISTA

**Forbes 2021  
THE BEST  
EMPLOYERS  
FOR WOMEN**  
POWERED BY STATISTA

**DiversityInc  
2021 TOP  
50  
COMPANIES FOR  
DIVERSITY  
HALL OF FAME**

# Mental health = health.

## One Ally employee shares their experience with LifeMatters mental health services.

I have known about LifeMatters for years, but did not feel the need for assistance until escaping from long-term domestic violence. After receiving counseling from a domestic violence shelter, I realized I needed additional support. My insurance provider contact reminded me of the six free LifeMatters sessions offered by Ally. They also informed me of services available for my child. I have been more worried about her than myself, so when I found out the service was available for her, I was elated.

I was nervous about reaching out for assistance. I had considered it several times in the past, but never followed through with it. Once I finally did, they were so kind and helpful. They listened to what I was looking for and went beyond to find counselors specializing in trauma.

When I originally contacted LifeMatters, I didn't immediately sign up. They followed up to let me know their services were still available. It felt really good to have their help during such a difficult time. I was impressed. I was able to coordinate with my insurance provider to select an in-network provider so our insurance will cover future services.

My child and I will begin therapy soon with two providers in the same group. The ability to coordinate appointments is incredibly helpful during such a stressful time.

### The CDC reports in the U.S.



**1 in 5**

experience a mental illness each year



**More than 50%** will be diagnosed with a mental illness or disorder in their lifetime



***Mental health is an important story — one that often goes untold.***

— Gwen Gollmer, Executive Director - Benefits

## It's OK to not be OK

Continued from page 27

As a people-first company, the health and well-being of our employees has always been a priority. The impact of the past couple of years on our employees demonstrated the need to further efforts to support mental health personally and professionally. The CDC reports one in five Americans will experience a mental illness each year, and more than half will be diagnosed with a mental illness or disorder at some point in their lifetime.

In 2021, we had a relentless focus on our employees' mental health and made concerted efforts to destigmatize mental health concerns. We created brave spaces for employees to share and provided resources to raise awareness that it is OK to not be OK.

"It's a very personal conversation for people to talk about mental health," says Michael Anzalone, benefits director, well-being. "We hope with the introduction of additional resources, we're able to continue to break down barriers."

Much of our workforce continued to work from home in 2021, so many of our efforts focused on support services that better helped our teams balance work and life demands. "We've known for a while that work life and home life are blurred, and the pandemic just exacerbated that, particularly among vulnerable populations such as single parents or individuals with unique needs," Anzalone shares. This knowledge shaped what benefits we prioritized in 2021. We provided free telehealth, partnered with employee resource groups (ERGs) to host external speakers and group discussions on anxiety and other mental health topics — 2,100+ employees engaged with this content — introduced additional training for our team to support LifeMatters mental health sessions and much more.

We also introduced Happify, an emotional well-being tool that helps users build resilience by tracking indications of anxiety and providing recommendations to address it. By the end of 2021, over 3,200 team members had utilized it, tracking their progress via self-assessments. As a result of Happify, Ally employees reported:

**130%**  
improvement for  
severe anxiety

**26%**  
improvement for  
moderate anxiety

**9%**  
improvement for  
mild anxiety

Our well-being programs provide services to support the physical, social, emotional and financial health of our team. In 2021, the importance of providing mental health services couldn't have been clearer. "We meet people where they are with whatever they need," explains Gwen Gollmer, executive director of benefits. "Right now, many are struggling with anxiety. We're focused on getting them the best resources."

*As a purpose-driven company, we put our customers first when we prioritize our employees and our culture. By caring for our teammates' total well-being – physical, financial, social, and perhaps most critically these past two years, focusing on mental health – we create a workplace that allows our people to bring their whole selves to their jobs and act as relentless allies for our customers every day."*

— Kathie Patterson, Chief Human Resources Officer

## WELL-BEING PROGRAM PILLARS

To provide holistic support for our team, we focus on:



EMOTIONAL



SOCIAL



PHYSICAL



FINANCIAL

***"The employee well-being program is a direct extension of Ally's culture. It's who we are. We do the right thing for our employees, knowing everything else follows."***

— Michael Anzalone, Benefits Director, Well-being

## Invested in our team

As we look ahead, we couldn't be more excited to introduce new programs for our teams. We are utilizing a phased approach to our office re-entry — initially, we reopened our corporate and regional business offices to employees for in-person collaboration and flexible hybrid situations. Our operational centers are also reopening to ensure a consistent customer experience, and we're expanding re-entry in select locations to additional teammates, while keeping the health and safety of our team the top priority. The variety of solutions offered to our workforce is dependent on job requirements, team needs and business expectations.

Most of all, we look forward to continuing to make Ally a place where our employees feel safe, supported, welcomed and at their best.

SNAPSHOT:

## #TotallyCovered.

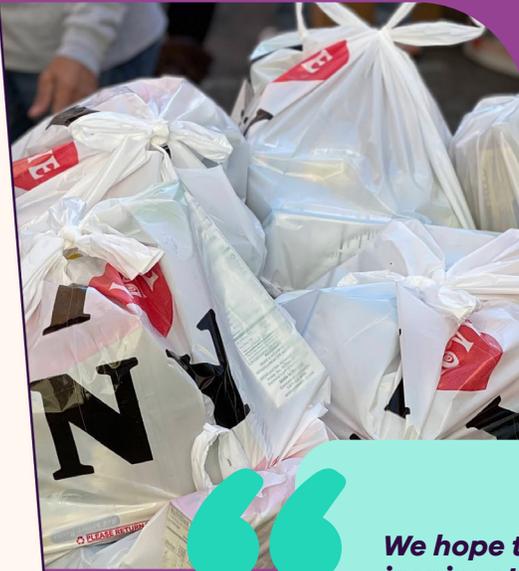
Days before Thanksgiving 2021, we hit the streets of New York City to spread joy. After almost two years of shutdowns and mandates, the city was coming back to life — a moment truly worth celebrating.

On Saturday, November 20, we made a series of anonymous donations worth more than \$350,000 throughout NYC. The only hint we gave of our participation was a QR code and the hashtag #TotallyCovered. The next day, we revealed our identity.



### The itinerary.

- ✓ Picked up the breakfast/brunch tab for patrons at three diners
- ✓ Treated visitors to free ice skating at Rockefeller Center
- ✓ Covered the cost of tickets for a matinee performance of Broadway's "Come From Away," (plus \$200 gift cards and a catered meal for the cast and crew)
- ✓ Delivered \$500 gift cards to new parents at two hospital maternity wards
- ✓ Donated 200 Thanksgiving meal kits to the Alliance for Positive Change



***We hope this day of delight will inspire other organizations. This is repeatable and a reminder of how big the little things can be."***

— Andrea Brimmer,  
Chief Marketing & Public  
Relations Officer

It's been a challenging two years for everyone. #TotallyCovered gave us the opportunity to show our appreciation for the resilience of our communities. While we could say the same of any city across the country, treating residents of NYC allowed us to reach people from all walks of life and corners of the globe in one day.

We continue to be grateful for our communities' strength of spirit. #TotallyCovered was an incredible reminder of the resilience in all of us — and what we can achieve together when we have an ally.

**directionally**

**dynamically**

**monumentally**

**organizationally**

**differentially**

**ecstactically**

**atmospherically**

# A new model for supplier diversity.

The second year of our Supplier Diversity program featured many firsts. In January 2021, we premiered our Supplier Diversity Symposium. The debut featured meetings with more than 40 diverse suppliers, appearances from our CEO Jeff Brown and CFO Jennifer LaClair, breakout sessions and a commitment to host the event annually. While we couldn't partner with every vendor who joined us, our goal is that the event provided additional visibility for diverse-owned businesses (minority, women, veteran, disability, LGBTQ-owned and small business enterprises).

In April, we hosted our first of three Supplier Spotlight events. These quarterly gatherings provided mutual information sharing by bringing together a small group of suppliers to present their business directly to Ally leadership while granting them an insider's view of our business operations, strategy and purchasing plans.

Then in July, we went even bigger with the launch of Supplier Diversity Month, a 31-day celebration of our suppliers, diversity council and chamber partners, and internal teams who are doing great work. Throughout the month, we featured diverse vendors on social media, hosted a happy hour for our council and chamber members and spread the word about supplier diversity throughout the Ally organization.

Our hope is all these events serve as a model for other organizations to incorporate and promote supplier diversity, creating more opportunities for overlooked diverse-owned organizations.

## Data-driven supplier diversity

As enjoyable as these events were, some of our most important work in 2021 happened behind the scenes as we worked on perfecting our processes and data collection. For example, we created operational processes to confirm the inclusion of diverse suppliers in our bidding and contracting opportunities. The Supplier Diversity team also connected with the Sustainability Office (learn about it on page 40) to incorporate environmental awareness to our supplier base.

Our team also developed new internal sourcing processes and standards for the identification and inclusion of diverse suppliers in Request for Proposal (RFP) events. New data collection technologies were put in place to expedite our work with suppliers and ensure we continue our strong growth trajectory. Several hires (internal and external) were also made to support this growing program.

***The growth we were able to accomplish in 2021 — bringing on three full-time employees and setting up the data infrastructure we need — will allow us to expand our efforts even further in the years ahead."***

— T.J. Lewis, Senior Director of Supplier Diversity

## A strong foundation for growth

"We knew we needed a bigger team and more data to support the work we were doing," Senior Director of Supplier Diversity T.J. Lewis explains. "The groundwork we did in 2020 allowed us to grow significantly in 2021." With additional personnel and data collection technology in place, the Supplier Diversity team expects to see opportunities surge in the near future.

"We are spending more than 25% of our expense base each year on our supply chain," LaClair says. "The potential impact of putting that money towards fueling these diverse-owned businesses is a really exciting prospect for us."

## SUPPLIER DIVERSITY DIGITS

### 50%

increase in tier 1 spend for minority-owned businesses

| \$21.8 million

### 49%

increase in tier 1 spend for women-owned businesses

| \$10.4 million

### 70%

of top 50 suppliers report tier 2 diversity spend

### \$33 million

in tier 2 spend

***"It's been really exciting because we started small, and now, Supplier Diversity processes are being integrated into business plans throughout the organization. We have 10,000 employees moving forward with a DE&I supplier lens."***

— Jennifer LaClair,  
Chief Financial Officer

## Supplier Spotlight: Landit

Years into a career that spanned both chemical engineering and venture capital, Lisa Skeete Tatum (founder and CEO of Landit) had an epiphany: Her professional success was as much the result of having the right support systems as having the right skillset. Even with her personal and professional networks, she still faced challenges breaking through in many corporate settings. How much more difficult must it be for those trying to make it on their own, especially women and people of color? This question inspired the founding of Landit, a platform committed to increasing the success and engagement of everyone in the workplace.

Today, Landit is a valued Ally supplier providing essential professional guidance for our employees. The organization operates as a personal career concierge to Ally employees, building a tailored playbook that allows them to progress at their own pace to achieve their career goals. Our original pilot program of 40 participants was such a success that we anticipate expanding enrollment to additional employees.

Ally Senior Sourcing Manager Bryan Horton started working with Landit in October 2021. "Landit has provided a structured program to focus on my development beyond what I had previously," he says. "The Executive Coaching has been especially helpful in personalizing my professional journey."

While it was clear Landit and Ally are mission-aligned, onboarding took some time. "Whenever you are a new organization interacting with an established one, a lot of work is required. It's especially true for a service like ours that is so customized," Tatum explains. "Having a true partner like Ally who will champion you is essential when navigating those early steps."



***I was very particular about who we wanted to partner with, and when I heard Landit's story — a business providing career counseling for employees with the ability to focus on workplace advancement for women and diverse populations that is owned by a woman of color — it was immediately clear this was a perfect fit."***

— T.J. Lewis, Senior Director of Supplier Diversity



## Supplier Update: World Wide Technology

When we launched the Ally Supplier Diversity program in 2020, World Wide Technology (WWT), one of the world's largest minority-owned businesses, was among the first vendors we signed. In 2021, WWT experienced growth, winning new and renewal software business and collaborating with Ally business leaders interested in exploring WWT's services practices for security, data center and data science. The Supplier Diversity team also helped WWT negotiate their first Master Service Agreement with Ally.

"With Ally, we have been encouraged, coached and nurtured in our approach to the broader business," Executive Todd Hawthorne shares. "Ally is truly invested in WWT as a partner, not just a supplier. They want to work with us and learn from us."

WWT participated in our inaugural Supplier Diversity Symposium. "It was refreshing to see and hear so many executives roll up their sleeves and passionately participate," Hawthorne says. "Getting to meet other vendor participants and learn about their experiences and offerings within and outside of Ally was such a unique opportunity."

SNAPSHOT:

## National Women's Soccer League.

Ally became the first official banking partner for the National Women's Soccer League (NWSL) in March 2021. We jumped at the opportunity to shine a light on this talented group of women on and off the field, but we knew our partnership needed to go beyond the Ally logo on the team kit.

As the sponsor of a professional league where many players are underpaid, it is important that we not just elevate the visibility of the game but also support the players in their fight for equal pay and opportunity.

In 2021, those efforts included the introduction of a Player Impact Fund that delivered a portion of Ally sponsorship fees directly to NWSL players, by expanding the playoffs to include two additional teams, and adding an additional round of matches, which led to increased playoff bonuses for each participating player.

We supported the 2021 NWSL Rookie of the Year Award, which included a monetary bonus to star athlete Trinity Rodman, a forward for the Washington Spirit. To call attention to the diverse community that makes up the NWSL, Ally also sponsored "Game Changers," a social media based series of player spotlights.

To cap off an extraordinary season, we made sure players in the championship match had their allies nearby, covering ticket and travel expenses for two guests per player.

We were honored to have the opportunity to support these women in their professional and financial futures and look forward to building a deeper relationship with the league.



### A soccer pitch for Sailboat Bay

In June 2021, through our ongoing sponsorship of Charlotte's men's soccer club Charlotte FC, we had the privilege of dedicating a new turf mini pitch in the Sailboat Bay apartment community.

The space also features a mural kick wall, which will be used by Charlotte FC community partner Street Soccer 658's inaugural Summer Soccer Series. Presented by Ally, the multi-week tournament aims to bring diverse groups of people together and foster a sense of community through soccer.



**loyally**

**heroically**

**enthusiastically**

**exceptionally**

**vitaly**



## A dealer doing it right.

The relationship between a car dealership and its community is a close one. "Visit any city or small town across the country and the local dealer sponsors the little league team, gives back to the local schools, restaurants, and businesses and supports the food pantry," Kathy Ruble, Ally executive director, marketing observes. "Dealers are committed to their communities." This connection is essential for the people they serve and has been integral in helping Ally drive action at a local level.

This dedication was on display as the pandemic persisted into 2021. John Hiester, who owns and operates four dealerships in the Carolinas — John Hiester Chevrolet of Lillington, Chevrolet of Fuquay-Varina, Chrysler Dodge Jeep Ram of Lillington and Chrysler Dodge Jeep Ram of Sanford — went the extra mile for his technicians, designing a project that was equal parts generous, creative and competitive.

### Shifting gears

When the pandemic disrupted the auto industry, Hiester was concerned about lost business — and how it would impact his employees. In a matter of days, his technicians quickly went from working through a daily backlog of car maintenance to completing all their tasks by noon. "One of my employees asked me what he should be working on," Hiester recalls. "I didn't have an answer, but I knew most of my team has young families that depend on their income, so I needed to come up with a solution."

Hiester went home and brainstormed how to help his team feel productive and stay motivated. He found the answer in his hobby of collecting classic cars. Hiester purchased 19 cars for his employees to restore when business was slow at the dealership.

The technicians formed teams, and the fun side project soon became a full-blown competition. The prize? The winning car would be auctioned off for charity, and the team that restored it would select the organization that received the money.

### Connecting through cars

When Ally heard about Hiester's project, we wanted to support it through a collaboration with our partner Danny Koker, host of the TV show "Counting Cars" and fan of classic automobiles. Not long after, "Count's Kulture," a web series following the teams of technicians transforming these classic cars, made its debut. Twenty-three episodes and over a million views later, the show's audience selected a 1969 Road Runner as the winner.

The restored vehicle was auctioned off, and \$43,000 was donated to Military Missions in Action, a nonprofit dedicated to assisting disabled veterans. To honor Hiester's creativity and support for his employees, Ally also donated \$25,000 to the North Carolina Auto Dealers Association Charitable Foundation to help recruit and train the next generation of service technicians.



***Dealerships are the cornerstone of so many communities around the country. They're always the first to help out."***

— Doug Timmerman, Ally  
Auto Finance President

***"Your employees are your strongest asset. Making sure they were taken care of was never a question. It was just a matter of figuring out how to make it happen."***

— John Hiester,  
Hiester Automotive



## Accelerating together

Hiester and his team were excited to be a part of a web series. But additional visibility for the dealership was never the intent, nor was making a profit on the restored cars. "The mission was to let my team know they matter," Hiester says. "The value of work and having purpose in our day to day has never been clearer. One of my employees served as my first service manager 20 years ago. He now only works part-time. Seeing him teach our young colleagues about cars from his era has been a real joy."

Ally never underestimates the resilience of our dealership customers. "We're in this business to support our dealer customers," Ally Executive Director Jeff Jenkins says. "We're their friends, their partners. Stories like John's are gratifying and a reminder of how much dealers give back to their communities."

## STRONG DEALER RELATIONSHIPS DRIVE SOLID BUSINESS RESULTS



**21,000+**  
dealer  
customers



**13 million**  
consumer  
applications



***"I don't think you could find a better example of doing it right. In the middle of a pandemic, this dealer's first concern was his employees — specifically his service employees."***

— Andrea Brimmer,  
Chief Marketing & Public Relations Officer

## Counting classic cars

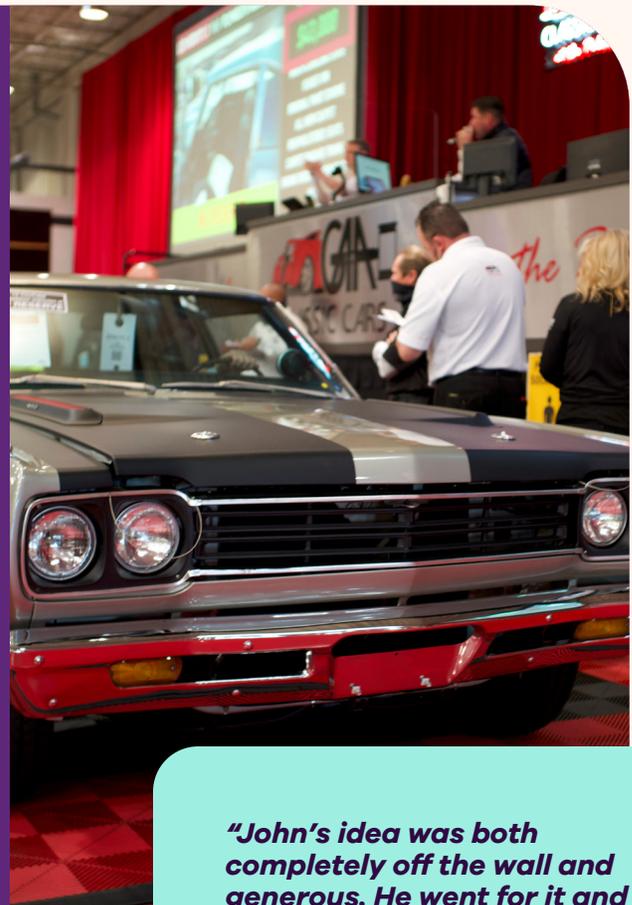
### 14 CARS AUCTIONED

- 65 Chevrolet C10 pickup
- 69 Plymouth Road Runner
- 70 Chevrolet C10 pickup
- 71 Dodge D100 pickup
- 72 Dodge Dart
- 72 Chevrolet Monte Carlo
- 74 Dodge Dart
- 75 Chevrolet Camaro
- 76 Cadillac Eldorado
- 78 Jeep CJ5
- 78 Jeep J10 pickup
- 84 Chevrolet C/K 10 pickup
- 88 Dodge Ram Charger
- 91 Chevrolet C/K Silverado

**Winner:** The Plymouth  
69 Road Runner

**\$43,000** raised for Military  
Missions in Action

**\$25,000** donated by Ally to the North  
Carolina Auto Dealers Association  
Charitable Foundation



***"John's idea was both completely off the wall and generous. He went for it and didn't hold anything back to take care of his team."***

— Danny Koker, Host of "Counting Cars"

SNAPSHOT:

## Ally Sees Her.

For the fourth consecutive year, we partnered with the National Association of Minority Automobile Dealers (NAMAD) to present the 2021 “Ally Sees Her” award to Andrea Park Zadd, executive vice president of Crestmont Auto Group in Cleveland.

The motor vehicle industry remains male dominated, with women holding just a quarter of automotive workforce positions. Ally established the “Ally Sees Her” award with NAMAD four years ago to recognize the next generation of influential minority women leaders who also are highly involved in their communities. The award was inspired by the Association of National Advertisers #SeeHer campaign to increase accurate representations of women and girls in marketing and help eliminate gender bias.

“My dealership has many female sales professionals and service advisors,” says Zadd, who works alongside her father and brother at Crestmont Automotive. “I’m hopeful initiatives like this will inspire more young women to seek automotive retail careers. It’s a dynamic industry, and I’m proud of the work we’re doing to create a more inclusive and flexible work environment.”

To celebrate Zadd and recognize her dedication to giving back to her community, Ally donated \$10,000 to the Korean American Professionals in the Automotive Industry and the May Dugan Community Center in Cleveland, two nonprofits with personal significance to Zadd.



***“Women automotive leaders bring drive and passion. The future of our industry is stronger when everyone sees the contributions of innovative leaders like Andrea.”***

— Doug Timmerman,  
Ally Auto Finance President



**operationally**

**ethically**

**directionally**

**futuristically**

## Putting the E in ESG.

In 2021, Ally solidified our commitment to the environment with the appointment of an Environmental Sustainability Risk Executive and the launch of our Sustainability Office.

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

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

### Committed partners

We are committed to reducing our emissions as part of a credible strategy to transition to a low carbon economy. Based on the output of our carbon footprint assessment, we acted quickly and achieved operational carbon neutrality for 2020 Scope 1 emissions (direct emissions associated with fuel combustion in boilers, furnaces and vehicles) and Scope 2 emissions (indirect emissions associated with the purchase of electricity, steam, heat or cooling).

"To accomplish this important benchmark, we identified partners that could help support our vision on delivering more than just transactional offsets," says Ally Environmental Sustainability Risk Executive Kathleen Price. Ally's investment in high-quality, U.S.-based carbon offsets for our Scope 1 greenhouse gas emissions will support the Arbor Day Foundation's afforestation and reforestation work. We also partnered with Natural Capital Partners to secure Green-e® certified Renewable Energy Certificates (RECs) to cover our Scope 2 greenhouse gas emissions.

“

*The offset of our operational emissions is only part of the positive impact we can have on sustainability. We are committed to identifying how Ally can better facilitate the transition to a low-carbon economy.”*

— Kathleen Price,  
Environmental  
Sustainability Risk  
Executive



## A team approach

In 2021, we consulted with a third-party to facilitate a TCFD workshop with stakeholders from across Ally to begin identifying and prioritizing Ally's climate-related risks and opportunities. Participants learned about leading TCFD practices in the financial sector and discussed how they could be applied within Ally. Preliminary risks were identified based on peer sustainability, TCFD and market reports.

At the end of the year, the Sustainability Office introduced the concept of Green Teams, a network of Ally volunteers specifically dedicated to environmental service, and was encouraged to see that over 63% of internal survey respondents indicated interest in learning more. "We're excited to build awareness as we grow our environmental work," says Price.

## Putting down roots

For 50 years, the Arbor Day Foundation has inspired people to plant, nurture and celebrate trees. Their work in global forests and communities helps address pressing issues like environmental equity, natural disaster recovery and the climate crisis. To support this cause, Ally partnered with the Arbor Day Foundation to distribute hundreds of trees in the Charlotte area in 2021.

Adding green space to urban areas is not only about supporting the environment, it also positively impacts the people who live in these communities. Many urban neighborhoods in Charlotte don't have access to green spaces, further exacerbating existing inequities between these communities and more affluent ones. In partnership with their local planting partners, the Arbor Day Foundation is working to correct that disparity through plantings and other community tree programs.

Ally helped distribute more than 200 trees during fall 2021 and plans to expand the program to include work in both Charlotte and Detroit in 2022.

***We get excited about trees. We get even more excited when we get to partner with organizations like Ally who involve their workforce in meaningful ways. Their people show up in force."***

— Amber Morrison, The Arbor Day Foundation

## Water fixture audit

In 2021, we conducted a water fixture audit at 12 of our larger sites to identify opportunities for implementing scalable water conservation strategies in line with industry best practices. We surveyed faucets, showerheads and flush fixtures and recorded their quantities and flow/flush rates. The sites were categorized by whether each fixture met minimum LEED standards for water efficiency.

As Ally renovates, we will utilize the Design and Construction Guidelines, which include fixture specifications that meet the LEED standards for gallons per minute and gallons per flush. The installation of LEED standard fixtures has a significant impact, from faucets fitted with aerators (projected increased efficiency up to 20%) to low flush fixtures (projected increased efficiency up to 40%).





## Focused on the future

Building upon our learnings, the Sustainability Office has developed three guiding principles to deliver against our environmental sustainability commitments: climate change risk management, environmental stewardship and transparency and accountability.

### CLIMATE CHANGE RISK MANAGEMENT

Climate change presents new risks to Ally's operational resiliency and strategic initiatives and has the potential to negatively impact the communities where we work and live. We are committed to take action to identify, measure, mitigate and report on the physical and transition risks driven by climate change through the integration of climate change into our existing risk frameworks and in alignment with the recommendations of TCFD.

### ENVIRONMENTAL STEWARDSHIP

Our commitment to Do It Right extends to the conservation of environmental resources. We are committed to finding new and more sustainable ways to operate, reduce our impact on the environment and consume resources responsibly, in partnership with our corporate workplace and supply chain teams.

### TRANSPARENCY AND ACCOUNTABILITY

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 prioritized our data gathering efforts to identify the right baseline for consumption metrics. This will allow us to deliver the best solutions to reduce our energy and water usage and minimize waste. As part of the enterprise effort to calculate greenhouse gas emissions, Ally is now tracking energy usage at all of Ally's facilities.

The foundational work completed in 2021 was crucial to support the Sustainability Office's future efforts. We look forward to collaborating with peers and engaging with policy makers, including the Climate Consortium, the Bank Policy Institute, the American Bankers Association and the Bank Administration Institute. Internally, we are focused on risk integration and scenario analysis development to drive risk management strategies while also creating innovative and educational opportunities for our teammates to make a positive difference for the environment and the communities where we work and live.

## Return to the (new) office: Ally Charlotte Center

In May 2021, we officially opened the Ally Charlotte Center. After a slight pandemic delay, we were thrilled to share this incredible space with our team with safety protocols in place. The new building is LEED-certified and will soon be WELL-certified (industry standards for the sustainability and well-being features of buildings).

Notably, it offers a workspace that supports the well-being of our teams. “We designed the building with people’s comfort in mind, but also their physical and emotional health,” Ally Business Administration Executive Alison Summerville explains. “Our goal was to make work more about connecting with your team and less about completing that to-do list.”

The new headquarters offers EV charging stations, healthy food options, quiet rooms and lactation spaces for new moms. It also includes areas where teams can have fun together. A golf simulator, coffee shop and game rooms are all spaces where teams can let off some steam. “We know people need to get away from their desks on occasion to do their best work,” Summerville explains.

These updates are reflective of the work being done throughout all Ally offices to ensure a healthy work environment. From Charlotte to Detroit to Little Rock and beyond, we’re committed to creating safe and sustainable spaces for all our employees.

## The next phase for facilities

The corporate workplace team is continuing to evolve their approach to environmental sustainability as well. LEED and WELL certifications are still priorities for the team, but we’re also looking to expand data collection, and quarterly and annual performance reporting, to allow for a more centralized and robust look at the environmental impact of Ally properties. While we explore the next phase of meaningful measurement, we remain committed to tracking against our goals and sharing our progress.

In 2021, we made significant progress towards our goal to have more than 30% of the Ally portfolio in LEED-certified buildings by 2023. The opening of the Ally Charlotte Center, along with other facilities and updates in our other locations, fueled our progress — reaching 29% by the end of 2021. We look forward to meeting this goal in 2022 and making progress on our WELL goal to reach 25% by 2022.

Incorporation of sustainability criteria into our construction process is a critical component of our commitment to reduce our impact on the environment. As we move forward, all construction projects will utilize the Design and Construction Guidelines developed by Ally in 2021, which is our reference tool for high efficiency standards and sustainable product procurement opportunities aimed to reduce excess consumption and enhance occupant well-being. The Design and Construction Guidelines will serve as a foundational baseline for incorporating industry best practice standards for sustainable buildings and starting point for third-party green building certifications.



***The opening of the Ally Charlotte Center is a commitment to a sustainable future and the wellness of our employees and our community.”***

— Alison Summerville, Business Administration Executive

***“We have been delivering greater sustainability for our employees through our focus on health and wellness in the built environment. We look forward to even greater contributions as part of the evolving ESG strategy at Ally.”***

— Joan Burrell,  
Executive Director,  
Corporate Workplace

# Governance.



# Governance.

Proper governance is an essential piece of Ally's culture, business and CSR efforts. Through transparent reporting, we can create lasting impact for our customers, employees, shareholders and communities. We achieve and maintain this clarity through the following practices, policies and commitments:

## Strong oversight

The Ally Board of Directors (Board) sets the tone as strong advocates for our culture and values. It also reviews, advises management on, approves and monitors performance against Ally's strategic plan and objectives while considering our risk profile.

Our Board is composed of diverse and skilled business leaders, who have been carefully identified by the Compensation, Nominating and Governance Committee of the Board and elected by our shareholders.

Key demographics of our 2022 director candidates include the following:

- Average age: 62 years old, with a range from 40s to 70s
- Average tenure: 7.4 years, with a range of less than 1 year to over 10 years
- 42% women and persons of color
- Board members have an array of experience and backgrounds, including:
  - Other public-company board
  - Technology
  - Finance/Accounting
  - Risk management
  - Regulatory/Governmental
  - Senior executive leadership
  - Financial-services industry

## LEAD

Annually, the Board reviews and approves our Code of Conduct & Ethics (the Code), which is grounded in our LEAD core values, as outlined in the Company Profile section of this report. The Code is designed to help Ally employees and representatives understand the standards of conduct that Ally requires and to meet the fundamental obligations that are vital to Ally's success. Creating clear expectations for ethical behavior is an essential component of proper governance and Doing It Right.

## Diversity, equity & inclusion

Within senior management, governance for diversity, equity and inclusion resides with our CEO and the Diversity and Inclusion Council, which includes ERG Chairs, as well as all Executive Council (EC) members. In 2021, 33% of Ally's EC members were women, including the chief financial officer, the chief marketing and public relations officer, chief human resources officer, the chief audit executive, the business administration executive and the president of consumer and commercial banking.

## Policies & charters

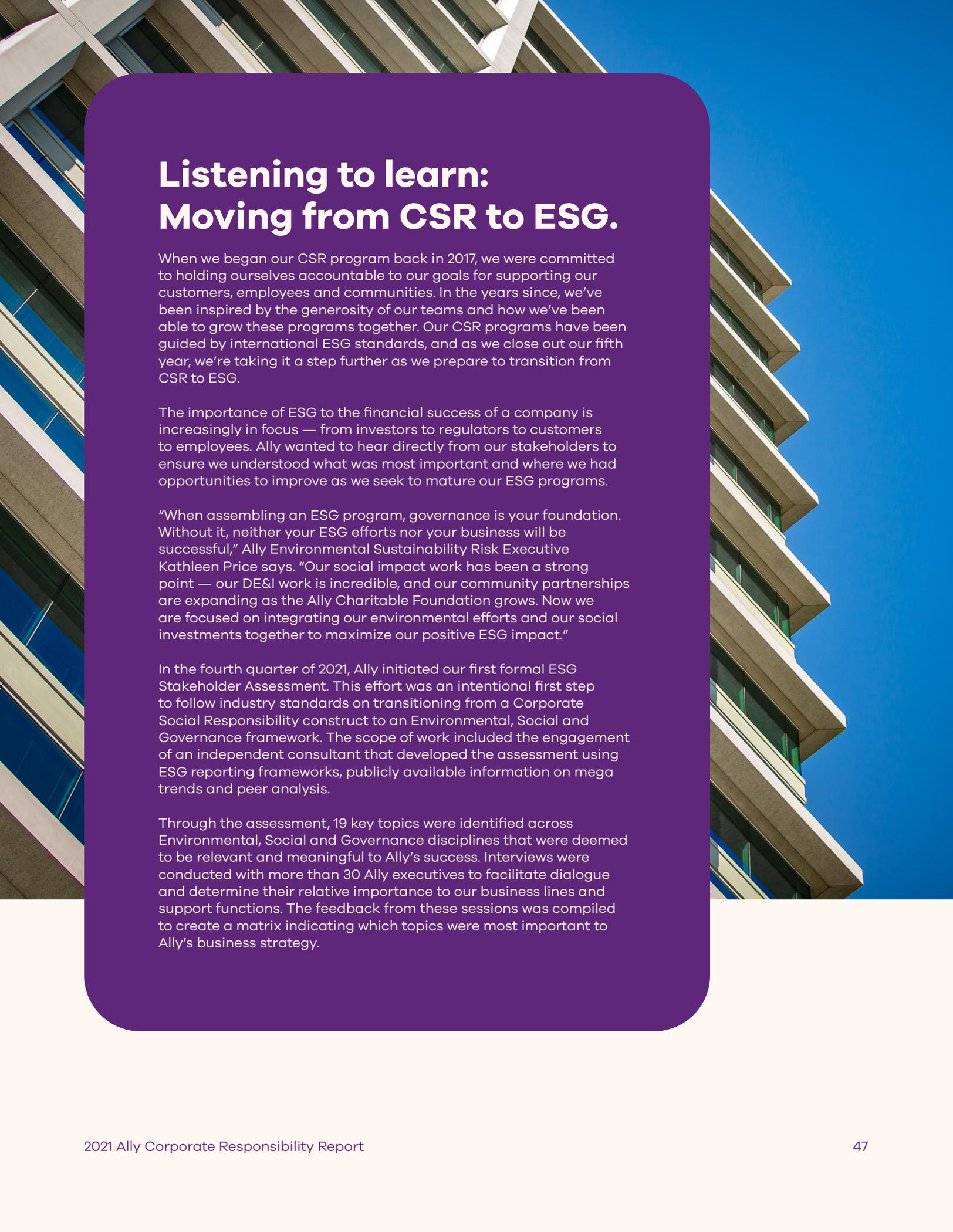
We have made the following governance resources available to the public. Please visit: [ally.com/about/investor/policies-charters/](https://ally.com/about/investor/policies-charters/) to find:

- 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.





## Listening to learn: Moving from CSR to ESG.

When we began our CSR program back in 2017, we were committed to holding ourselves accountable to our goals for supporting our customers, employees and communities. In the years since, we've been inspired by the generosity of our teams and how we've been able to grow these programs together. Our CSR programs have been guided by international ESG standards, and as we close out our fifth year, we're taking it a step further as we prepare to transition from CSR to ESG.

The importance of ESG to the financial success of a company is increasingly in focus — from investors to regulators to customers to employees. Ally wanted to hear directly from our stakeholders to ensure we understood what was most important and where we had opportunities to improve as we seek to mature our ESG programs.

"When assembling an ESG program, governance is your foundation. Without it, neither your ESG efforts nor your business will be successful," Ally Environmental Sustainability Risk Executive Kathleen Price says. "Our social impact work has been a strong point — our DE&I work is incredible, and our community partnerships are expanding as the Ally Charitable Foundation grows. Now we are focused on integrating our environmental efforts and our social investments together to maximize our positive ESG impact."

In the fourth quarter of 2021, Ally initiated our first formal ESG Stakeholder Assessment. This effort was an intentional first step to follow industry standards on transitioning from a Corporate Social Responsibility construct to an Environmental, Social and Governance framework. The scope of work included the engagement of an independent consultant that developed the assessment using ESG reporting frameworks, publicly available information on mega trends and peer analysis.

Through the assessment, 19 key topics were identified across Environmental, Social and Governance disciplines that were deemed to be relevant and meaningful to Ally's success. Interviews were conducted with more than 30 Ally executives to facilitate dialogue and determine their relative importance to our business lines and support functions. The feedback from these sessions was compiled to create a matrix indicating which topics were most important to Ally's business strategy.

# 2021 ESG Stakeholder Assessment Results



## ENVIRONMENT

1. Impact of climate change on our business
2. Environmental impact of our business
3. Sustainable financing

## SOCIAL

4. Community investment and development
5. Customer engagement
6. Diversity, equity and inclusion
7. Employee engagement, attraction and retention
8. Employee health, safety and well-being
9. Financial and social inclusion and equity
10. Economic mobility



## GOVERNANCE

11. Business ethics and transparency
12. Data privacy and consumer protection
13. Cyber security and business resiliency
14. Financial performance and corporate strategy
15. Enterprise risk management
16. Public policy and advocacy
17. Board diversity and independence



## PRODUCT & DISTRIBUTION

18. Products and services that create positive environmental and social impact
19. Transparent information to our customers



To create a stakeholder view of these same topics, we used a combination of approaches, including one-on-one interviews and surveys to customers, employees, community partners, investors and local governments. Their responses helped to inform our understanding of both what is most important to our stakeholders, but also to identify areas of opportunity to educate and inform.

We were very encouraged to see alignment on key areas of historical focus at Ally, including diversity, equity and inclusion, economic mobility, employee engagement, business ethics and transparency. This validates the work that we have done and recognizes that what we are doing in these areas is working, both internally and externally. The data also supports our view that many of the topics considered to be the G in ESG are foundational to our license to operate. Without strong governance, transparency and accountability, our ability to deliver on all our ESG commitments is compromised.

One clear take away from the stakeholder assessment was the need to better educate our stakeholders around the importance of environmental efforts, particularly as they relate to climate change. Given that the Sustainability Office was only formed in July

2021, these results were not surprising. The urgency around climate change cannot be underestimated and motivates us to move quickly to educate our stakeholders and harness the power of our employees to make a meaningful difference within the four walls of Ally and externally in our communities.

In 2022, Ally is committed to develop a comprehensive ESG framework that includes quantitative metrics and targets to ensure a high degree of transparency and accountability. We are currently reviewing what our data and platform needs will be to support this work and look forward to sharing these efforts as they evolve.

As we look ahead, we'll continue to adapt and adjust to create real impact for our customers, employees and communities. We remain resolute in our pledge to Do It Right and are excited to see that promise galvanize our teams behind ESG.

For more information on our environmental, social and governance programs, policies and practices, please visit our website at [ally.com](http://ally.com) or send your comments to [givingback@ally.com](mailto:givingback@ally.com) and follow us on [Facebook](#) and [Twitter](#).

# Appendix.



# Forward-looking statements and defined terms.

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.

Actual future objectives, strategies, plans, prospects, performance, conditions or results may differ materially from those set forth in any forward-looking statement. Some of the factors that may cause actual results or other future events or circumstances to differ from those in forward-looking statements are described in our Annual Report on Form 10-K for the year ended December 31, 2021, our subsequent Quarterly Reports on Form 10-Q or Current Reports on Form 8-K or other applicable documents that are filed or furnished with the U.S. Securities and Exchange Commission (collectively, our SEC filings).

Any forward-looking statement made by us or on our behalf speaks only as of the date that it was made. We do not undertake to update any forward-looking statement to reflect the impact of events, circumstances or results that arise after the date that the statement was made, except as required by applicable securities laws. You, however, should consult further disclosures (including disclosures of a forward-looking nature) that we may make in any subsequent SEC filings.

## 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 content index.

The Global Reporting Initiative (GRI) Context Index is a tool to help stakeholders better access Ally's environmental, social and governance information. This report has been prepared in consultation with the GRI Standards.



GRI Standard and Disclosures		Response, Page, or Link
<b>General Disclosures</b>		
<b>Organizational Profile</b>		
102 - 1	Name of the Organization	Ally Financial, Inc
102-2	Activities, brands, products and services	<a href="#">10-K (2021)</a>
102-3	Location of headquarters	<a href="#">10-K (2021)</a>
102-4	Location of operations	<a href="#">10-K (2021)</a>
102-5	Ownership and legal form	<a href="#">10-K (2021)</a>
102-6	Markets served	<a href="#">10-K (2021)</a>
102-7	Scale of the organization	<a href="#">10-K (2021)</a>
102-8	Information on employees and other workers	<a href="#">10-K (2021)</a>
102-9	Supply chain	<a href="#">CSR Report 2021: A New Model for Supplier Diversity - p.31</a>
102-10	Significant changes to the organization and its supply chain	<a href="#">10-K (2021)</a>
102-11	Precautionary Principle or approach	<a href="#">10-K (2021)</a>
102-12	External initiatives	Ally aligns with and/or incorporates principles and disclosures from the following external environmental and social initiatives: <ul style="list-style-type: none"> <li>- CEO Action Pledge for Diversity and Inclusion</li> <li>- Global Reporting Initiative (GRI)</li> <li>- Task Force for Climate-related Financial Disclosures (TCFD)</li> </ul>
<b>Strategy</b>		
102-14	Statement from senior decision-maker	<a href="#">CSR Report 2021: A Message from our CEO - p.4</a>
102-15	Key impacts, risks and opportunities	<a href="#">10-K (2021)</a> <a href="#">CSR Report 2021: Listening to learn: Moving from CSR to ESG - p.47</a>
<b>Ethics and Integrity</b>		
102-16	Values, principles, standards and norms of behavior	<a href="#">CSR Report 2021: Fundamentally - p.7</a>
102-17	Mechanisms for advice and concerns about ethics	<a href="#">Ally Policies and Charters - Code of Conduct &amp; Ethics</a>

GRI Standard and Disclosures		Response, Page, or Link
<b>Governance</b>		
102-18	Governance structure	<a href="#">Ally Policies and Charters - Board of Directors Governance Guidelines</a>
102-20	Executive-level responsibility for economic, environmental and social topics	Business Administrative Executive and Head of Corporate Citizenship
102-21	Consulting stakeholders on economic, environmental and social topics	<a href="#">CSR Report 2021: Listening to learn: Moving from CSR to ESG - p.47</a>
102-22	Composition of the highest governance body and its committees	<a href="#">Ally Policies and Charters - Board of Directors Governance Guidelines</a>
102-23	Chair of the highest governance body	<a href="#">Ally Policies and Charters - Board of Directors Governance Guidelines</a>
102-24	Nominating and selecting the highest governance body	<a href="#">Ally Policies and Charters - Compensation, Nominating and Governance Committee Charter</a>
102-25	Conflicts of interest	<a href="#">Ally Policies and Charters - Code of Conduct &amp; Ethics</a>
102-26	Role of highest governance body in setting purpose, values and strategy	<a href="#">Ally Policies and Charters - Board of Directors Governance Guidelines</a>
102-27	Collective knowledge of highest governance body	<a href="#">CSR Report 2021: Governance - p.44</a>
102-28	Evaluating the highest governance body's performance	<a href="#">Ally Policies and Charters - Compensation, Nominating and Governance Committee Charter</a>
102-29	Identifying and managing economic, environmental and social impacts	<a href="#">CSR Report 2021: Listening to learn: Moving from CSR to ESG - p.47</a>
102-30	Effectiveness of risk management processes	<a href="#">Ally Policies and Charters - Risk Committee Charter</a>
102-31	Review of economic, environmental, and social topics	<a href="#">CSR Report 2021: Listening to learn: Moving from CSR to ESG - p.47</a>
102-32	Highest governance body's role in sustainability reporting	The Executive Council, consisting of the CEO and other senior leaders, is the highest governance body to review the sustainability report.
102-35	Remuneration policies	<a href="#">Proxy Proposal</a>
102-36	Process for determining remuneration	<a href="#">Proxy Proposal</a>
102-37	Stakeholders' involvement in remuneration	<a href="#">Proxy Proposal</a>
102-38	Annual total compensation ratio	<a href="#">Proxy Proposal</a>
102-39	Percentage increase in annual total compensation ratio	<a href="#">Proxy Proposal</a>
<b>Stakeholder Engagement</b>		
102-40	List of stakeholder groups	<a href="#">CSR Report 2021: Listening to learn: Moving from CSR to ESG - p.47</a>
102-42	Identifying and selecting stakeholders	<a href="#">CSR Report 2021: Listening to learn: Moving from CSR to ESG - p.47</a>
102-43	Approach to stakeholder engagement	<a href="#">CSR Report 2021: Listening to learn: Moving from CSR to ESG - p.47</a>
102-44	Key topics and concerns raised	<a href="#">CSR Report 2021: Listening to learn: Moving from CSR to ESG - p.47</a>

GRI Standard and Disclosures		Response, Page, or Link
<b>Reporting Process</b>		
102-45	Entities included in the consolidated financial statements	<a href="#">10-K (2021)</a>
102-46	Defining report content and topic boundaries	The scope of this report is limited to where Ally holds exclusive operational control of day-to-day decision-making.
102-47	List of material topics	<a href="#">CSR Report 2021: Listening to learn: Moving from CSR to ESG - p.47</a>
102-48	Restatements of information	No restatement of information.
102-49	Changes in reporting	No changes in reporting.
102-50	Reporting period	January 1, 2021 - December 31, 2021
102-51	Date of most recent report	Dec-20
102-52	Reporting cycle	Annual
102-53	Contact point for questions regarding the report	<a href="mailto:givingback@ally.com">givingback@ally.com</a>
102-55	GRI content index	<a href="#">CSR Report 2021: GRI Content Index - p.51</a>
102-56	External assurance	No external assurance
<b>Economic Disclosures</b>		
<b>Management Approach to Economic Disclosures</b>		
103-1	Explanation of the material topic and its boundary	<a href="#">10-K (2021)</a> <a href="#">Ally Bank CRA Strategic Plan</a>
103-2	The management approach and its components	<a href="#">10-K (2021)</a> <a href="#">Ally Bank CRA Strategic Plan</a>
103-3	Evaluation of the management approach	<a href="#">10-K (2021)</a> <a href="#">Ally Bank CRA Strategic Plan</a>
<b>Economic Performance</b>		
201-1	Direct economic value generated and distributed	<a href="#">10-K (2021)</a>
201-2	Financial implications and other risks and opportunities due to climate change	<a href="#">CSR Report 2021: Putting the E in ESG - p.40</a>
<b>Indirect Economic Impact</b>		
203-1	Infrastructure investments and services supported	<a href="#">Ally Bank CRA Strategic Plan</a>
203-2	Significant indirect economic impacts	<a href="#">Ally Bank CRA Strategic Plan</a>
<b>Environmental Disclosures</b>		
<b>Management Approach for Environment Disclosures</b>		
103-1	Explanation of the material topic and its boundary	<a href="#">CSR Report 2021: Listening to learn: Moving from CSR to ESG - p.47</a> <a href="#">CSR Report 2021: Putting the E in ESG - p.40</a>
103-2	The management approach and its components	<a href="#">CSR Report 2021: Listening to learn: Moving from CSR to ESG - p.47</a>
103-3	Evaluation of the management approach	<a href="#">CSR Report 2021: Listening to learn: Moving from CSR to ESG - p.47</a> <a href="#">CSR Report 2021: Putting the E in ESG - p.40</a>

GRI Standard and Disclosures		Response, Page, or Link
<b>Social Disclosures</b>		
<b>Management Approach for Social Disclosures</b>		
103-1	Explanation of the material topic and its boundary	<a href="#">CSR Report 2021: The end of overdraft fees - p.10</a> <a href="#">CSR Report 2021: Snapshot: CRA - p.13</a> <a href="#">CSR Report 2021: Acting today, planning for tomorrow - p.16</a> <a href="#">CSR Report 2021: Welcome to Fintropolis - p.22</a> <a href="#">CSR Report 2021: Relentless allies for our employees - p.26</a> <a href="#">CSR Report 2021: A new model for supplier diversity - p.31</a> <a href="#">CSR Report 2021: A dealer doing it right - p.35</a> <a href="#">CSR Report 2021: Listening to learn: Moving from CSR to ESG - p.47</a> <a href="#">Ally Bank CRA Strategic Plan</a>
103-2	The management approach and its components	<a href="#">CSR Report 2021: Listening to learn: Moving from CSR to ESG - p.47</a> <a href="#">Ally Bank CRA Strategic Plan</a>
103-3	Evaluation of the management approach	<a href="#">CSR Report 2021: Listening to learn: Moving from CSR to ESG - p.47</a> <a href="#">Ally Bank CRA Strategic Plan</a>
<b>Training and Education</b>		
404-2	Programs for upgrading employee skills and transition assistance programs	<a href="#">CSR Report 2021: Relentless allies for our employees - p.26</a>
<b>Occupational Health and Safety</b>		
404-3	Occupational health services	<a href="#">CSR Report 2021: Snapshot: COVID-19 in 2021 - p.21</a> <a href="#">CSR Report 2021: Relentless allies for our employees - p.26</a>
<b>Diversity and Equal Opportunity</b>		
405-1	Diversity of governance bodies and employees	<a href="#">CSR Report 2021: Governance - p.44</a>
<b>Local Communities</b>		
413-1	Operations with local community engagement, impact assessments, and development programs	<a href="#">Ally Bank CRA Strategic Plan</a> <a href="#">CSR Report 2021: The end of overdraft fees - p.10</a> <a href="#">CSR Report 2021: Snapshot: CRA - p.13</a> <a href="#">CSR Report 2021: Acting today, planning for tomorrow - p.16</a> <a href="#">CSR Report 2021: Welcome to Fintropolis - p.22</a>
<b>Supplier Social Assessment</b>		
414-1	New suppliers that were screened using social criteria	<a href="#">CSR Report 2021: A new model for supplier diversity - p.31</a>
<b>Customer Privacy</b>		
418-1	Substantiated complaints regarding concerning breaches of customer privacy and losses of customer data	Ally Policies and Charters: Digital Transformation Committee Charter

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