

ally ally ally



Ally 2024
Purpose, People
and Impact Report

CEO letter.

Reflecting upon 2024 and my first year as Ally's CEO, I'm honored to be part of this amazing team and energized by the opportunities ahead of us. It has been a year of resilience and progress, anchored in the Do It Right ethos that is part of every aspect of our business.

It is our long-held belief – and one that I have personally championed throughout my 30+ years in financial services – that companies have a critical philanthropic role in the communities in which we live and work. We are called to make things better in our communities – making an impact that's far-reaching and lasting across all facets of our business.

We recognize and embrace the role the financial services industry has in driving lasting impact on our economy – we influence how jobs evolve for the future; we invest in our communities to bridge economic and digital divides; and we advance our customers' financial goals so they can lead the lives they're striving to achieve.

Our purpose

Our purpose-driven business strategy centers, quite literally, on our name – to be a financial Ally that does right for our customers, communities and colleagues. We at Ally are driven by a deep belief we exist to help people achieve their financial dreams. To that end, our long-standing commitment to drive financial mobility remains central to our efforts.

Our approach to this admittedly complex issue affecting all Americans – and especially the most vulnerable of society – remains grounded in: financial education, affordable housing, digital job training and workforce development. When we help people understand how their finances work, have stable housing, and the career skills needed to be successful as the world of work evolves, we support them in achieving their life goals.

In this 2024 report, one effort we highlight is our launch of Money Roots, a free financial wellness program to help people understand the "why" behind their money behaviors and change their financial future for the better.



For that reason, we made the deliberate decision to rename this annual report as our "Purpose, People and Impact" report – because those three pillars define the efforts we've undertaken to truly live up to our name as allies for each other, our customers, our communities and our stakeholders.

It's this focus on allyship – inside and outside of our company – which you'll see reflected in our 2024 Purpose, People and Impact report.

The connectivity between Purpose, People & Impact was also evident in September 2024, when Hurricane Helene tore through the South, directly impacting two Ally sites in North Carolina and Georgia, and auto dealers across several states. As our communities started to rebuild, we worked diligently to remove barriers to resources. For our colleagues, this includes streamlining the process to get more than \$175,000 in financial support through Ally's Employee Relief Fund.

For our communities, relief ranged from pre-storm support to help our dealers minimize impact to inventory to a company-wide disaster relief drive to food truck fundraisers to a trunk-or-treat event in Ally's Weaverville, NC, parking lot – providing our neighbors with financial support along with a little normalcy in unprecedented times.

Our people

Our people — and our prioritization of their care and development — are at the heart of our purpose-driven culture and the first critical factor in our equation for long-term success. We help them care for our customers and make an impact in our communities — that drives results.

Key to making Ally a leading workplace is preparing our colleagues for the future of work by viewing their experience at Ally as a journey. It begins by investing in workforce development through programs, including Hiring our Heroes and Best Buddies, which help us cast a wide net for talent who know our customers best.

It continues by helping them boost their career potential through tools to further their education, including our student loan repayment, tuition reimbursement and 529 savings programs help our colleagues. And it builds through our #OwnIt grants that extend ownership to every employee in the company — fostering an owner's mindset and building financial well-being — creating a vehicle beyond our robust 401(k) retirement plan to help our employees in their life after Ally.

Our impact

Our employees are at the heart of our giving back programs, as well, showing up for the moments that matter. More than 70% of teammates participated in our giving back program, well above the industry benchmark, and cementing our efforts to improve our communities. Further, Ally continues to maintain our Community Reinvestment Act program "outstanding" ranking — reflecting four consecutive examination periods with the designation, dating to 2017 — an achievement earned by fewer than 15% of banks.

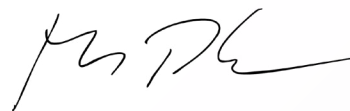
Importantly, our 50/50 media pledge, first announced in 2022 to achieve equal advertising spend for women's and men's sports, reached 47% in 2024. This was done through significant expansions into the WNBA and women's golf, including being part of a record-breaking \$12 million purse at the U.S. Women's Open as the official retail banking partner.

These examples are just a fraction of our efforts over the past year to build a more inclusive, sustainable future by being allies where it counts and pushing to make the ordinary extraordinary. I am privileged to lead this company, and I am excited and optimistic

about our future. We have embraced the theme of "the power of our focus" which means prioritizing investments in our core franchises where we have established clear competitive advantages.

In doing so, we are poised for growth — and with growth comes an even greater opportunity to make a meaningful difference for our colleagues, communities and customers. Every day, we get to collaborate with the best in the business to Do It Right not just when it's convenient, but in all that we do. I am excited for the work we will continue to do together and look forward to what is next.

Thank you,



Michael Rhodes

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About the Purpose, People and Impact Report.

Welcome to the 2024 Ally Financial Inc. (together with its consolidated subsidiaries unless the context otherwise requires, Ally, the Company, we, us or our) Purpose, People and Impact Report. As a financial services company with the nation's largest all-digital bank and an industry-leading auto financing business, we are driven by the mission to Do It Right and be a relentless ally for customers and communities.

We serve customers with deposits and securities brokerage and investment advisory services, and our integrated, customer-centric digital banking experience allows them to effortlessly manage Ally Bank deposit products and Ally Invest investment portfolios within a single platform.

We are an independent provider of financing, leasing, commercial insurance and vehicle protection products for dealers and consumers. We also have a seasoned corporate finance business that offers capital for equity sponsors and middle-market companies.

We're in the business of putting people first, and we've been doing it for over 100 years. By creating financial services that actually serve, we're helping customers navigate every aspect of their financial lives.

We're dedicated to providing transparent disclosure of our initiatives to our employees, customers, communities and shareholders. Our work is guided by various international standards, including those of the Global Reporting Initiative (GRI) and the Task Force on Climate-Related Financial Disclosures (TCFD).

A culture committed to doing it right

At Ally, we are relentlessly focused on creating lasting impact for our stakeholders — investors, customers, employees and communities — and are rooted in our brand promise that we are all better off with an ally.

Our people-first human capital approach is guided by a philosophy that emphasizes care for our employees through professional and personal support, and offerings that drive them to better care for our customers and positively impact our communities. We believe the components combine to propel our operational and financial results and a strategic advantage through our distinctive culture.

We emphasize a working environment and company culture that embrace a broad range of talents, backgrounds and perspectives and where colleagues feel valued as both individuals and members of the team. In doing so, we believe the best ideas and solutions are able to be heard, advancing our efforts for all our stakeholders.

Our pillars for impact

Employees

Our employees bring our Do It Right ethos to life for our customers and communities. We emphasize a One Ally culture, grounded in our LEAD core values, where employees are engaged and feel cared for as individuals and members of the team, while continuing to build Ally as a place where employees can pursue a career with meaning and purpose.

Customers

We are relentless allies for our customers' financial well-being. We are in business because of them and for them. We are committed to delivering innovative products and services that provide them with the confidence and freedom to make positive financial choices. As a leading digital financial-services company, we seek to be accessible to everyone and to continue investing in the future of finance.

Communities

We are committed to innovative philanthropy and programming that reduces barriers to economic mobility. Our strategy focuses on three core areas, affordable housing, workforce development and financial literacy. Our commitment is more than financial support. We provide volunteers, technical assistance, mentoring and professional development to support marginalized communities.

Environment

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



Leading by example

Our culture is driven by our LEAD core values, which create a nimble and ever-evolving approach to meet the needs of our stakeholders, emphasizing our employees to:

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

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

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

D **Deliver results:** We are passionate about winning – for our customers, our teams and our company. Success is measured by both the outcome and the path to achieve it.

2024 business growth

\$143.4 billion

in retail deposits

\$39.2 billion

consumer auto loan and lease originations

\$1.5 billion

in insurance written premiums

\$434 million

of corporate finance pretax income

\$9.6 billion

held for investment (HFI) in Corporate Finance portfolio

A year to remember

In 2024, we achieved notable success – establishing new programs to benefit aspiring technologists, enhancing legacy projects to further aid our stakeholders and offering continued financial support to the communities we serve.

2024 Highlights.



Top 10%

of global workplaces for employee engagement for the fifth consecutive year, as measured by a third-party provider

87% employee retention rate

Greater than 90% retention rate for high performers



CRA

Originated \$1.3 billion

in community development loans and investments

Awarded nearly \$1.8 million

in grants to **66 nonprofit organizations**



Technically Speaking's impact increased by 200%

Held 18 panels and connected with **nearly 700 people**



Tech Enrichment Experience hosted four sessions with **145 participants** in total



Employee Relief fund

\$270,000 awarded to 200+ employees

\$177,000 to support employees impacted by hurricane Helene response



Financial literacy programs

5,600 financial literacy books donated to schools

4.5 million downloads of our online financial literacy game, Fintropolis



Total giving:
\$17.7 million



\$1.4 million multi-year grant to support The Other Side Village, a proposed master-planned community focused on housing individuals coming out of chronic homelessness in Salt Lake City



\$1 million commitment to Invest Detroit's third round of its Strategic Neighborhood Fund



Launched Money Roots, a free financial wellness program



Fifth year raising over **\$1 million** at the Ally Challenge



61,783 employee volunteer hours

72% employee volunteer/giving participation rate

More than double the industry benchmark of **34%** for financial services organizations

Employees volunteered in 1,287 group events

Green Team volunteered **3,400+ hours** in 2024

79 volunteers participated in Ally's largest one-day volunteer event at Clara Love Elementary in Fort Worth, Texas

Supported 1,900+ nonprofits

through employee donations, volunteer hours and Ally match

Contributed \$2.9M+

via employee donations and Ally Match (for dollars and hours)

Governance.

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

The Compensation, Nominating and Governance Committee (CNGC) annually reviews the structure and membership of the Board’s committees and recommends any appropriate changes to the Board. The Board’s governance structure is designed to support effective oversight (including oversight of senior management), timely access to information and sound decision-making. The membership of each committee is driven by its purpose, the expertise or experience needed to achieve that purpose, any requirements of applicable law or listing rules and other factors that are expected to enhance the effectiveness of the committee. Currently, the standing committees of the Board are the CNGC, the Audit Committee, the Risk Committee and the Technology Committee.



“Corporate governance is about excellence, integrity and accountability at every level of the organization. To achieve our strategic objectives and maintain the trust of our shareholders, we hold ourselves to the highest standards of oversight and ethical decision-making. It’s how we protect our license to operate and earn the right to grow.”

Hope Mehlman

Chief Legal and Corporate Affairs Officer

Select corporate governance highlights include the following:

- Annual election of all directors
- All directors are independent, other than our CEO
- Independent Board Chair
- All Board committee members are independent
- Board has appropriate mix of skills, backgrounds, ages and tenures
- Board and committee executive sessions are held regularly
- No director attended less than 75% of meetings of the Board and the Board committees on which they serve in 2024
- Service on other public-company boards is limited
- Self-assessment of the Board and Board committees is conducted annually
- Directors regularly engage with regulators
- Director compensation program is reviewed annually
- A robust shareholder engagement program is maintained
- Our bylaws provide shareholders with a proxy access right
- Majority voting standard applies to uncontested director elections
- Shareholders have the right to call a special meeting
- Single-class voting structure
- No poison pill or other anti-takeover device

Strong board oversight

In its oversight role, the Board's primary responsibilities include overseeing a clear strategy for our company, including reviewing, advising management on, approving and monitoring performance against our strategic plan and objectives; overseeing our financial performance and condition and establishing the proper "tone at the top" for our culture and values, including approving our Code of Conduct and Ethics and monitoring management's promotion of integrity, honesty and ethical and legal conduct throughout our company.

Through its Risk Committee, the Board oversees our risk-management policies and global risk-management framework, and through its Audit Committee, the Board monitors the integrity of our financial statements and financial-reporting process and the adequacy of its financial and other internal controls, including disclosure controls and procedures. We measure risk culture annually as part of our employee engagement survey, and consistently high scores demonstrate enterprise understanding and empowerment.

"What stands out most about our unwavering Do It Right culture is that it comes both from the top down and from the bottom up. Our leadership sets the tone, modeling integrity, accountability and a long-term view in everything from legal strategy to day-to-day decisions. Team members at all levels execute on that vision and ensure that actions match words. That kind of teamwork enables all of us to do meaningful work that stands up to scrutiny and stands the test of time."

Hope Mehlman

Chief Legal and Corporate Affairs Officer



Board recruitment and refreshment

The Board is committed to assembling directors who excel in fulfilling the Board's responsibilities, exercising independent leadership and oversight of management and operating in a cohesive and effective manner. The Board believes that the Board should consist of directors with an array of backgrounds, skills and qualifications, in terms of education, business acumen, accounting and financial expertise, risk-management experience or experience with other organizations.

In considering director candidates, the Board and the CNGC take into account these factors as well as other characteristics that, in their judgment, will enhance the effectiveness of the Board. These characteristics include independence; the ability to understand our primary risks and to advise management on our strategic plan and objectives in the context of its risk profile; the ability to make independent and disinterested decisions in the balanced and best interests of our shareholders as a whole; the ability and willingness to devote sufficient time and attention to our company's personal and professional integrity, honesty, ethics and values; and the candidate's overall fit within the existing mix of director characteristics.

The Board regularly refreshes its composition to ensure alignment with business strategy and has welcomed three new directors over the past three years with extensive technology and cybersecurity experience and retail and consumer banking backgrounds. Most recently, Michelle J. Goldberg was elected as a director at the 2025 annual meeting. Ms. Goldberg brings extensive experience in technology, investment, finance and digital media, contributing a fresh perspective alongside the critical institutional knowledge of our more seasoned directors. An overview of the Board's recent refreshment efforts is illustrated below.

Board refreshment timeline

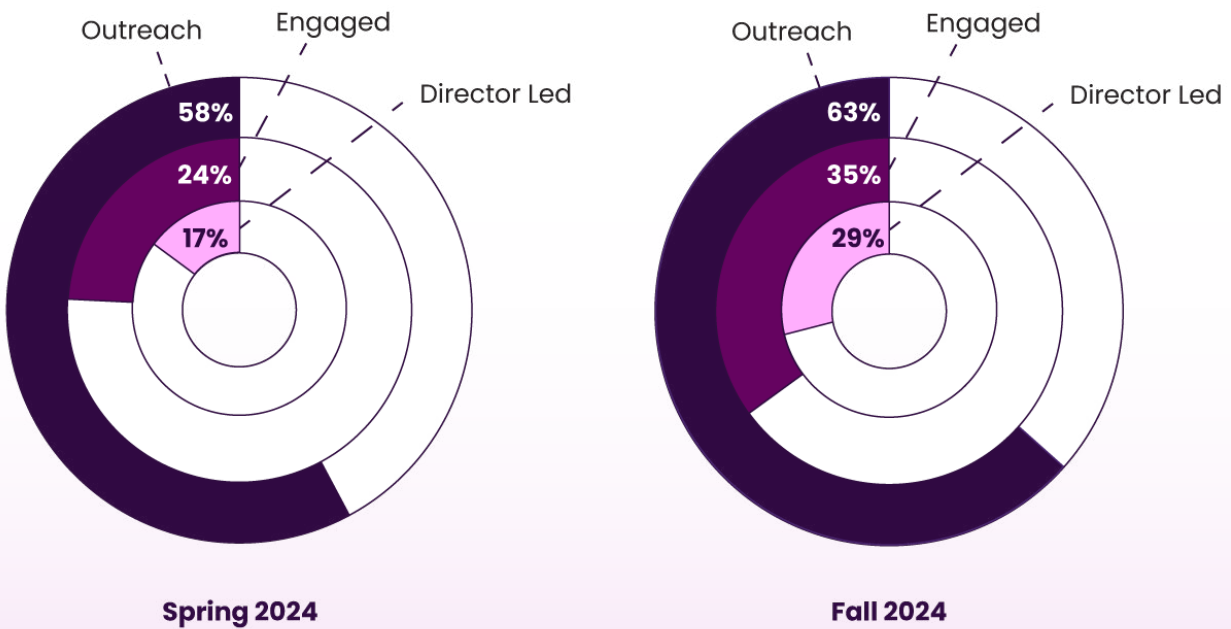


Shareholder engagement

Ongoing engagement with our shareholders is a key component of our governance practices, including interactions with many of our largest shareholders and regular participation in these interactions by several members of our executive leadership. Our shareholders also have an opportunity to provide feedback at our annual meetings. In 2024, we continued outreach through our governance-focused engagement program to understand investor perspectives on key corporate governance, executive compensation and corporate social responsibility matters.

The Board considers shareholder engagement a critical part of its stewardship responsibilities. We have established a robust, year-round shareholder engagement program, through which we engage in dialogue and seek shareholder perspectives on matters of interest to inform decision-making. In 2024, we conducted two rounds of engagement, both prior to our May Annual Meeting and again in early fall. We conducted broad outreach to investors and the leading proxy advisory firms, meeting with each shareholder and proxy advisor who accepted our requests. Kim Fennebresque, CNGC chair, participated in select engagements.

Overview of 2024 shareholder engagement



Note: Represents reported holdings as of time of engagement.

Risk management oversight

Role of the Board

A holistic, integrated and proactive approach to risk management is cultivated in the tone at the top that is set and communicated by the Board, the Chief Executive Officer and other members of senior management. Together, these leaders establish and regularly reinforce risk-based performance as one of Ally's strategic priorities. The Board aligns Ally's strategy with its risk appetite and, as a result, fosters an environment that does not encourage excessive risk taking. The Board also holds senior management accountable for maintaining the risk appetite framework and supports the independence and stature of independent risk-management and internal audit functions. One of the Board's primary responsibilities includes, through the Risk Committee, overseeing our risk-management policies and global risk-management framework, including our risk-appetite statement and our program for managing compliance risk, commensurate with its structure, risk profile, complexity, activities and size.

Role of the Board's committees

Each of the Board committees are responsible for evaluating specified risks and overseeing the management of those risks. The full Board is regularly updated by management on the state of Ally's risk appetite, risk capacity and enterprise risk-management framework — including management's ongoing assessment of identified top and emerging risks — and considers them in assessing and directing Ally's strategy and business. The Risk Committee also meets in joint sessions with each of the Audit and Technology Committees, at least annually, to discuss with management the guidelines and policies for assessing and managing our exposure to risks, including major financial risk exposures and the steps management has taken to monitor, control, report on and, as necessary, disclose those exposures.

Ethics

At Ally, we strive to do what is right. We expect all employees to take personal responsibility for maintaining the highest standards of honesty, trustworthiness and ethical conduct. We show integrity by complying with the law and Ally's policies and standards. We recognize that in a large company, people may differ about the wisdom of any given policy or standard, but compliance is not optional. We believe in complying with not only the letter of the law, policies and standards but also the spirit behind them.

Conduct and ethics

Ally's strong foundation is built upon a legacy of determination and dedication, fostering a culture that defines who we are and how we act. This rich history has guided us to consistently deliver for all our stakeholders, day in and day out. One customer call, one dealer visit, one volunteer event. All are connected to our higher purpose: to be a relentless Ally for our customers and communities. This is cemented in our Code of Conduct and Ethics (the Code) which every employee attests to annually and lives up to daily.

To that end, what we do and how we act matters — in small actions and in big decisions. We are committed to listening, learning and continuously improving in order to make a difference. Each day, we recommit to building a workplace centered around care and belonging, leaning into the advantage our differences bring to our work and our Ally community. All the while, we hold true to the ideals of effective challenge. We all seek to find the best solution and welcome different perspectives.

The Code is designed to help Ally employees and representatives understand the standards of conduct that Ally requires and meet the fundamental obligations that are vital to our success. While some obligations are legal duties, others derive from policies and standards that Ally maintains to align our actions with our culture to Do It Right.

Associates complete required training at on-boarding, and annually thereafter, to affirm their compliance with the Code. Training programs and other resources set expectations surrounding appropriate conduct, ethical behavior and a culture of compliance with applicable laws, regulations, policies and standards.

Each employee has a responsibility to understand the Code, comply with the Code and report any actual or suspected noncompliance. No one, regardless of position at Ally, has the power or authority to direct an employee to do anything contrary to the Code or applicable law.

Ally Ethics Hotline

Ally employees may report an integrity or compliance concern through the Ally Ethics Hotline, which is available 24 hours a day, seven days a week. The purpose of the Ethics Hotline is to facilitate the reporting of possible illegal, unethical or improper conduct. This conduct includes, but is not limited to: Safety and Security, Theft and Fraud, Insider Trading, Anti-Money Laundering and Code of Conduct compliance. Team members may also report concerns through the Ethics Hotline's web portal at allyethics.com.

Ally remains above the benchmark for concerns raised by employees via our Open Door program, indicating continued employee comfort in directly raising concerns.

Compliance

In 2024, the Board prepared for evolving regulatory requirements and reporting frameworks by conducting gap analyses and developing a compliance roadmap aligned with strategic priorities. The Board's Audit Committee assists the Board in overseeing Ally's compliance with legal and regulatory requirements, and the Risk Committee assists the Board in overseeing Ally's risk-management policies and global risk-management framework, including its risk-appetite statement and its program for managing compliance risk. Our directors received training on a variety of topics in 2024, including fair lending, the Bank Secrecy Act / anti-money laundering, transaction with affiliates, complaints management and cybersecurity awareness.

The Enterprise Compliance Training Team ensures that all employees are well-versed in the rules, laws, regulations and internal policies that govern Ally. The team provides comprehensive training that is developed in collaboration with key stakeholders from

different business lines and enterprise functions. The established curriculum helps to mitigate legal and financial risks associated with non-compliance and protect our company's reputation. At Ally, we believe that effective compliance training fosters a culture of ethical behavior, awareness and accountability, encouraging employees to make informed decisions and report potential issues proactively.

Chief Legal and Corporate Affairs Officer Hope Mehlman, who oversees all legal, compliance, government relations, environmental sustainability and community reinvestment matters, says, "Banking is one of the most heavily regulated industries in the world — and for good reason. We're entrusted with people's livelihoods, dreams and security. The rules that govern our industry are there to protect the integrity of the system and the well-being of those who rely on it."

Regulatory compliance

In fulfilment of the regulatory requirements of the Bank Secrecy Act (BSA) and the Office of Foreign Assets Control (OFAC), and as part of our larger commitment to safeguarding the financial sector from fraud, money laundering and other abuse by illicit actors, we maintain robust Fraud, Anti-Money Laundering (AML) and Sanctions Programs.

Our Fraud, AML and Sanctions Programs work collectively to protect our company and our customers from fraudulent activity and to identify and report suspicious activity to the Financial Crimes Enforcement Network (FinCEN) and potential sanctions violations to OFAC as required by regulation. We utilize a variety of sophisticated technology tools and approaches to prevent and detect fraud, money laundering and sanctions violations, working collaboratively with Cybersecurity, Technology and client-facing teams.

Our employees and relevant contractors receive annual training to support their colleagues with understanding their role in this important activity. Specialized Fraud, AML and Sanctions teams receive ongoing targeted training to stay abreast of emerging risks and trends.



Fair and Responsible Banking (FARB)

Our Fair and Responsible Banking Officer often states it is a privilege to serve in FARB because we are tasked with protecting customers. Our robust Fair and Responsible Banking Program encompasses: Fair Lending; Unfair, Deceptive, or Abusive Acts or Practices; Equal Credit Opportunity Act; Home Mortgage Disclosure Act; Complaints and additional FARB-Related Consumer Protection regulations that are enterprise-wide, many of which impact prohibited basis or other demographics such as military and veterans or elders. The annual Monitoring Plan includes both statistical and other monitoring techniques to assure fairness to customers and consumers regardless of demographic or prohibited basis. FARB also reviews all complaints alleging discrimination before a response is provided to the customer.

Overall, FARB oversees 14 enterprise policies and 12 enterprise trainings and provides advisory services to all business lines and functions across Ally. Fair and Responsible Banking is taken very seriously at Ally, and each team member is responsible for identifying potential unfairness and reporting to the Bank's Chief Compliance Officer, FARB Officer and/or Legal for review.

Customer complaints

The customer experience is at the center of our focus, and our mature Complaints program was built with the customer at heart. Complaints are managed in the business lines through Executive Customer Relations to ensure complaints are documented, include a thorough review and sufficient information is provided to the customer in response to their complaint. Certain complaints that are considered sensitive per the Enterprise Complaints Policy are also escalated for review by Legal and Compliance, including FARB for complaints alleging discrimination, prior to responding to the customer.

Political engagement and disclosure

We believe it is important to have an open dialogue with policymakers to best represent the goals and interests of our customers, stakeholders, employees and communities. As part of representing Ally's goals and interests, we regularly engage in the public policy process at the state and federal level. We work with policymakers and staff to share our story and respond to any questions regarding the potential impact of certain policies.

We engage in direct and indirect lobbying activity by employing internal lobbyists and external consultants who engage on behalf of our company. One example of our direct lobbying is through the regulatory agencies public comment process.

We maintain a robust compliance and monitoring program to ensure both employees and consultants abide by all appropriate conduct, reporting and disclosure requirements. We file all required reports regarding our federal lobbying activity in compliance with the Lobbying Disclosure Act of 1995, as amended by the Honest Leadership and Open Government Act of 2007.

The Board's CNGC, which is composed entirely of independent directors, oversees Ally's public policy activities, including lobbying activities and memberships in trade associations, coalitions and industry organizations.

Cybersecurity and data privacy

Information technology, cybersecurity and data protection are some of our primary risks, and as a financial institution, protecting our customers' personal and financial information is our most important responsibility. We work every day to earn and maintain our customers' trust.

In an increasingly digital world where various threat actors threaten the confidentiality and security of data, our teams are hard at work enhancing our defenses and managing risks. Risks include cybersecurity attacks, technology failures (like a system going down), lack of governance, data protection or someone accidentally or intentionally accessing, sharing, deleting or tampering with company or customer data.

We continue to devote substantial time, resources and funding to risk management, compliance, cybersecurity and data protection. This includes a comprehensive defense-in-depth approach with our security controls with a thorough end-to-end monitoring and cyber response capabilities. Operational metrics and data are monitored on an ongoing basis and assessed against established risk-appetite limits. An inventory of these processes, risks and controls is maintained utilizing regulatory and industry guidance, including the Federal Financial Institutions Examination Council's (FFIEC) Information Technology Examination Handbook and the National Institute of Standards and Technology (NIST) Cybersecurity Framework.

We believe that security is everybody's responsibility. Our commitment to ensuring that cybersecurity and data protection are engrained throughout our organization starts from the top. Our Board is actively involved in the oversight of Ally Bank's cybersecurity and data risk-management program, which empowers our front-line employees to proactively mitigate risk. The teams managed by our Chief Information Security Officer are responsible for the administration, governance and ongoing assessment of information technology, cybersecurity and data protection risks that pertain to their areas of responsibility.

Supporting the continuity and resilience of Ally's operations is critical to our mission and commitment to Do It Right. Our Business Continuity Management (BCM) program is designed to ensure the ongoing availability of essential banking services to our customers, partners and communities. Governed by executive leadership, and aligned with regulatory expectations, our BCM framework includes robust planning, testing and recovery protocols across all critical functions. We conduct regular scenario-based exercises, engage in cross-functional risk assessments and continually enhance our capabilities to respond to emerging threats, including cyber events and natural disasters. Through proactive planning and transparent governance, we uphold our commitment to financial stability and stakeholder trust.

As cyber threats evolve, growing not just in number but in speed and sophistication, a robust cybersecurity program is vital to effectively managing risks. We place a strong emphasis on preparing for and safely harnessing emerging technologies to effectively mitigate ever changing cyber risks.

As a financial institution, protecting our customers' personal and financial information is our most important responsibility. In today's digital age we have seen a rapid increase in the volume of data being collected and shared, as well as the number of threat actors seeking to gain access to that data. The importance of personal data protection and transparency cannot be overstated, and at Ally, we view this as a shared responsibility across the enterprise and not just the job of a few. We continue to nurture and invest in a culture that prioritizes proactively embedding privacy consideration into the core of our operational framework. While we are required to remain in alignment with emerging laws, regulations and best practices, our primary driver centers around our core principle of Doing It Right.

Ally has taken a unique collaborative approach to data protection which ensures that the Privacy, Cyber, Technology, Digital and Risk leaders collectively weigh in on new technologies, emerging risks and innovative forward-looking strategies to protect customer data.

For more information regarding our stance on and commitment to cybersecurity and data privacy, please review [Form 10-K](#).

Artificial intelligence (AI)

Innovation is in our DNA at Ally: We've been at the forefront of the shift in consumers' preferences to banking digitally. As pioneers in the digital banking revolution, we are committed to leveraging technology as a cornerstone of our growth strategy and leading the industry in advocating for and adopting responsible AI practices. We recognize AI as one of the most significant technological transformations of our time, offering enhanced productivity, personalized experiences and numerous benefits for both businesses and society.

Our Enterprise Data and Analytics team spearheads our exploration and adoption of AI, developing and maintaining our data and analytics platforms. We are constantly looking for advanced analytics solutions to implement high-value use cases for machine learning, traditional AI and generative AI across all areas of our institution — from customer support to internal functions and technology. Our efforts are focused on enhancing customer experiences by providing time-saving tools, starting with our customer care associates. These tools help reduce administrative burdens, streamline operations, modernize processes and future-proof the entire software development lifecycle. Additionally, we utilize AI to enhance the pre-planning phase for our audit teams, enabling them to ideate and assess more efficiently. While we continue to build the future of banking utilizing AI, our Do It Right mantra guides our philosophy, approach and oversight in foundational ways.

At the core is our AI Governance Framework, which provides comprehensive oversight to ensure that AI initiatives align with our enterprise risk management framework, strategic objectives and ethical guidelines. While we are committed to responsibly exploring, evaluating and implementing the use of AI, we are doing so with sound risk management practices designed to equip all employees with the knowledge and guided practices necessary for managing the associated risks.

In 2024, we proudly became the first financial institution to join the prestigious Responsible AI Institute, a member-driven nonprofit dedicated to fostering successful responsible AI initiatives within organizations. This partnership demonstrates our dedication to establishing new standards for ethical AI practices in the industry.

We foster a human-centered approach to AI. To achieve this, we are dedicated to training our internal workforce through comprehensive training courses and nurturing internal user communities such as the AI Community of Practice and quarterly AI Day educational events. These initiatives empower our employees to engage with AI responsibly and effectively, ensuring that human values remain at the forefront of our technological advancements.

Our [Ally.ai](#) platform allows us to scale the right use cases with appropriate governance processes and security controls. By prioritizing responsible AI practices and investing in our workforce, we are not only shaping the future of banking but also leading the industry in ethical and human-centered AI integration.



A relentless ally for our colleagues.

At Ally, our people-first approach means we provide more than just paid time off and a retirement plan. Instead, our benefits stem deep into the fabric of each employee's life and offer direct resources to help employees achieve their physical, emotional, financial and career goals.

Our philosophy revolves around how we are able to care for our employees, wherever they are in their career journey — from before they start to when they leave and all the stages in between.



The beginning: Recruiting the best, wherever they are

Talent comes from everywhere. But sometimes, the sources of the biggest potential go unrecognized. Our recruitment efforts are driven by the belief that the best ideas come from a collective mixture of different voices and perspectives, and bringing those ideas to the table brings the best products to market.

“Our goal is to identify and engage a diverse range of talent sources to build a strong and versatile workforce, giving us a competitive advantage,” says Executive Director of Talent Management & Acquisition Kristen Rohrbaugh.



We search across the country to identify high-potential college students to start their career journeys at Ally. In 2024, we hired 245 college students from more than 80 different universities.

Ally works with a number of workforce development programs to enhance our recruitment efforts and build our future pipeline of talent. Through career fairs, workshops, panel discussions and mentorship programs, these initiatives connect us with top-tier talent who might otherwise be overlooked in traditional hiring processes:

Program highlights:

Hiring Our Heroes connects the military community with civilian companies to create economic opportunity.

Best Buddies empowers people with intellectual and developmental disabilities to establish fulfilling professional careers.

Disability:IN promotes the full inclusion of people with disabilities to inspire accessible innovation for all.

Charlotte Talent Initiative focuses on building competencies in data analytics for Charlotte-area students through a cohort-based career pipeline program with Queens University.

Association of Latino Professionals For America partners with Ally on professional development, including recruiting at ALPFA's annual convention.

Thurgood Marshall College Fund's Leadership Institute and Moguls in the Making engage with students to offer interviews, internships and full-time job opportunities.

Road to Hire Technology Apprenticeship Program offers young adults paid technical training, mentorship and professional development. Upon completion, participants transition to high-earning careers with premier Charlotte employers like Ally.

Growth: Creating career stepping stones

"We are committed to promoting continuous learning and the ongoing development of our employees," says Rohrbaugh. "Our goal is to provide opportunities for growth, facilitate internal mobility, promote advancement and enable our team members to acquire diverse skills and competencies. Ultimately, we strive to help each individual become the best version of themselves."

We believe the key to career progress is education: learning new technical skills, expanding leadership capabilities and gaining industry knowledge. To help our employees grow — no matter where they are in their careers — we offer a wide variety of training opportunities to help them advance.

In 2024, we made it easier than ever to access these growth opportunities with the launch of Ally University. This program acts as a central repository of learning resources for employees to build knowledge and skills and own their career path. Topics range from "How do I have a crucial conversation with a manager or subordinate?" and "How can I create a more effective presentation?" to "How do auto dealerships make money?" and more.

Alongside the opportunity to grow their skills, Ally team members are also encouraged to grow their careers within the company. Internal mobility is a top priority for us, with nearly 50% of roles filled by internal hires in 2024.

The middle: Benefits beyond the basics



Physical well-being

Virtual care options make care of different kinds more accessible. Since implementing virtual primary care and physical therapy options in 2024:

127 participants completed **193 virtual primary care visits**

500 employees and family members completed **6,600 sessions** of virtual physical therapy

Ally provides one-on-one health coaching for personalized support. In the four months after the program's launch in September 2024:

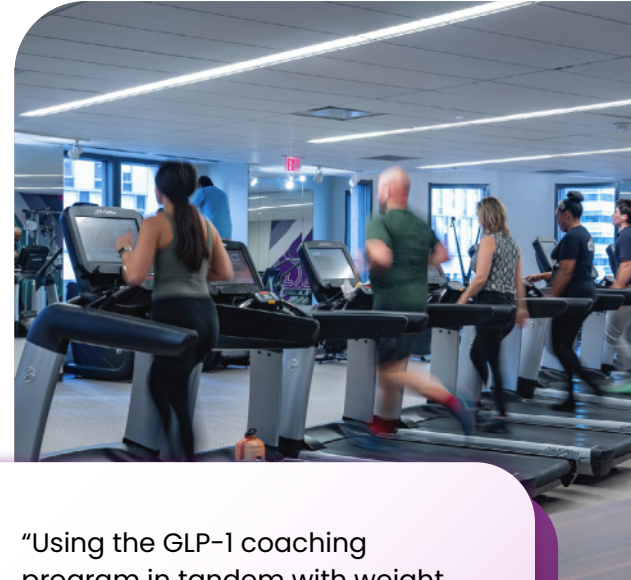
365 employees and family members enrolled in a coaching topic and have connected with their coach over **3,500 times**

Diabetes and weight loss programs are more than just a trend; they can be life altering. Ally ensures insurance coverage for these medications to those who need it – and connects employees to personal coaches to achieve long-lasting results.

480 employees and family members participated in a program for weight loss

60 participants enrolled in a diabetes program

Ally provides generous Health Savings Account (HSA) company contributions to employees. In 2024, Ally lowered the compensation level for employees to receive a higher HSA employer contribution, making health care more affordable to our lower compensated employees. Now 32% of all employees are receiving this benefit.



"Using the GLP-1 coaching program in tandem with weight loss medication has been super helpful. The lessons and resources they provide, in addition to access to a coach that is a dietician, are helping set me up for success on my weight loss journey."

Anonymous



Emotional well-being

Mental health is as essential as physical health. Through Ally's Mentally Fit program provided by Lyra:

1,829 employees have started care with a coach or therapist

84% of participants who received care report that they either significantly improved or completely recovered

Mentally Fit was launched to help provide mental health care — how, when and where our employees and their families need it. Since that time, nearly 30% of Ally employees have actively engaged with Mentally Fit through activities like reading materials, taking on-demand courses, participating in live, facilitated conversations and more.

"The Lyra Mental Health benefit has been incredibly helpful for me. The professional support I received helped me navigate the emotions following the sudden death of my father. I appreciated the ability to choose a therapist that matched my criteria and the invaluable resources on coping with grief and loss."

Crystal Singleton

HR Learning and Development Manager



Financial well-being

Financial well-being takes time. That's why we invest in our employees throughout their financial journeys — and measure our success over time to ensure lasting impact. Over the last five years:

Employee FIT Age was reduced by **3.5 years**

Individuals with a FIT Age of 70+ decreased from **30% to 21%**

% investing efficiently toward retirement increased from **51% to 90%** (determined by internal guidelines)

FIT Age is an estimated date that an employee can retire and that their assets will last in retirement.

"Last year, Ally's benefits impacted me and my family in a very real way. My young son was dealing with some serious issues of doubt and self-worth that were escalating quickly, without my or his dad's awareness. We received a scary call from the school out of nowhere and school resources were not available. We received incredible support from Ally. I'm so grateful to have been able to call Lyra and set up intervention immediately. It has been a year, and he is healthy and happy, and we all have better tools as a family."

Lakita Robinson

Sr. HR Director, CFO Group

The Financial Finesse Hub provides Ally employees personalized action plans, workshops, articles, blogs and videos for financial education.



Social well-being

Grow your family

Ally's support for growing families includes:

Up to 14 weeks of paid parental leave

Support for IVF, surrogacy and adoption

Breast milk shipping, lactation support, back-up child & adult/elder care assistance and more

Educational support

Our Student Loan PayDown Assistance Programs offers eligible employees monthly \$100 contributions to help pay off their loans. In 2024, Ally:

Helped pay off **146 student loans**

Assisted employees through payments on **2,511 student loans**

Contributed **\$2.3M+** in total student loan payments

To save for education costs, we offer contributions of \$100 per month to fund 529 savings plans. In 2024, we:

Funded **4,215 529 savings accounts**

Gave **\$3.5M+** in 529 contributions

Ally funds up to \$10,000 per year in tuition reimbursements to help employees advance their education. In 2024, we:

Paid \$2.1M+ in tuition reimbursements

"At Ally, we live by the creed that every employee is more than just their job. They're people with personal and professional lives that are intertwined. Everything we do is rooted in this 'care factor' – from our recruitment efforts to our benefits and our purpose-driven company culture."

Kathie Patterson

Chief Human Resources and Corporate Citizenship Officer



The closing chapter: Supporting employees into retirement

Goodbyes are bittersweet, but we strive to make every employee's transition into retirement as seamless as possible.

401(k) planning assistance

No matter where an employee is in the retirement process, they have access to Certified Financial Planners to help them reach their financial goals.

Tony Costantini, fixed operations specialist, says, "The financial coaching services provided by Ally have been invaluable to me. While I felt pretty confident in my retirement and investment planning, the ability to pick up a phone and have a professional financial planner 'double check' my plans has provided me substantial peace of mind."

Retirement contributions

In recognition of the entire Ally team's hard work in 2024, the Board approved a 2% discretionary contribution to retirement plans for all U.S. and Canadian employees to support their well-being in retirement.



"We are committed to fostering a work environment where everyone feels a sense of belonging, connection to purpose and collective ownership in creating positive outcomes for our teammates and customers."

Reggie Willis

Chief Inclusion and Belonging Officer

#OwnIt grant

The #OwnIt grant extends ownership to every employee with up to 100 shares of Ally common stock for all non-equity eligible Ally employees based on company performance. By contributing to an owner's mentality and building financial well-being, employees have something they can take with them throughout their careers and beyond.

	Awards granted	Awards vested	Grant value as of Annual Grant Price	Award expense (\$M)
2020	8,767	6,764	\$3,175	\$21.5
2021	9,481	7,081	\$3,856	\$27.4
2022	10,334	7,909	\$4,677	\$37
2023	11,553	—	\$3,233	—
2024	11,069	—	\$3,762	—

SNAPSHOT

Relief after the storm.



On September 26, 2024, Hurricane Helene brought record-breaking rainfall and devastating floods to the mountains of western North Carolina. Less than two weeks later, all Ally employees living in impacted areas received funds to start rebuilding after the storm.

The money was provided through Ally's Employee Relief Fund, an emergency aid program first established during the Covid-19 pandemic to provide financial support to employees in need. Typically, the fund requires employees to apply online and request assistance for their specific case. But when Hurricane Helene hit Weaverville, N.C., Ally employees working at the local call center lost internet service and couldn't access the application.

Ally mobilized immediately. Working through the weekend alongside the fund's third-party provider, E4E Relief, Ally team members devised a process to bypass the application and automatically release the maximum amount of funding to every employee affected in Weaverville and other impacted areas. Ally also extended the deadline to receive aid, ensuring everyone had time to access their funds. As a result, more than 130 local employees received support to begin rebuilding.

"The Ally Employee Relief fund was paramount to help meet critical basic needs. The uncertainty was relieved and the true feeling of community at Ally that came through was an indescribable feeling."

Dylan Blann

Sr Consultant - DCC III - Account Specialist Risk Review Team, Weaverville, N.C.

The funds provided essential relief at a time when it was most needed. The destruction that followed the path of the hurricane across North Carolina knocked out grids, flooded homes and destroyed infrastructure, leaving some residents without basic necessities. With the \$1,500 grant, one Weaverville team member was able to replace the damaged pipes in their home, restoring their family's access to clean water. "Afterwards, employees let us know they felt supported, seen and cared for," says Senior Director of Corporate Citizenship Lynne Walters. "The support meant they had one less thing to worry about in the wake of the storm."

A Halloween to remember.

Every year, Ally employees at the Weaverville call center host a Halloween event for the kids of the community. But after the hurricane swept through town at the end of September, they were unsure if they'd be able to organize the event due to the damage.

After receiving the support from Ally to rebuild and recover from the storm, the Weaverville team wanted to make sure their local community felt the same impact. Ten days later, they banded together to host a trunk-or-treat in the Ally parking lot for more than 500 community members.



\$270K+

total amount of employee assistance funds released in 2024; **\$1.1M** since fund inception

\$177K

to support employees impacted by Hurricane Helene

10 days

from notification of impact to release of funds

200+

number of employees supported; **130+** Helene-related

Additional \$100,000

donated to communities impacted by the storms

- **\$50,000** to the American Red Cross to support immediate needs such as clean water, meals and shelter
- **\$50,000** to organizations focused on rebuilding the communities



SNAPSHOT

Full circle: A first-generation employee's journey from mentee to mentor.

Senior Analyst of Talent Management Nayema Khandaker moved to the United States from Kuwait with her parents and two sisters in 2003. Her dad valued his daughters' education and knew a degree from a U.S. university could set his children up for success. After completing the immigration process, the family moved to New York before settling down in Michigan.



The pressure to perform

As a first-generation immigrant and middle child, Khandaker felt it was her duty to live up to her family's expectations and honor their sacrifices by pursuing a career that would make them proud.

"My older sister went to medical school, and I felt obligated to follow in her path," Khandaker says. "I was accepted into pharmacy school but chose not to attend, which really upset my parents." Instead, she attended Wayne State University in Detroit, pursuing a psychology degree before finding her passion for human resources.

"I knew I was more creative and that I wanted to work with people," she says. "To me, HR is the perfect combination of business and people."

A career fair to remember

In 2019, Khandaker was searching for an internship to fulfill her graduation requirements when her professor connected her with an Ally representative at her school's career fair.

"Conversations are usually brief at career fairs. But the Ally employee I spoke with took 30 minutes to discuss the internship program and talk about the company's culture," she says. "I applied right then and there."

Khandaker joined our internship program as a compensation intern. During her 11-week experience, she explored her interests and figured out the right career path for her.

"You hear scary things about corporate America, like 'they don't care about you as a person' or 'you're just a number.' But since the beginning, Ally has always valued my interests and has given me the confidence and encouragement to pursue opportunities that make sense for me," Khandaker says.

After her internship, Khandaker accepted a full-time offer to join the talent acquisition team.

"A big part of what I want to do is to significantly affect people's lives. And what's more life-changing than offering someone a job?" she says.



From intern to mentor

Over the past six years, Khandaker has not only excelled at her role and advanced within her team, but has made it a point to reach out to others with similar backgrounds. She serves as a mentor to two first-generation college student employees through the same program she participated in as an intern.

"As a first-generation college student, you're taught that you have to figure everything out on your own. But at Ally, not only is asking for help okay — it's encouraged," she says. "Being a mentor is a fun, full-circle moment for me because I get to tell them everything that I had to figure out on my own."

Our honor: Supporting our heroes in the workplace.



Our employees come from all walks of life, and offering opportunities to hear and celebrate their unique differences is essential to our Do It Right culture. Our eight employee resource groups (ERGs) offer employees a sense of belonging, enhanced networking and opportunities to learn and grow. ERGs are assembled based on shared characteristics or life experiences with a desire to create cross-functional workplace connections, provide professional development and advance business imperatives.

“Our ERGs create an opportunity for people to find connections,” says Reggie Willis, chief inclusion and belonging officer. “These groups are open to all Ally employees who are interested in learning more about their teammates. Our objective across all groups is to foster a workplace environment where all employees have a sense of belonging and can contribute to Ally’s success.”

Since 2017, our ERGs have connected employees with peers, supporters and leadership.

“While participation is voluntary and not a factor in career advancement, joining and leading one of our ERGs is an excellent opportunity to meet with other Ally employees” says Willis. “It allows for business connections and finding ways to grow in your professional career.”



We've got their six

Veteran ALLYs is an ERG for U.S. military veterans looking for the chance to create connections similar to those they had in their years in the service, as well as non-veteran supporters.

"The Veteran ALLYs ERG has allowed me to find a veteran community with the same family feel as when I was in the military," says Johnathan Kohlwey, senior analyst, Air Force veteran and chair lead for the Charlotte chapter of Veteran ALLYs. "The corporate world can be a little weird at first, so being able to speak with fellow veterans can be very reassuring."

In 2024, Veteran ALLYs worked with several nonprofit organizations, including:

- **Resurgence PPG:** A charity that provides therapy and rehabilitation to service members and veterans via powered paragliding
- **Veterans Bridge Home:** A nonprofit dedicated to providing essential employment support to service members, veterans and their families
- **Panthers in the Park:** A free, public event that takes place before Carolina Panthers games

"Ally is very deliberate in the training of their hiring managers and talent acquisition specialists to help eliminate the barriers to entry many veterans face after leaving active duty. For veterans who are unaware of how the hiring process works, Ally has the blueprint for success. They put intentional effort into making the process more transparent and eliminating miscommunication along the way."

Jeremiah Wilson

Senior Analyst and Air Force Veteran



Veteran ALLYs also hosted Chef Andre Rush, who served in the U.S. Army for 23 years and spoke about his time in Afghanistan and Iraq. Throughout the year, the group also held a series called, "What Happens After I Click Apply?" to demystify the hiring process for veterans transitioning out of the military.

Each ERG has a designated focus month where additional resources are dedicated to specific programming. During the Veteran ALLYs month in November, the group's leaders highlighted different branches of the U.S. military and hosted panel discussions for veterans to speak about their experiences.

"When I separated from the military, I was looking to continue my experience of having a higher calling, which can be hard to find in the civilian sector," says Jeremiah Wilson, senior analyst and Air Force veteran. "Through Veteran ALLYs, I'm able to achieve that purpose by being part of a culture that really values its employees."

On the front lines of hiring heroes

At Ally, we know that exceptional talent can come from anywhere. Through our ongoing relationship with Hiring Our Heroes (HOH), a U.S. Chamber of Commerce foundation focused on connecting the military community with American businesses to create economic opportunity, we're able to recruit veterans as they re-enter the workforce and transition back into society.

"The skills gained during military service don't always line up perfectly on paper with opportunities in civilian life," says Derrick Piston, vulnerability management and Air Force veteran. "But there are a lot of transferrable skills. We're good at tackling a mission, working with a team and getting a job done."

Each of our ERGs has three purpose pillars, one of which is talent. Working with HOH is a great opportunity to have national reach and access to high-caliber talent coming through the program.

"We honor our active military service members and veterans by taking great pride in our relationship with Hiring Our Heroes, bringing a new group of professionals to explore tech careers," says Sathish Muthukrishnan, chief information, data and digital officer. "We are committed to bridging the gap and providing professional experience to help our U.S. military veteran employees succeed."



2024 Veteran ALLYs achievements.

1,466 members

1,017 volunteer hours contributed

48 events hosted

20 nonprofit organizations supported



Creating a culture of giving back.

When a new employee joins Ally, they meet new teammates, learn specifics about their benefits and get familiar with the company's Do It Right culture. Additionally, they are introduced to our volunteer model and immediately get a feeling for how giving back to local communities is ingrained in everyday life at Ally.

An award-winning model

Our volunteer program is purpose-built to support employees giving back in a way that means the most to them. "Employees are incredibly passionate about how they use their time, and we want to provide them with every resource they need to be able to serve," says Director of Corporate Citizenship Brianna Alexander. The program includes:

- A full calendar of on-site volunteer opportunities hosted year-round at partner organizations
- Virtual events for remote employees
- Ability to volunteer at any certified 501(c)(3) nonprofit organization of the employee's choice
- A \$25 match per hour for all volunteer hours, up to \$1,000 for individuals and \$10,000 for groups annually
- 8 hours paid volunteer time off
- An accessible, self-service platform for employees to find, host and volunteer for events near them

Through this model, Ally employees contributed a record-high total of 61,783 hours in 2024. The 1,287 volunteer events spanned the country and the calendar: cleaning and restoring Detroit neighborhoods with Life Remodeled; building houses with Habitat for Humanity; planting trees with TreesCharlotte and Greening of Detroit; organizing fundraisers for the Alzheimer's Association; teaching financial education to students with Junior Achievement; hosting the Ally Challenge, a 100% volunteer-operated PGA Tour Champions golf

tournament (see page 35); taking over a school to promote financial education alongside NASCAR Driver Alex Bowman (see page 41) and more.

Engage for Good, which helps companies and causes succeed together for social impact, recognized Ally's outstanding giving back culture with the silver 2024 Halo Award for Best Employee Engagement Initiative. The Halo Awards celebrate the best in corporate social responsibility, honoring the most impactful and innovative partnerships and initiatives of the year.

"To me, volunteerism means giving back to my community, just like someone did for me. It's the opportunity to pay it forward and support the leaders of the future."

Christiaan Evans

Manager – Consumer Lending Compliance

Here, there, everywhere

Our robust volunteering model makes community service accessible and rewarding for employees, but the program wouldn't be as impactful without our Do It Right culture, which celebrates building strong ties and giving back to our local communities all year round. In 2024, Ally's Corporate Citizenship team learned that nonprofits felt overwhelmed by the amount of support during winter holidays but could use assistance during the remainder of the year. In response, Ally transitioned to a year-round giving model, placing an intentional focus on serving local organizations throughout the year.

Whatever time of year, teams throughout Ally plan and host volunteer events. Group events (consisting of five or more Ally team members, whether organized by Ally or an individual) are the most common type. "The number of group events is increasing every year, as teams look to the volunteer program as an opportunity to work together and build relationships in a different way," says Alexander.

In 2024, the Corporate Citizenship team also offered additional volunteering resources to ensure it was as easy for remote workers to impact their local communities as those working on-site. Employees working from home can join the virtual service events hosted by Ally volunteer coordinators, locate nearby events using the self-service platform or spend time with an organization of their own choosing.

"The number of teammates involved in our employee giving program is tremendous. We're also thrilled our employee volunteer hours have increased significantly, which is particularly notable because most companies have experienced a decrease in recent years."

Brianna Alexander

Ally Director of Corporate Citizenship

From major offices to remote locations, we build our business by building up our local communities. Ultimately, Ally's integral role within our communities is a reflection of our employees. More than 70% of Ally team members participate in the employee giving program – a staggering figure compared to the industry average of 34%. "Giving back is integrated throughout our day to day," says Alexander. "We have learning opportunities all around us at Ally, and they serve as the spark to get out and act and make an impact."

61,783

employee volunteer hours

72%

employee volunteer participation rate

- **More than double** the industry benchmark of **34%** for financial services organizations

Employees volunteered in

1,287 group events

Supported 1,900+

nonprofits through employee donations, volunteer hours and Ally match

Contributed \$2.9M+

via employee donations and Ally Match (for dollars and hours)

SNAPSHOT

Volunteering at the green.

Volunteer opportunities are everywhere at Ally, including on the putting green. This year marked the seventh year of The Ally Challenge presented by McLaren, an annual stop on the PGA Champions Tour that is operated by volunteers from Ally and other partner organizations. In 2024, more than 100 Ally employees made the trip from Detroit to Flint, Mich., to lend a hand in running the event — marshalling the course, providing transportation, hosting visitors and organizing community activities.



Ally Challenge event 2024 donation:

\$1,005,260.21

- **More than 31** local charities supported by the event
- Fifth year raising over **\$1 million**
- **\$8.4 million** donated since the event's inception

10,000 volunteer hours

since the event's inception

An additional **\$50,000 donated** to the Boys & Girls Club of Greater Flint with Ally's win of the PGA Tour Charity Challenge

The Ally Challenge is more than just a game of golf. It's a celebration of the local community. The four days of entertainment, education and fundraising culminated with a donation of more than \$1 million to nonprofits in and around southeastern Michigan. From sponsorship deals to pizza sales, all proceeds from the event went to local charities. In total, more than 31 organizations were positively impacted by this year's tournament, including The Ally Challenge's primary beneficiary, United Way of Genesee County.

“Surpassing the \$1 million mark for the fifth time is a proud moment for us and reflects our deep commitment to southeastern Michigan,” says Ally Executive Director of Corporate Citizenship Mike Rizer. “These funds will support vital programs that create stronger, brighter futures in the communities we serve. We are incredibly grateful for the unwavering support of our sponsors, participants and volunteers whose dedication makes this achievement possible.”

Off the course, Ally volunteers also organized a number of events for attendees, including a free Family Fun Night, giving local families a chance to chat with PGA Tour Champions Golf Professionals; the Ally Community concert featuring country star Thomas Rhett performing on the driving range and a Women of Influence Luncheon, hosted by Ally Chief Marketing and Public Relations Officer Andrea Brimmer and other female executives.

While The Ally Challenge provided vital monetary support to local organizations, Ally’s commitment to our Michigan community goes beyond the green. In addition to volunteering at the event, Ally team members spent two days giving back to Flint-area charities, building houses with Habitat for Humanity and working with the Boys and Girls Club of Greater Flint.



Planting the seed: The launch of Money Roots.

Every day, individuals make countless money decisions. These choices, whether spur of the moment or carefully considered, are anything but random. In fact, most spending, saving and investing decisions are directly influenced by our conscious and subconscious beliefs, money messages from our parents and earliest experiences with money.

"Your early money memories deeply impact how you interact with money as an adult," says Jack Howard, head of money wellness. "Societal influences and what you learned from your family growing up ultimately shape your relationship with money."

With this in mind, we launched Money Roots, a free financial wellness program, in 2024 to help people understand the "why" behind their money behaviors and change their financial future for the better. As part of our commitment to economic mobility, we created this workshop series to support participants in improving their financial outcomes.

"In order to create real change, people need to understand their mindset around money," says Howard. "Getting to the root of your money relationship creates the space to find the joy in money, and in life."



A new approach to an age-old challenge

The proprietary Money Roots curriculum is based on money psychology and is a departure from traditional skills-based financial education most banks provide.

"Until now, financial institutions have focused mainly on teaching skills and providing tools that help people manage their finances, which remain essential, but Americans are still racking up record-breaking debt and feeling financial stress like never before," Chief Marketing and Public Relations Officer Andrea Brimmer says. "We need to do more, and we need to do it differently."

By Ally, for everyone

To design the Money Roots curriculum, we worked with leading experts in behavioral finance, financial therapy and money psychology. With their assistance, we created four one-hour workshops:

- **Money + You:** Explores the impact of emotions on your money mindset and how to manage those feelings to make better financial decisions
- **Money + Story:** Uncovers personal narratives around money and how they influence behaviors and financial decisions today
- **Money + Values:** Identifies core values to create financial goals that are in alignment
- **Money + Love:** Discovers how money history and beliefs impact romantic partnerships, and how to better navigate money with a partner

The virtual workshops are taught live, and interested participants can register on our [website](#) for free. After completion, participants walk away with a better understanding of their money history, beliefs and values so they can write the next chapter of their money story.

“Money Roots is for everybody,” says Howard. “We all have a money story. Regardless of how much money you have or don’t have, you have a relationship with money.”

“As the original disruptor, we’re again challenging the status quo while seeking to do right by our customers — bringing wellness-based financial education to the forefront. Money Roots is the missing link to changing hard-wired money behaviors and improving financial wellness for all.”

Andrea Brimmer

Chief Marketing and Public Relations Officer

How money makes people feel.

A 2024 Ally survey examined 1,000 people’s perceptions of money, demonstrating the need for Money Roots.

- **59%** say the condition of their finances has made them feel stressed on a monthly basis or more frequently
- **22%** say their mental health and emotional well-being have been negatively impacted by the condition of their personal finances, and 18% say it’s negatively impacted their physical well-being
- **42%** say having an emergency or unexpected expense causes them to feel stressed on a monthly basis or more frequently
- **38%** feel embarrassed, sad and/or ashamed when thinking back on their earlier memories of money
- **26%** avoid thinking about their finances by scrolling more on their phones
- **46%** say they have let emotions influence their spending



Bridging the digital divide through education.

Digital technologies enhance all aspects of the workplace, specifically connectivity, innovation and productivity. The digital workforce continues to grow, yet the divide between those who have technical training, hardware/software and fast, reliable internet access versus those who do not remains, particularly among lower-income households.

At Ally, we know reducing that gap is essential for lifting people, and ultimately broader communities, up. Our Bridging the Digital Divide (BDD) program strives to make technology accessible to everyone, inclusive of those in underserved communities.

“Technology access is now a basic need, just like food, shelter and clothing,” Theresa Weaver, technology strategy & planning manager, says. “You must have technology to survive in the digital world.”



Aspiring technologists meet Ally

Technically Speaking, our program aimed at connecting aspiring technologists from organizations like Girls Re-Imagining Tomorrow and Discovery Place STEM Pathways with Ally tech professionals, increased its impact by 200% in 2024. We held 18 panel sessions with various organizations and connected with nearly 700 people (up from 231 in 2023) and featured topics like “How to Turn Your Internship into a Job” and “Data Science & AI.”

To provide a diverse series of sessions, employees volunteered their expertise as Technically Speaking panelists. Our BDD volunteer database matched interested employees with relevant opportunities to expose students, cohorts and learning groups to Ally professionals in tech.

“Technically Speaking allows attendees, whether people in the community, college students or people in tech bootcamps, to see themselves in our panelists,” Weaver says. “The audience hears these professionals’ career journeys, which could spark something aspirational in them for a career in technology.”

“At Ally, we know how vitally important it is to be tech savvy in today’s workforce. With our Bridging the Digital Divide program, we’re able to provide essential resources to underrepresented groups through initiatives like skills-based volunteering, digital and financial education, mentoring, equipment donations to develop learned skills and more.”

Sathish Muthukrishnan

Chief Information, Data and Digital Officer

Enriching lives through technology

In 2024, we also launched our newest BDD initiative: the Tech Enrichment Experience. In its first year, we hosted four sessions with 145 participants in total.

Attendees included middle, high school and college students, as well as community members, all eager to develop their skills and engage in meaningful discussions with Ally team members from both tech and non-tech lines of business. Each session consisted of a Technically Speaking panel (topics included the latest technology trends), soft skills development, career guidance and financial education, and a tour of the Ally Charlotte Center or Ally Detroit Center.

“The Tech Enrichment Experience exposes students — and often those in underserved communities — who have never experienced Corporate America to the ins and outs of Ally,” says Sathish Muthukrishnan, chief information, data and digital officer. “It’s valuable to have people share information and help broaden their skillsets and perspectives.”

Closing the gap

Digital inclusion is a core part of our community engagement strategy. Programs like Technically Speaking, the Tech Enrichment Experience and our 2024 donation of nearly 2,000 refurbished laptops to local organizations can help close the digital divide in underserved communities.

“We aim to create meaningful connections that help individuals thrive and achieve economic mobility,” Muthukrishnan says.

A day in the life of Ally’s Tech Enrichment Experience.

Students from Michigan’s River Rouge High School visited the Ally Detroit Center for a Tech Enrichment Experience in October 2024. The event began with welcome remarks by our Chief Information Officer for Data, Analytics and AI Dan Lemont and River Rouge School Superintendent Dr. Derrick Coleman.

During the Technically Speaking panel, employees shared information about various job roles in tech, followed by an interactive personal branding workshop. The event culminated with a building tour and a surprise laptop giveaway to each participant, courtesy of social enterprise Human-I-T.

“As a former child of poverty, I know firsthand the crushing weight of limitations caused by a lack of basic needs,” Dr. Coleman says. “To witness my students receive a free laptop and gain a deeper understanding of the financial industry allowed me to live vicariously through these young adults. These gifts have allowed our students entry into a world once locked behind privilege. More importantly, this event served as an opportunity for them to break generational cycles of poverty and build bridges to a better future.”



SNAPSHOT

Big turnout, bigger impact: Taking over Clara Love Elementary.

At Ally, we believe it's never too early to start teaching kids smart money habits. For our largest one-day volunteer event of 2024, nearly 80 Ally employees and NASCAR driver and Ally Racing team member Alex Bowman participated in an engaging and fun financial education session during Financial Literacy Month in April 2024 at Clara Love, an elementary school in Texas that receives federal funding to provide additional support to students from low-income families.

The "takeover" introduced the students to financial literacy through our Adventures with Money book series and interactive quiz game. Each volunteer, including Bowman, read to classrooms full of students and took them on an intergalactic adventure with the kids from Planet Zeee. Volunteers taught students the fundamentals of financial responsibility and good money habits that make sense (on any planet).



"The generous contribution from Ally has directly supported student learning and engagement by funding learning initiatives across campus. We are incredibly grateful for Ally's partnership in supporting our students' academic and personal success."

Mindy Ingram

Clara Love Elementary Assistant Principal



"The Ally Financial Literacy event was a fantastic success! The engaging readings and activities provided invaluable information on budgeting, saving and investing, empowering our students with essential financial knowledge," says Mindy Ingram, assistant principal at Clara Love Elementary.

Other highlights from the day included hand-made banners, festive balloon arches and Ally-catered food trucks, but the real highlight was impacting the kids' financial future for the better.

"We touched countless lives," says Jessica Stroupe, manager, sports and entertainment marketing. "The kids will remember these lessons when they're adults, boosting their financial confidence and improving their financial future."

- **79** Ally volunteers spent time teaching students financial literacy
- **336** volunteer hours were spent at this one-day program
- **922** students participated in our financial education curriculum



"I never really learned about money in school, so it's great to be a small part of Ally's program that impacts so many kids during Financial Literacy Month. I loved being able to read 'Planet Zee and the Money Tree' with them and share a little bit about money and saving in a fun way — it was neat to see how excited they were. It was a special day and I'm looking forward to doing more of it."

Alex Bowman

NASCAR Cup Series Driver of the Ally No. 48

Partnering for progress: Our commitment to CRA.

At Ally, we are deeply dedicated to achieving meaningful impact while embracing our obligations under the Community Reinvestment Act (CRA) to help meet the financial and economic development needs of our communities, including low- and moderate-income (LMI) areas, by providing customizable loan, investment and grant programs that are tailored to support the unique needs of our community partners.

Community and connection

As part of our ongoing commitment to deliver essential financial resources for LMI individuals, we approved a \$1.4 million multi-year grant to support The Other Side Village (“The Village”), a master-planned community located in Salt Lake City, focused on housing individuals coming out of chronic homelessness. The Village introduces a new approach to help chronically homeless adults work together and become self-reliant via:

- Permanent housing in small cottages
- On-site supportive mental health, medical and dental services
- Intensive live-in, non-clinical case management
- Peer accountability with intensive community involvement
- On-site employment opportunities

“The Village is fundamentally helping people change their lives,” says Joseph Grenny, board chair and co-founder of The Village. “The purpose of this community is to help residents learn a different way of solving all of life’s problems.”

An ongoing partnership

Our three-year financial commitment will specifically support construction costs for the community center: a 4,000-square-foot facility that will be used to host group sessions and training for financial education, life skills, wellness and other similar classes, as well as fitness activities, community gatherings and a commercial kitchen.

“Ally has been honored to partner with The Other Side Academy (TOSA), an affiliate organization of The Village, since 2017, by providing several grants, loans and a customized financial literacy and savings program to support TOSA’s mission to reduce recidivism through participating in social enterprises,” says Executive Director and CRA Officer Jan Bergeson. “By expanding our partnership to The Village, we continue to support a great organization that provides critical resources to an underserved population and, in the process, helps create a culture that lifts and improves the lives of all who are part of it.”

Through The Village and TOSA, residents gain access to a high-touch and highly-supportive environment while transitioning from prior life challenges, such as homelessness or incarceration, and back into society.

“I’ve learned how to be a part of a community and how to live my life better. I’m more accountable and community-oriented, and I’m learning how to help other people,” says The Village resident Paul Fairburn. “I’ve changed. Here, I have a community I can rely on.”



Investments in our communities.

Each year, our CRA team deploys capital to support the community and economic development objectives of various organizations. The following are examples of the types of loans and investments we made in 2024:

ROC USA Capital

Amount: \$15 million loan

In 2020, we were introduced to ROC USA Capital, a nationally recognized nonprofit Community Development Financial Institution (CDFI) with a primary mission to make quality resident ownership viable and expand economic opportunities for homeowners in manufactured and/or mobile home communities (MHCs). Since then, we've provided direct lending capital in support of this mission and have participated in several ROC USA Capital-related transactions, including:

- A \$15 million loan used to provide short-term bridge financing that helps facilitate the acquisition of MHC properties by its residents
- An \$11 million loan commitment in a \$55 million loan pool to provide permanent financing to the same type of MHC transactions in Colorado
- Participation in four MHC permanent real estate loans originated by ROC USA Capital, in an aggregate amount of \$4.7 million, to help the organization reuse their own capital to make additional loans

With assistance from partnerships like ours, ROC USA Capital has delivered more than \$450 million in acquisition/permanent and community improvement financing. And unlike traditional MHC properties, Resident Owned Communities (ROCs) are not subject to market-based rent increases and there is no profit margin in monthly site fees. This cooperative ownership gives homeowners, most of whom are LMI, the ability to control costs, improve facilities and make their own rules while providing the peace of mind of land ownership.



Stratford Apartments

Amount: \$10 million loan

We provided a construction loan to Stratford Apartments, a residential community that will be managed by First Step House (FSH), a Utah nonprofit behavioral health treatment and housing provider. FSH serves over 1,250 people per year who struggle with high-severity substance use disorders and mental illness and often have histories of homelessness, justice system involvement and complex and chronic health issues. The building will include 46 studio units rented to individuals who are homeless and have disabilities, including, but not limited to, substance use disorder.



Core IV

Amount: \$10 million investment

Core Innovation Capital is a seed (initial stage of raising capital for a startup) and Series A stage venture capital fund focused on driving exceptional financial returns by unlocking basic financial freedom for the mass market – a prerequisite to progress. To that end, Core’s vision is to create \$1 trillion in new net worth for everyday people. So far, Core’s portfolio companies have delivered more than \$247 billion in cumulative social impact. Our investment will specifically support Core Innovation Capital Fund IV, whose investment thesis is comprised of harnessing three trends:

- Technological accelerants such as AI, Open Banking and DeFi will democratize access to data and efficiency
- Demographic waves will redefine how money works for aging, immigrant and independent workers
- Fintech will transform large household spend sectors such as healthcare and housing



o15

Amount: \$5 million investment

o15 is an investment firm with a mission to provide growth capital to companies led by and serving underrepresented entrepreneurs and communities. Our investment will support o15’s first Small Business Investment Company fund and the Emerging Americas Credit Opportunities Fund to support the mission of providing growth capital opportunities for companies located in or providing services to LMI communities or employing a majority LMI earning workforce.



ResilienceVC

Amount: \$5 million investment

We invested into ResilienceVC, an early-stage venture fund focused on investing in visionary entrepreneurs making financial services work for all Americans.

ResilienceVC specifically targets scalable embedded financial technology startup companies that build financial resilience for users. ResilienceVC backs solutions supporting three specific drivers of financial resilience:

- Reliable income generation and expense reduction
- Risk mitigation and recovery
- Asset and wealth building

ResilienceVC evaluates all of its investments for their potential impact on improving financial health. It works with the Financial Health Network and the Discover Financial Health Improvement Fund to drive additional investments into this strategy.



Richman Western Regional IV, L.P.

Amount: \$20 million investment

We made an investment in Richman Western Regional IV L.P., a Low-Income Housing Tax Credit (LIHTC) fund. One of the fund's projects is Birkhill Lofts, a 67-unit apartment community that will be targeted for rental to seniors (62 years and older) earning up to 55% of the area median income in Murray, Utah. Ally also made a \$15.5 million loan to Birkhill Phase 4 Partners, LLC to finance the construction. Each unit will feature a full-size kitchen with EnergyStar-rated appliances, quality flooring and solid surface countertops. Project amenities include a community room with full kitchen, fitness center, meeting rooms/collaborative areas, second floor terrace with fire pit, BBQ and lounge areas. Rents at the apartments will be deeply discounted compared to market rent units, with unit rental rates up to 41% below market rents.

Direct investment for a direct impact.

Our Motor City roots run deep, with our first Detroit office opening in 1919. For over 100 years, we've been part of the city's evolving landscape and remain committed to uplifting the community through social and economic outreach.

To further these efforts, we partnered with Invest Detroit, a nonprofit Community Development Financial Institution (CDFI), in 2024 to support its mission of strengthening neighborhoods, increasing density and growing job opportunities.

"Detroit's population started declining in 1950, decreasing from a city of 2 million to a population one-third of that," says Invest Detroit Senior Vice President, Neighborhoods & Development Officer Michael Smith. "We're finally at a moment in history where we are collectively re-engaging with communities in a deep and thoughtful way."



"Thanks to Invest Detroit and our corporate and philanthropic partners, the first two rounds of SNF have spurred major development in 10 neighborhood clusters around the city, providing more affordable housing, improved parks and revitalized commercial corridors. Having another \$40 million to invest in these areas will attract even more private investment and continue the progress in these neighborhoods."

Mike Duggan
Detroit Mayor

The push for economic mobility

As part of our mission to improve economic mobility, we joined Invest Detroit's third round of its Strategic Neighborhood Fund (SNF): a partnership between the City of Detroit, Invest Detroit, corporate donors and neighborhood residents. For SNF 3, we provided \$1 million, along with other corporate partners committed to raising \$40 million.

"Ally joined the Strategic Neighborhood Fund with a very strong focus on ensuring neighborhoods stay affordable," says Smith. "They're supporting our affordable housing efforts so as these neighborhoods recover, they grow for all residents, not just some."

Affordable housing is imperative for economic mobility because it allows people to allocate more of their income to other priorities, supports wealth building, improves neighborhood quality and reduces childhood poverty. Our contributions to the SNF 3 will be used for:

- **Real estate investment** in six areas to combat financial gaps that have increased due to the impacts of the pandemic and inflation
- **Spark Grant program expansion** grants to small businesses to better attract, retain and support the creation of vibrant commercial corridors through thriving local businesses and placemaking efforts

"It's important to have partners who say, 'We want affordability. We want investment that benefits residents of these neighborhoods.' Ally brings that vision, which aligns perfectly with what we're trying to accomplish," says Invest Detroit Senior Vice President of Neighborhoods Jermaine Ruffin.

Supporting commercial corridors

Invest Detroit is also committed to bolstering both new and existing locally owned businesses with loans and grants that support operational and property needs. Through these channels, Invest Detroit is embedded in Detroit's small business ecosystem to help create commercial corridors for businesses and entrepreneurs.

"The question is, 'How do we help them become business owners? How do we help them own property?' That's deeply rooted in our work," says Smith.

Through SNF 3, Invest Detroit and corporate partners like us are able to provide and empower business opportunities in Detroit that can financially improve the lives of local residents and also change their neighborhoods for the better.

"Committing to the third round of the Strategic Neighborhood Fund allows us to build upon the foundations Invest Detroit has already put in place," says Mike Rizer, president of Ally Charitable Foundation. "By collaborating with the public, private and philanthropic sectors, we can help prosperity reach every corner of Detroit."

Over the past nine years, \$75 million in philanthropic support to the first two rounds of the SNF have been leveraged into \$262 million in direct investment to 10 Detroit neighborhoods, resulting in all 10 neighborhoods experiencing:

- Income increases
- Poverty rate decreases
- Residential vacancy rate decreases

Additionally, six of the 10 neighborhoods experienced population growth.

"A lot of our investment over the years has been in collaboration with corporate partners to ensure that neighborhoods can thrive," says Ruffin. "And so, we lean very heavily into our partnerships, and those relationships have proven to be valuable."

Weathering the storm with an ally.

Helping auto dealers finance and maintain their inventory has been part of our core business model since the beginning. As part of this commitment, we help dealers, particularly those in high-risk areas, make arrangements before a hurricane or other severe weather event strikes. With the development of our Event Response Monitoring process, dealerships can better protect their inventory and plan for extreme weather, like flooding and severe winds, that could damage their vehicle inventory.

"We leverage a third-party tool called ImpactOnDemand, which allows us to map the footprint of our dealers," says Actuarial Analyst, Business Line Risk Reinsurance Nicolai Vincent. "We then overlay probable weather event paths with our exposure footprint and contact dealers ahead of time, allowing them to move their inventory to safer locations."

By minimizing the business impacts of storms, dealers can limit financial and physical damages, recover faster and resume regular operations sooner.

"Mitigation is critical for our dealers from a business continuity standpoint," says Phillip Munch, director of capital and catastrophe risk. "The impact is substantial when the vehicles are moved to a safer location instead of remaining parked on car lots."



A dealer's resilience

Van Olp became acquainted with Ally in 2004 while working at a car dealership in Miami. He has since become the owner of AutoStar Family Dealerships, which has six car dealerships in North Carolina and Colorado.

"Ally has made me into a self-made man," Olp says. "Their loans enabled me to build my dealerships. They are a valuable partner in helping my business achieve success and profitability."

In September 2024, Hurricane Helene devastated western Appalachia. Historic rainfall in the area caused several rivers to flood, destroying houses and infrastructure and cutting off power, transportation and communication. "We only expected heavy rain with the storm," Olp says. "I thought my dealerships would only be closed for one day."

A single day turned into several as Olp realized the severity of Hurricane Helene's destruction on Asheville and Hendersonville, N.C., where his dealerships are located. "There was no food, no water, no cell phone or internet service and no way to get around," Olp says. "When the rivers flooded, the area was completely destroyed."

As a company with deep ties to North Carolina and a robust Event Response Monitoring process, we committed to supporting our communities in the region before, during and after Hurricane Helene.

"Ally made sure I was prepared for hurricanes, and they were very involved in helping to design a safety plan to protect my business and its inventory," Olp says. "They had my back during a terrible experience. Ally is a bank that understands how to help in times of need."

“It’s just what you do”

In the aftermath of Helene, Jason Condrey, an Ally auto account executive who lives in Hendersonville and works with Olp, teamed up with the dealer to help their hurting community. In October 2024, they held a food truck event to provide relief and support to those affected by the storm.

“Survivors from Hurricane Katrina traveled from New Orleans and cooked alongside us. Together, we gave out 1,500 meals,” Condrey says. “We also distributed cleaning supplies, diapers, canned goods and other essentials. It was happy and heartbreaking at the same time.”

The event, which lasted 10 hours and featured live music from local musicians, was a testament to the resilience of our auto dealers in the face of adversity and devastation.

“It was a lot of work, but as Ally demonstrates, it’s just what you do when your community is in need,” Olp says.



Relief in a time of need.

Through our Employee Relief Fund and our pledge of \$100,000 aid to the hardest-hit communities — which included a donation to the American Red Cross for immediate relief efforts and longer-term donations to several community organizations — we demonstrated our support for our colleagues and communities in North Carolina, South Carolina, Georgia, Tennessee and Florida as they dealt with the catastrophic damage caused by Hurricane Helene.

“Hurricane Helene hit our neighbors hard, and while recovery won’t be fast, the Ally Charitable Foundation will be an ally when our customers, auto dealers and communities need us the most,” says Mike Rizer, president of Ally Charitable Foundation.



“Dealers are hometown heroes, and they want to help their customers and their employees. They want to get their businesses up and running because there are so many people depending on them to feed their families. However, it’s important that they process what’s happened to them personally and have their mental and physical well-being taken care of so they can be the best dealers and community advocates.”

Tayisha Beard

Senior Director, Dealer Insurance

“Through our Event Response Monitoring and Loss Prevention teams, we work tirelessly to assist dealers who are vulnerable to extreme weather events. Our work is focused on minimizing business disruption by protecting their property, people and inventories. During extreme weather events and natural disasters, we routinely communicate with our dealer customers, offering support, advice and up-to-date information on how to navigate a claim and return to normal business operations.”

Daniel Eller

President, Insurance

SNAPSHOT

A trailblazer in the auto industry.

TIME Dealer of the Year

Ally has partnered with TIME and the National Automobile Dealers Association (NADA) since 2011 to recognize auto dealers for business achievements and for giving back to their communities, as examples of what it means to Do It Right. In 2024, we honored Rita Case of Rick Case Honda in Davie, Fla., as TIME Dealer of the Year at the 107th annual NADA Show in Las Vegas.

"I celebrate my lifelong journey of paving the way for women to be accepted and respected as leaders in the male-dominated dealership world," says Case. "It's rewarding to be a role model for women and to use my leadership and financial success to advance improvements in healthcare, education and safety in the community."

Case always knew she wanted to be an auto dealer. After graduating from college, she joined her parents' Honda car dealership — the first in the United States — as general manager. After meeting her husband, Rick, the pair moved to Akron, Ohio, in 1980 where Rick had two Honda and five motorcycle dealerships.

"The TIME Dealer of the Year winner demonstrates a deep-seated commitment to the auto industry as well as her respective communities through volunteerism, sponsorships and supporting charitable causes."

Doug Timmerman

Ally President of Dealer Financial Services



"I had to prove my ability again, from dealer's daughter to dealer's wife, so I focused on parts, service and accounting since Rick's talent was in sales," says Case. "As the only female on the leadership team and the wife of the dealer, I was even more determined to persevere and prove that a woman could earn respect and be recognized for making measurable contributions to the retail auto industry."

In 1985, the pair relocated to Fort Lauderdale, Fla., to expand Rick Case Automotive Group and opened the first Acura and Hyundai dealerships in the United States. Today, the group owns multiple dealerships in Florida and Georgia.

Case's achievements aren't limited to her work in the automotive industry. Her philanthropic impact, along with her late husband's, includes founding the Ft. Lauderdale International Auto Show, which raises money for the Boys & Girls Clubs of Broward County; founding the Rick Case Bikes for Kids program and sponsoring affordable homes for Habitat for Humanity of Broward.

Growing the wide world of women's sports.

We first announced the 50/50 pledge in 2022, a commitment to spending equal media dollars for women's and men's sports over the following five years. Since then, we have made significant strides in advancing women's sports across professional leagues and empowering female athletes on and off the field to reach their athletic and financial goals.

With the accomplishments made in 2024, we made significant advances toward our 50/50 pledge; this year, we reached a 55/45 (men/women) split.

"Eighty percent of U.S. sports fans want to watch women's sports, and the industry generated \$1.3 billion in revenue in 2024. Women's sports is a movement, and it is moving toward mainstream," says Bridget Sponsky, executive director of brand and sponsorship marketing at Ally.

To deepen our connections to the women's sports community in 2024, we expanded beyond women's soccer and embraced two new sports, women's golf and women's basketball, broadening our impact and inspiring new audiences.



- Record-high **\$12 million** purse for the U.S. Women's Open
- **45%** media spend on women's sports

Onto the course

For the 2024 season, the United States Golf Association (USGA) announced a record-breaking \$12 million purse at the U.S. Women's Open. This record was made possible in partnership with Ally. This year, we joined as the official retail banking partner of the USGA, the U.S. Open and U.S. Women's Open, as well as the new presenting partner for the U.S. Women's Open.

"Maintaining a high purse is one of the goals of this partnership," says Head of Sports & Entertainment Marketing Stephanie Marciano. "Another is media visibility."

Our commitment to the USGA and Women's Open included a large media package. We chose to use this deal to progress towards our 50/50 pledge, and skewed our media spend toward the women's side. "We know getting the best possible media coverage is one of the keys to bringing in more women's sports viewers. It was critical we accelerated our media spend to ensure uninterrupted, high-quality coverage for women's golf," says Marciano.

As part of the sponsorship, we also joined as the founding partner of the USGA U.S. National Development Program, helping to break down financial barriers so anyone can access the sport of golf. In addition, we signed one of the top-ranked women's golfers in the world, Lilia Vu, as a brand ambassador for the company.

"We use brand ambassadors to advocate for women's sports and help amplify our work. We have signed notable athletes including golf's Lilia Vu and basketball's Breanna Stewart and Paige Bueckers not only with a platform, but with financial backing that allows them to continue their advocacy," says Chief Marketing and Public Relations Officer Andrea Brimmer.

"Women's sports aren't just having a moment — they are the moment. We were early in recognizing this and have helped shape the movement. As a former athlete myself, it's been an emotional journey watching it unfold."

Andrea Brimmer

Chief Marketing and Public Relations Officer



Onto the court

In 2024, we also signed our first WNBA team deal with the Las Vegas Aces as the first-ever retail banking partner and jersey patch sponsor. "The Aces share in our commitment to advancing women's sports," says Director of Sponsorship and Events Jill Ellis. "Their leadership is investing in the team and setting the bar very high for what is possible for women's professional teams. Partnering with the Aces felt natural."

We also welcomed Breanna Stewart to Team Ally and became the first and founding brand partner of her newly launched 3x3 professional league, Unrivaled. The league was founded by players, for players, to create a stateside summer league. By offering competitive

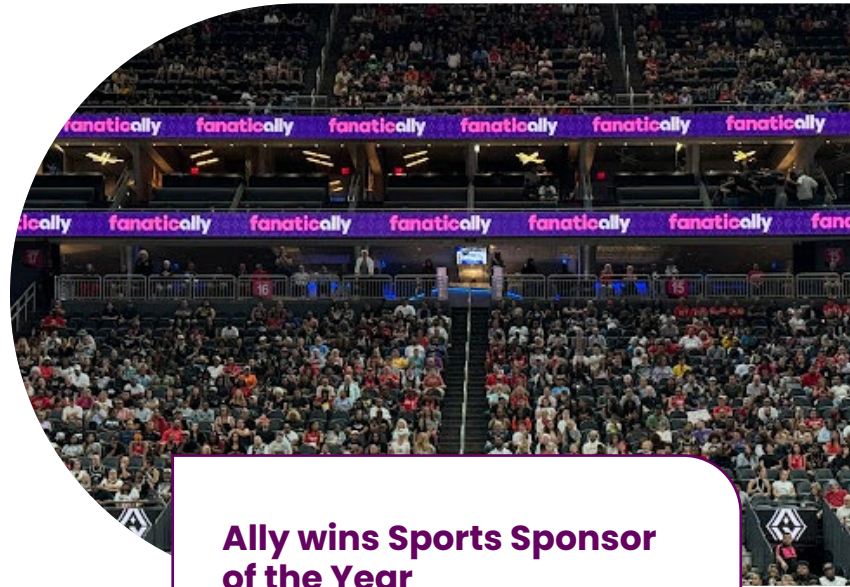
salaries and equity in the league to all members, Unrivaled provides the opportunity for players to stay in the U.S. during the WNBA off-season. Historically, this had been a time when many players traveled overseas to make necessary supplemental income. "We believe in everything they are trying to do," says Ellis.

"I'm proud to be partnering with Ally as they join the Unrivaled family and continue to elevate women's sports," says Stewart. "As a startup, we need committed sponsors and media to drive fandom and growth, so it's amazing to have a partner like Ally on board from day one."

50/50 is within sight

With our media spend now at 55/45 between men's and women's sports, we're closer than ever to reaching our goal of 50/50.

"We always measure our success based on two pillars: its impact on our brand, and whether we're making a real, tangible impact on the women's sports landscape. We still have a huge opportunity to move the needle with our investments in women's sports, and we're committed to leaving it all on the court," says Marciano.



Ally wins Sports Sponsor of the Year

Sports Business Journal named Ally the Sports Sponsor of the Year at its 17th Annual Sports Business Awards, which celebrates organizations, leagues and partners for their impact on the world of sports.



"I'm proud to partner with Ally as they continue their mission to change the game for women's sports. Their commitment to advancing equity in women's sports is unprecedented, and I look forward to creating change while encouraging others to do the same."

Lilia Vu
LPGA

"Ally has established itself as a force in sports, with a passion for equity across the industry. Its brand values and actions align perfectly with ours."

Mike Whan
USGA CEO

Building upon supplier successes.

In 2024, Ally's Supplier Development and Sustainability team prioritized education in all its efforts. "Since launching our program in 2020, we've gotten better at understanding what suppliers need to be successful. This year, we wanted to focus on providing them more resources, so they can be better prepared for opportunities in our supply chain," says Senior Director of Supplier Development and Sustainability TJ Lewis.

365 days of learning

The year kicked off with the annual Supplier Symposium, an educational and networking event that brought together more than 100 attendees in person and online with Ally executives, team members and partners. The sessions focused on how suppliers could strengthen their connections with companies like Ally, from better understanding the corporate procurement process to supply chain sustainability and building long-term relationships.

"All of our work is relationship based. What we do is so valuable because without programs like ours, smaller companies don't have the opportunities to build these vital connections," says Lewis.

In addition to its other educational programs hosted year-round, the Supplier Development and Sustainability team launched a new initiative in 2024 aimed at providing one-on-one support to growing small businesses. For more on the Small Business Mentorship program, see page 58.

The teaching isn't one-sided, however. "This year, our suppliers taught us the value of resiliency. In this space, working and growing takes time," says Lewis. "Many of our suppliers learned to be nimble and work tirelessly to innovate. As a result, they offer unique services. The more you talk to a supplier, the more you get to know them and understand them. It just starts with a conversation."



Supplier spotlight

For Marand Builders, what started as a conversation turned into the full gut and renovation of Ally's five-story, 150,000-square-foot Jacksonville, Fla., office building.

Marand Builders has offered general contracting services to financial, healthcare, light industrial and corporate clients in the southeastern U.S. for more than 25 years. "Marand Builders is a customer service company that happens to do construction," says Andrés Alvarado, vice president of business development & marketing at Marand. "Our purpose is to build a better community."

Marand was selected to lead the Jacksonville renovation after working with Ally on smaller jobs in previous years. The project required meticulous diligence and cohesive teamwork with Ally and other project partners, and Ally knew Marand's attention to detail and dedication to its work made it the right supplier for the job.

- **Building size:** 123,298 square feet
- **Planned capacity:** 891 employees



Early in the project, a Marand team member identified an engineering challenge that would have made it impossible to install the large air handling units that supplied air to each floor. Industriously, the team devised a workaround. "Had this not been caught by Marand when it was, we would have faced significant delays and missed our project deadline," says Brandon Welde, project manager at Ally project partner JLL. "It shows a sense of commitment to teamwork and to doing their due diligence, which was of huge value."



The bright, sleek building is now a point of pride for our Jacksonville team. Modern blonde wood paneling decorates the walls, open-plan desks fill the workspaces and floor-to-ceiling glass opens to a view of the sunny landscape. "We heard a lot of 'wows,'" says Lewis. "Team members have a sense of pride being in our newly built office. We achieved our goal to bring a modern office to our employees that fit the feel of our existing footprint. Marand made it happen."

"Our success as a young program is largely due to the direct involvement and unwavering belief in what we do from the Ally executive team. Their support is absolutely critical to providing real opportunities for the suppliers we work with."

TJ Lewis

Senior Director of Supplier Development and Sustainability


SNAPSHOT

Mentoring the future of small business.

Ally has amassed an extensive collection of business resources and subject matter expertise over our decades in business — something out of reach for many small businesses. In 2024, Ally launched the new Small Business Mentorship program to bring these resources to the organizations that need it most, empowering small business owners with the knowledge to run, scale and grow their companies.

Two carefully selected candidates were chosen for the first cohort through an application process:

- **RenzCo Architecture**, an architecture design firm serving healthcare and industrial clients in North Carolina
- **Vanderhorst Enterprises**, a North and South Carolina-based commercial cleaning service

The founders of both organizations worked with Ally team members to identify specific business challenges, then received six months of dedicated, one-on-one meetings with Ally's subject matter experts on topics ranging from technology to marketing and human resources. Participants also attended multiple in-person networking and development sessions and interactive workshops that helped address their growth goals. Coming out of the half-year program, these two small businesses had a clear path forward for the long term.

With the success of the 2024 pilot, Ally has launched a second cohort in 2025 with two new mentees: A2A Integrated Logistics, a small business in Fayetteville, N.C., providing logistics, security and technical support to clients, and Promo Entertainment Group, a marketing solutions and promotional products small business in Atlanta.



"The program was well received from suppliers," says Ally Senior Director of Supplier Development and Sustainability TJ Lewis. "Employees throughout the company volunteered their time to meet with the entrepreneurs. I saw people light up; they were excited to give marketing advice or talk technology and take some time out of their day to really make a difference."



Renz Collaborative Architecture (RenzCo Architecture)

- **Location:** Charlotte, N.C.
- **Founded:** 2018
- **About:** RenzCo provides creative architectural design services to global clients in healthcare and industry.
- **Program goals:**
 - Identify and develop the resources needed to scale
 - Establish a long-term business development plan
- **Ally mentorship:**
 - Recommendations for website and design updates
 - Development of a strategy to support virtual team members and build a digital business
 - Optimization of a people management strategy for project-based contracts



Vanderhorst Enterprises

- **Location:** Raleigh, N.C.
- **Founded:** 1998
- **About:** For more than 25 years, Vanderhorst Enterprises has delivered maintenance and janitorial solutions to government offices, medical facilities, schools and businesses across North Carolina, South Carolina and Alabama.
- **Program goals:**
 - Expand employee resources
 - Implement a successful marketing strategy
- **Ally mentorship:**
 - Recommendations for expanding brand presence
 - Strategy development for leveraging digital resources including AI for content and website
 - Craft a transition plan and employee resources strategy

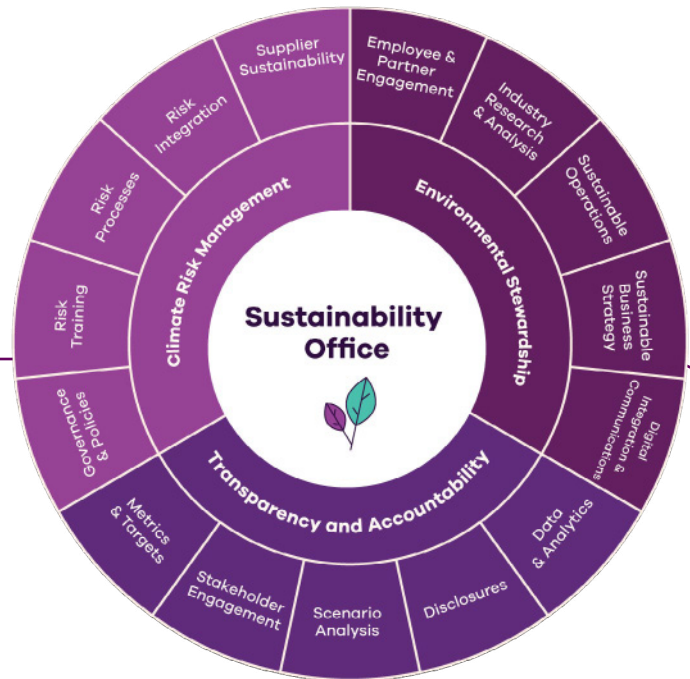


Environmental engagement for a better tomorrow.

As a digital bank with no brick-and-mortar branches, Ally inherently has a smaller operational carbon footprint than many traditional banks. This is encouraging, but we recognize we can do more to manage environmental risks for our customers, employees and communities. We continue to be committed to finding new and more sustainable ways to operate and reduce our impact on the environment.

Since its launch in 2021, Ally's Sustainability Office has been responsible for establishing the enterprise sustainability strategy, informed by the recommendations of the Task Force for Climate-Related Financial Disclosures (TCFD), a framework intended to improve industry consistency and comparability around the complex topic of climate-related risks and opportunities. In 2023, the International Sustainability Standards Board (ISSB) delivered the inaugural ISSB Standards, which incorporate TCFD recommendations. Following the release, the International Financial Reporting Standards (IFRS) Foundation took over monitoring responsibilities from TCFD in 2024.

Sustainability reporting frameworks have become progressively more unified to better connect climate and biodiversity risk given their complex interdependencies and a recognition that both issues need to be evaluated in tandem. With a foundation built on TCFD's core recommendations, Ally is well positioned to adapt to evolving regulatory requirements and reporting frameworks. Throughout 2024, the Sustainability Office has been preparing for changes by monitoring industry trends, evaluating certain portfolios for exposure to impacts and dependencies, conducting regulatory gap analyses and developing a sustainability roadmap that aligns with Ally's strategic priorities.



TCFD and TNFD explained.

- The Task Force for Climate-Related Financial Disclosures (TCFD) framework is focused on climate-related disclosures related to greenhouse gas emissions.
- The Taskforce for Nature-related Financial Disclosures (TNFD) framework is focused on nature-related risks (impacts and dependencies on natural systems) and disclosures. Quantifying the potential financial effects of nature-related impacts and dependencies (forests, water, waste/pollution, circularity) is a multi-dimensional challenge with limited metric availability.



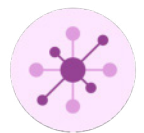
Risk management



Metrics and targets



Governance



Strategy

Ally has maintained operational carbon neutrality for Scope 1 and 2 emissions for five consecutive years and obtained third-party verification of our greenhouse gas emissions (to a limited level of assurance) for the past three years (see page 81 for more information).

Consistent with our brand promise, we remain committed to ongoing communication regarding our environmental efforts and sharing our developments in this dynamic area.

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

Connecting lives to nature

Land conservation supports a healthy, local ecosystem of native plants and animals, providing a much-needed habitat for increasing biodiversity and creating communities that are more resilient to the effects of climate change.



- CATAWBA -
LANDS CONSERVANCY
LAND | WATER | FARMS | NATURE



CAROLINA
THREAD TRAIL

The Catawba Land Conservancy (CLC) is a nonprofit land trust that focuses on conserving land in the Southern Piedmont of North Carolina to improve the health and well-being of the surrounding communities. The impact of this work delivers on the triple bottom line, creating environmental, social and economic benefits throughout the region:

- Providing clean water through filtration of pollutants and sediments, preventing flooding and erosion and providing clean streams, lakes and drinking water to the community
- Protecting wildlife and plant species
- Creating conservation easements on local farms to sustain rural economies and protect and maintain critical food supply and infrastructure
- Maintaining 18,000 acres of protected land and more than 400 miles of the Carolina Thread Trail through a 15-county region, advancing urban conservation

The CLC's mission and intentional focus on improving water and air quality, protection of wildlife habitats and farmland and preservation of open, natural spaces, strategically aligns with Ally's Green Teams' focus areas.

Evolving regulatory requirements

June 2023: International Sustainability Standards Board (ISSB)

- The ISSB issued two standards: IFRS S1 (Sustainability-related Disclosures) and IFRS S2 (Climate-related Disclosures) which adopt and expand on TCFD disclosure recommendations.

July 2023: Michigan Department of Insurance and Financial Services (DIFS)

- DIFS directed Michigan-based insurance companies to report on their climate-related risks and mitigation strategies via the National Association of Insurance Commissioners (NAIC) Climate Risk Disclosure Survey.

October 2023: U.S. State requirements

- California State Government Action enacted three climate-related disclosure laws (amended in August 2024).

"Communities that balance investments in nature alongside development are more resilient, vibrant and economically stable, which is particularly important in a changing climate. Ally's support of the work of the Catawba Lands Conservancy helps build stronger ecosystems in the Carolinas for the benefit of all."

Kathleen Price

Environmental Sustainability Executive

Ally is proud to support CLC in advancing investments in nature that will deliver ecosystem benefits within our communities for generations to come.

Each year, CLC hosts its flagship fundraising event, the Pop Up Picnic, to build awareness of the Conservancy and support its mission of saving, protecting land and connecting lives to nature. In 2024, Ally served as the presenting sponsor of this community-focused event,

which raised over \$93,000 to support a critical habitat restoration project in the Piedmont region of North Carolina. Historic records indicate that much of this area was previously open savanna or prairie, a habitat that played a crucial role in supporting pollinators, ground-nesting birds and other native wildlife. Over time, human development converted these grasslands to farmland, housing developments and roadways, dramatically reducing the remaining grasslands' ability to adequately support native species or provide essential ecosystem services such as water filtration, carbon sequestration and pollution abatement. Ally's sponsorship of the Pop Up Picnic supports the Catawba Land Conservancy's commitment to restoring these native grasslands in the Piedmont.



Celebrating local, sustainable practices

Ally has collaborated with Envision Charlotte and Bee Downtown to support a community apiary, comprising three beehives located at Envision Charlotte's Innovation Barn, a unique facility dedicated to creating a circular economy. The addition of beehives to the Barn supports circularity concepts and the importance of healthy ecosystems through educational events and experiences that use lessons from nature, while also providing important pollinators to support native plant species both at the Barn and in the surrounding neighborhoods.

This collaboration builds on Ally's ongoing Green Team activities with Envision Charlotte, with over 1,000 volunteer hours served with just this one organization last year, up from 700 from the prior year.

The apiary had some busy bees, producing more than 350 pounds of wildflower honey, five times more than the prior year. Each of the three hives produced over 100 pounds of honey, a good indicator that the hives are growing and thriving in their new location. The bees visited over 650 million flowers, flying more than 19 million miles to create this exceptional honey harvest, equal to flying around the earth 775 times. To celebrate, Ally donated the majority of the honey back to Envision to be sold in their on-premises retail store, with proceeds being reinvested into initiatives at the Innovation Barn. Ally's sponsorship of the apiary also provided the raw materials for a beeswax-candle making experience, facilitated by Bee Downtown, during the Innovation Barn's Fall Festival, championing sustainability and the circular economy. The event and proceeds from honey sales generated additional funds to further Envision Charlotte's ability to educate, inform and innovate within the community.

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

Earth Month highlights

- During Earth Month, a Live at the Hive educational session was held with Bee Downtown, highlighting the beekeepers — and the bees — in action at our hives located at the Innovation Barn. Through livestream, the beekeepers educated and informed participants on the art of beekeeping, how pollinators support food production and the importance of native, biodiverse plantings, while engaging with more than 200 Ally employees.
- Provided sustainability education through a Waste Less-ons webinar, introducing the concept of biomimicry to highlight the environmental stewardship of honeybees and how those lessons can be applied to minimize human impact on the environment.
- The inaugural celebration of Pollinator Week included multiple educational sessions that promoted pollinator awareness with Ally's summer interns. In Charlotte, interns experienced hands-on learning about the circular economy at the Innovation Barn, including the maintenance of the onsite pollinator garden. Interns across other Ally locations also supported pollinator conservation through native landscaping in local habitats, serving over 160 volunteer hours throughout the week.



From flower to hive

Wildflower honey is special. It comes from a wide variety of flowers (polyflora) and blooms, making it unique in flavor, taste, structure and texture, full of powerful nutrients and antioxidants. The production is seasonal, with most occurring in the fall and spring when wildflowers are in bloom. Bees can travel up to three miles from the hive to collect nectar, which is why most wildflower honey is produced in areas with diverse flora. This honey is unique to each region and will have a different taste depending on the flowers.



We are honored to have received the Blue Ribbon award for producing the most honey in North Carolina by a corporate apiary from Bee Downtown. This recognition reflects the hard work of our bees, our commitment to sustainable practices and the thriving health of our apiary.



Green Team on the ground

The Green Team served more than 3,400 volunteer hours in 2024, assisting more than 30 community organizations. Green Team activity supports key areas of conservation through strategic partnerships and volunteerism.



Catawba Riverkeeper

Sponsored its community science program, enabling the organization to gather data, monitor water quality, conduct vital research and advocate for the overall health and well-being of the Catawba-Wateree River, a critical source of drinking water and electricity generation in the Charlotte region



Water use

Preservation and management of water resources

Arbor Day Foundation

Planted 291 trees across high priority urban neighborhoods with limited access to nature



Land conservation

Safeguard land in its natural state



Air quality

Reduction of air pollutants to improve public health



Community impact

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

Belle Isle Conservancy

Supported environmental education through continued sponsorship of the Axolotl tank at the historic Belle Isle Aquarium in Detroit. During the month of July, Ally participated in the Best Fin Friend program, a fundraising effort that supports the aquarium, encourages community involvement and amplifies Ally's impact. Ally's ongoing support enabled Belle Isle to remain open for an extra day of each week throughout the month, allowing an estimated 4,750 additional visitors to engage with exhibits and learn about the importance of preserving aquatic ecosystems. Additionally, Ally's employees contributed 400 volunteer hours helping to collect 6,391 pounds of litter during the 2024 cleanup season and making a tangible difference in maintaining Belle Isle's natural beauty and accessibility for the community.



Biodiversity

Support habitats for all species and maintaining functioning ecosystems



Envision Charlotte

Developed routine programming focused on circular concepts such as diverting waste from landfills to create new products. Our employees volunteered bi-weekly to create sound panels made from donated t-shirts, maintain the pollinator garden and sort various materials to be repurposed or recycled.



Recycling

Conversion of waste into reusable materials



Calculating our carbon footprint

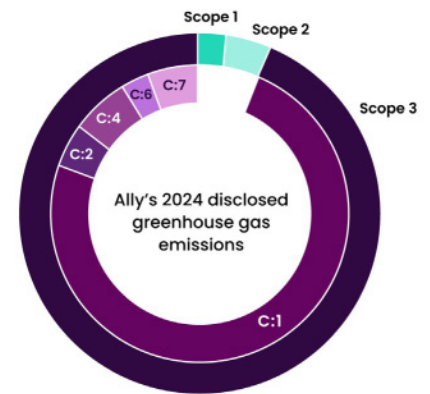
Ally recognizes the importance of measuring and reducing our environmental footprint, including our greenhouse gas (GHG) emissions. Since our first calculation for fiscal year 2020, Ally has continued to expand and refine our greenhouse gas emissions calculations to deliver transparency and accuracy as it relates to our carbon footprint. Read more about our emissions trends and actions taken in the Appendix.

“We fundamentally believe that reducing our environmental impact is part of our responsibility as a corporate citizen. As a regulated institution, compliance with environmental laws is a given. But at Ally, it’s far from the only reason we take action. Our team comes together with a shared sense of purpose: to innovate, reduce waste and build a more sustainable future for our company, our communities and the generations that follow.”

Hope Mehlman

Chief Legal and Corporate Affairs Officer

Energy (MWh) ¹	2020	2021	2022	2023	2024	Variance to 2023	Variance to 2020
Natural Gas	9,222	4,387	2,087	1,201	373	(69%)	(96%)
Diesel	143	57	16	120	-	-	-
Motor Gasoline	7,465	11,155	15,690	15,823	16,919	7%	127%
Steam	-	-	-	-	618	-	-
Purchased Electricity	20,560	27,295	29,958	25,478	25,963	2%	26%
Total Energy Consumed	37,391	42,895	47,751	42,623	43,872	1%	16%



Operational Greenhouse Gas Emissions (Metric Tons CO ₂ e) ³	2020	2021	2022	2023	2024	Variance to 2023	Variance to 2020
Scope 1 Emissions	4,139	4,442	5,494	5,402	5,585	3%	35%
Scope 2 Emissions (Location-based)	7,822	9,758	10,019	9,016	8,975	(<1%)	15%
Scope 2 Emissions (Market-based) ⁴	0	0	0	0	140	-	-
Total Scope 1 + Scope 2 Emissions (Location-based)	11,961	14,200	15,513	14,418	14,560	1%	22%
Total Scope 1 + Scope 2 Emissions (Market-based)	4,139	4,442	5,494	5,402	5,725	6%	38%
Carbon Credits Retired ⁵	4,139	4,442	5,494	5,402	5,725	6%	38%
Scope 3 Greenhouse Gas Emissions (Metric Tons CO ₂ e) ³	2020	2021	2022	2023	2024	Variance to 2023	Variance to 2020
Category 1: Purchased Goods and Services ⁶	175,396	159,470	152,464	164,432	158,599	(4%)	(10%)
Category 2: Capital Goods	27,694	28,680	8,297	10,611	8,466	(20%)	(69%)
Category 4: Upstream Transportation ⁶	6,925	6,552	4,745	6,177	8,210	33%	19%
Category 6: Business Travel	1,824	2,438	6,312	6,597	6,645	1%	264%
Category 7: Employee Commuting	8,541	5,443	11,883	12,471	12,236	(2%)	43%
Total Disclosed Scope 3 Emissions	220,381	202,582	183,700	200,288	194,156	(3%)	(12%)

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

² 2020, Ally's first year calculating carbon emissions, is chosen as our base year

³ Emissions are calculated in alignment with the Greenhouse Gas Protocol. Details of our emissions calculations can be found in our CDP submission

⁴ In 2024, the consumption of purchased steam in one of our facilities resulted in a slight increase in emissions for Scope 2 (Market-Based). Since 2020, Ally has purchased Green-e certified renewable energy credits (RECs) to offset all emissions associated with purchased electricity

⁵ Since 2020, Ally has purchased and retired high-quality, U.S.-based carbon offsets to net Scope 1 emissions to zero

⁶ Improved calculation methodologies resulted in Ally restating prior year emissions (where historical data is available), consistent with our internal materiality threshold for recalculation. Ally's recalculation policy is in accordance with the GHG protocol

Appendix.

Environmental impact: Ally's alignment with global standards

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

Our strategy is informed by the recommendations of the Task Force for Climate-Related Financial Disclosures (TCFD), a framework that is intended to improve industry consistency and comparability around the complex topic of climate-related risks and opportunities. In 2023, the International Sustainability Standards Board (ISSB) delivered the inaugural ISSB Standards, which incorporate TCFD recommendations. Following the release, the International Financial Reporting Standards (IFRS) Foundation took over monitoring responsibilities from TCFD in 2024.

With a foundation built on TCFD's core recommendations, Ally continues to adapt our environmental disclosures in line with evolving stakeholder expectations, regulatory requirements and reporting frameworks.

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

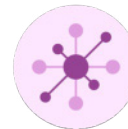
TCFD vs. TNFD

- **TCFD:** Task Force for Climate-related Financial Disclosures framework is focused on assessing climate-related risks and/or opportunities.
- **TNFD:** Task Force for Nature-related Financial Disclosures framework is focused on assessing risks and opportunities related to nature, including biodiversity loss, deforestation, water usage, pollution and plastics, as well as the assessment of dependencies and impacts.



Governance

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



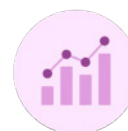
Strategy

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



Risk management

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



Metrics and targets

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

About this report

All of the information presented in this Appendix is for the fiscal year ending December 31, 2024, unless otherwise noted. This report has not been externally assured. We externally assure our Scope 1, 2 and 3 greenhouse gas emissions on an annual basis using ISO 14064-3. Additional greenhouse gas emissions assurance details are provided in our 2024 CDP Response. For greenhouse gas accounting, Ally uses the standards and guidelines of The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (Revised Edition; 2004), GHG Protocol Scope 2 Guidance (2015) and the Corporate Value Chain (Scope 3) Accounting and Reporting Standard (2011), which were developed by the World Resources Institute and the World Business Council for Sustainable Development.

To learn more:

[2024 CDP response](#)

[2025 proxy statement](#)

[Ally 2024 annual report](#)

Reporting index

Area of focus	Overview	Other source references
Governance		
Describe the board's oversight of climate-related risks and opportunities.	The Board regularly reviews all risks including those related to climate change. The Compensation, Nominating, and Governance Committee, Risk Committee, and Audit Committee assist the Board in overseeing Ally's climate-related strategies, risks and issues.	<ul style="list-style-type: none"> • 2025 Proxy Statement • Risk Committee Charter • Compensation, Nominating and Governance Committee Charter • 2024 CDP Response
Describe management's role in assessing and managing climate-related risks and opportunities.	Executive management positions are responsible for both assessing and managing climate-related risks and opportunities, informed by periodic reports from the Chief Risk Officer, the Legal and Corporate Affairs Officer, and/or the Sustainability Executive.	<ul style="list-style-type: none"> • 2024 CDP Response
Strategy		
Describe the climate-related risks and opportunities the company has identified over the short, medium and long term.	Ally uses climate risk scenario analysis to begin evaluating the extent to which climate risks could impact Ally's business, augmenting our ability to assess, monitor and report on both short- and long-term potentially material climate-related risks and opportunities.	<ul style="list-style-type: none"> • 2024 10-K Annual Report • 2024 PPI Report • 2024 CDP Response
Describe the impact of climate-related risks and opportunities on the company's business, strategy and financial planning.	Ally has identified and defined climate-related risk as an emerging risk. Pursuant to our risk-management framework, emerging risks include newly identified or evolving risks. These risks have the potential to significantly impact Ally, but their nature and magnitude may not yet be fully known or may be rapidly changing.	<ul style="list-style-type: none"> • 2024 10-K Annual Report • 2024 PPI Report • 2024 CDP Response

Describe the resilience of the company's strategy, taking into consideration different climate-related scenarios, including a 2 C or lower scenario.	As we continue to evolve and expand our climate scenario analysis approach and build capacity to evaluate additional perils, timeframes and locations, the results will inform our strategy.	<ul style="list-style-type: none"> • None
Describe the targets used by the company to manage climate-related risks and opportunities and performance against targets.	As Ally continues to better understand operational trends and expands climate risk expertise and capacity, we will refine our ability to accurately project operational emissions and the potential for emission reduction strategies that will enable Ally to set a science-based emissions target.	<ul style="list-style-type: none"> • 2024 CDP Response
Risk management		
Describe the company's processes for identifying and assessing climate-related risks.	Ally leverages the Enterprise Risk Management (ERM) framework to identify potential existing and emerging climate-related risks by conducting qualitative climate-related risk reviews to understand potential risk transmission channels that could impact operations, financial performance, employees, value chain, strategic decision-making and brand reputation.	<ul style="list-style-type: none"> • 2024 10-K Annual Report • 2024 PPI Report • 2024 CDP Response
Describe the company's processes for managing climate-related risks.	Climate Risk is currently defined as an emerging risk and is being evaluated for materiality and the appropriateness of risk management routines as outlined in the Enterprise Risk Management Policy.	<ul style="list-style-type: none"> • 2024 10-K Annual Report • 2024 CDP Response
Describe how processes for identifying, assessing and managing climate-related risks are integrated into the company's overall risk management.	We have expanded our use of climate risk scenario analysis to begin evaluating the extent to which climate risk drivers could exacerbate or accelerate existing risks to better understand climate risk materiality to Ally. The results will inform our strategy to incorporate climate into our existing enterprise risk management framework in a manner consistent with safe and sound business practices.	<ul style="list-style-type: none"> • 2024 PPI Report
Metrics and targets		
Disclose the metrics used by the company to assess climate-related risks and opportunities in line with its strategy and risk management process.	We are still determining climate risk materiality at Ally, which will inform our identification of relevant and actionable metrics to measure and monitor climate risks going forward.	<ul style="list-style-type: none"> • None
Disclose Scope 1, Scope 2 and, if appropriate, Scope 3 greenhouse gas emissions and the related risks.	<p>Scope 1 Emissions: 5,585 MT CO₂e</p> <p>Scope 2 Emissions (Location-based): 8,975 MT CO₂e</p> <p>Scope 3 Emissions (Categories 1, 2, 4, 6 and 7): 194,156 MT CO₂e</p>	<ul style="list-style-type: none"> • 2024 Apex Verification Letter
Describe the targets used by the company to manage climate-related risks and opportunities and performance against targets.	As Ally continues to better understand operational trends and expands climate risk expertise and capacity, we will refine our ability to accurately project operational emissions and the potential for emission reduction strategies.	<ul style="list-style-type: none"> • 2024 CDP Response

Governance

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



Board oversight of climate matters

The Compensation, Nominating and Governance Committee assists the Board in overseeing, in coordination with other committees of the Board as appropriate, Ally's sustainability strategies, initiatives and activities, including environmental issues. The Risk Committee assists the Board in overseeing Ally's environmental risks commensurate with its structure, risk profile, complexity, activities and size. The Audit Committee assists the Board in overseeing Ally's accounting and financial reporting, including in connection with any environmental information. See pages 11 and 14 for more information.

Executive management across the enterprise

The Enterprise Risk Management Committee is responsible for supporting the oversight of senior management's responsibility to execute on our environmental strategy in alignment with our enterprise risk framework, which recognizes Climate Risk as an emerging risk with transverse and dynamic risk characteristics. The Disclosure Committee is established by the Ally Chief Financial Officer, with the purpose to ensure that public financial and other disclosures, including voluntary and/or required environmental-related disclosures, made by Ally and affiliates are accurate and complete, fairly present Ally's financial condition and results of operations in all material respects and are made on a timely basis as required by applicable laws and SEC or other self-regulatory organization requirements.

Managing climate- and sustainability-related activities across the enterprise

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

Climate risk and scenario analysis	<ul style="list-style-type: none"> • Taking action to identify, measure, mitigate and report on climate-related risks and manage the integration of these risks into our existing enterprise risk management framework in alignment with the recommendations of TCFD and in support of Ally's strategic objectives. • Introducing climate considerations into existing risk management routines and leveraging climate scenario analysis to better understand our potential climate-related risk exposure. • Led by the Sustainability Office in partnership with our business lines.
Greenhouse gas data	<ul style="list-style-type: none"> • Developing a solid data foundation to track and report on progress through enhanced disclosures and providing transparent, accurate and comparable emissions data. • Led by the Sustainability Office in partnership with Corporate Workplace and our business lines.
Green Team	<ul style="list-style-type: none"> • A network of Ally employees dedicated to environmental service, offering both training and volunteerism to drive sustainability awareness. • Led by the Sustainability Office.
Supplier Development and Sustainability	<ul style="list-style-type: none"> • Understanding sustainability factors for suppliers and partnering with our supply chain to manage environmental impacts. • Includes representatives from Supplier Development and Sustainability, Third Party Risk Management and the Sustainability Office.
Sustainable operations	<ul style="list-style-type: none"> • Finding new and more sustainable ways to operate, reduce impact on the environment and consume resources responsibly. • Includes representatives from Corporate Workplace, Supplier Development and Sustainability and the Sustainability Office.
External reporting	<ul style="list-style-type: none"> • Coordinating reporting and disclosure activities for sustainability information. • Includes representatives from Accounting, External Reporting, Corporate Citizenship, Investor Relations, Corporate Workplace, Supplier Development and Sustainability, and the Sustainability Office.

Strategy

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

Sustainable operations

- Enhanced our strategic approach to identify new office locations and renovation projects by incorporating sustainability improvements whenever possible, including requesting information on specific sustainable features in the initial questionnaire. We request data on building certifications, construction, HVAC systems and efficiency, location and access to public transportation, local amenities, recycling and composting streams, water fixtures, landscaping and building lighting. The answers to these questions are used to evaluate and decide on new office space.
- Analyzed the energy intensity of our portfolio to prioritize energy audits, targeting our most inefficient spaces to deliver more impactful energy and emission reductions.
- Conducted periodic testing of environmental processes and technologies across Ally-owned facilities to identify waste and water reduction initiatives and determine which will have the greatest impact.

	2020	2021	2022	2023	2024
Ally operational footprint					
Number of buildings -Owned/Leased	2/36	3/33	4/28	4/24	4/21
Total square footage ¹ – Percentage Owned/Leased	14/86%	39/61%	51/49%	57/43%	56/44%
Building standards and industry certifications					
LEED-certified	29%	41%	43%	42%	64%
WELL-certified	1%	2%	36%	36%	65%
Waste management					
Paper recycling (in metric tons)	—	—	326	138	105
eWaste recycling (in lbs)	2,188	17,007	21,490	26,628	17,589
Percentage of square footage using centralized trash	—	—	4%	36%	52%
EV charging					
Percentage of Ally employees with access to EV chargers	—	—	—	53%	67%

¹ As of December 31, 2024, Ally's total square footage was 1,999,791

Green Team

- Grew strategic relationships within our communities, hosting innovative programming and volunteer events across all of our conservation focus areas: land use, water use, community impact, air quality, biodiversity and recycling
- Cultivated community driven experiences focused on biodiversity at the Ally sponsored community apiary, consisting of three beehives in collaboration with Envision Charlotte and Bee Downtown. See page 62-63 for more information
- Supported the Catawba Land Conservancy by sponsoring their annual Pop Up Picnic which raised over \$93,000 to support an important grassland restoration project. See page 61-62 for more information
- In 2024, Green Team volunteered 3,400+ hours, supporting 30 environmental organizations

Green Team in action

- Launched in **2021**
- Served over **9,200** volunteer hours to date
- Sponsored seven environmentally focused community relationships and worked alongside **24** different community organizations

Supplier sustainability

- Engaged with key suppliers via EcoVadis, a global sustainability assessment platform, to improve our ability to evaluate third-party sustainability performance
- Continued our relationship with the Sustainable Purchasing Leadership Council, a global community of purchasers, suppliers, advocates and experts dedicated to driving positive impact through the power of procurement

Sustainable business strategy

- Collaborated across the enterprise to assess environmental opportunities based on existing and emerging product lines broadly available to financial institutions, including internal educational events to bolster awareness of environmental sustainability across the enterprise
- Dealer Financial Services provides loan solutions to assist with dealership needs, including electric vehicle infrastructure, in addition to electric vehicle loan and lease financing
- Vehicle Service Contracts (Major Guard EV) provide comprehensive coverage for owners of electric vehicles, including the battery pack

Risk management

Ally's risk culture permeates across the enterprise to drive prudent risk-taking behaviors that are consistent with the Enterprise Risk Management (ERM) Policy. Ally describes its Risk Culture through the following Risk Culture traits: responsiveness, challenge, respect and transparency, which align directly to our LEAD core values. See page 7 for more information.

Risk is created by any event or activity that may have an impact on the company's strategy and business objectives, or which may cause a significant opportunity to be missed. To be effective, Ally proactively takes and manages certain risks and avoids others.

Climate-related risk, however, refers to both the potential negative impacts of climate change on our organization, as well as our potential impact on climate change. Additionally, climate-related risks are transverse (not stand-alone) and can manifest across any or all of Ally's risk types (e.g., Credit, Insurance, Reputational, etc.).

Ally has built a solid foundation for our enterprise climate-related risk management program. We leverage our Enterprise Risk Management framework to identify potential climate-related risks. Pursuant to our ERM framework, emerging risks include newly identified or evolving risks. These risks have the potential to significantly impact Ally, but their nature and magnitude may not yet be fully known or may be rapidly changing. Potential existing and emerging risks are identified by qualitative risk reviews to help us understand potential risk transmission channels that could impact our business, results of operations, financial condition, prospects, reputation or employees or the business, operations or financial condition of customers, counterparties and service providers on whom we rely.

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

1. Physical risk: Risk related to the physical impacts of climate change
2. Transition risk: Risk related to the transition to a lower-carbon economy

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

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

risk mitigation strategy. We remain focused on enhancing our climate risk management capabilities and integrating climate risk into the existing ERM framework to effectively manage climate-related risks consistent with regulatory guidelines and industry best practices.

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

- Qualitative risk reviews also consider potential transition risk impacts, such as regulatory and legal impacts due to non-compliance with existing and/or emerging climate-related laws and regulations, market impacts due to unusual levels of price volatility or market dysfunction exacerbated by changes in climate drivers and the potential effects on economic activity, asset prices or customer hardship.

Changes in the climate and the environment are exceptionally complex and dynamic, which creates challenges in evaluating and measuring potential impacts of climate-related physical and transition risks, particularly those that occur over long-time horizons. We are actively collaborating with our peers and evaluating strategic relationships to assist our efforts and enhance our strategy.

Translating potential climate risks into the TCFD framework

Successful integration requires climate risk identification and management that leverages Ally's material risk taxonomy and can be efficiently translated into the risk categories of the TCFD framework to meet stakeholder expectations.

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

Climate scenario analysis

The ability to accurately assess and mitigate climate-related risks remains challenging due to complex transmission channels linking transition and physical risks to the economy and financial sector, rapidly evolving tools and methodologies, data limitations and/or skillset gaps. Based on TCFD guidance, Ally is leveraging climate scenario analysis to consider plausible, relevant and challenging variations of the potential physical and transition risk impacts related to climate change. This type of analysis will provide valuable insights into how we could manage climate-related risks that are relevant to our business model.

Ally has performed various climate scenario analyses over the past three years, with each iteration demonstrating important progress and evolution of Ally's climate risk capabilities and providing education and awareness across the enterprise of the potential financial impacts of climate change.



2022

Evaluated spatial risk projections for river flood and wildfire on our auto dealer insurance portfolio using the Climate Impact Explorer



2023

Conducted a portion of the FRB pilot to measure expected credit losses to our Northeast real estate portfolio from a hurricane under future climate conditions



2024

Participated in the Office of the Superintendent of Financial Institutions (OSFI) standardized climate scenario exercise to calculate expected credit losses to our corporate bond portfolio under three climate scenarios

In 2024, Ally continued to expand its climate scenario analysis efforts, performing a portion of the Office of the Superintendent of Financial Institutions (OSFI) Canada Standardized Climate Scenario Exercise. Ally evaluated expected credit losses across the corporate bond portfolio under three climate scenarios: Below 2° immediate, below 2° delayed and net-zero 2050. The horizon for the exercise extended from 2030 to 2045, which allowed Ally to evaluate potential long-term climate transition impacts across industry sectors.

We will continue to use climate risk scenario analysis to evaluate the extent to which climate risk drivers could exacerbate or accelerate existing risks and potentially create climate risk that is material to Ally. As we continue to evolve our climate scenario analysis approach and capacity to evaluate additional perils,

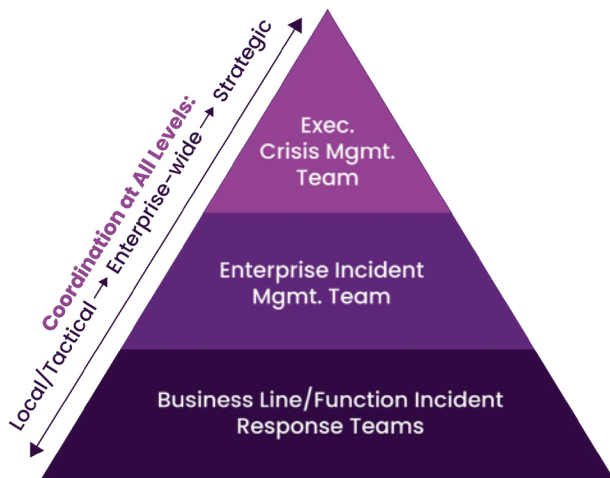
timeframes, locations and potential impacts to our business lines, the results will inform our strategy to incorporate climate risks into our enterprise risk management framework in a manner consistent with safe and sound business practices.

In line with TNFD guidance for financial institutions, Ally has completed an initial evaluation of our exposure to sectors with elevated nature impacts and dependencies for both our corporate loan and insurance investment portfolios. This preliminary assessment was intended to build institutional capacity and awareness of nature-related risks. We intend to monitor our portfolios to understand trends and inform our strategic response to nature related impacts and dependencies.

Enterprise resilience and physical climate risk management

Effective preparedness, response and recovery are essential ways that Ally proactively addresses potential risks to the business. From monitoring our systems for internal and external threats, to monitoring Ally locations for natural disasters, we strive to ensure the continuity of critical products and services provided to our customers as well as the safety and well-being of our customers and colleagues.

Ally recognizes that the impacts of climate change have the potential to increase business disruptions due to more severe and frequent weather events that may cause damage to our operating facilities, increase data center downtime, create outages across third-party service providers or impact employee safety. To address this consistently across the enterprise, Ally's Crisis Management Program (CM) establishes standardized preparedness and response management practices, and its Business Continuity/Disaster Recovery Program (BCDR) enables an enterprise-wide, process-oriented approach that considers technology, business operations, testing and communication strategies critical to the continuity of Ally's operations. We develop, monitor and regularly test our enterprise-wide continuity and disaster recovery plans that consider all critical elements of our business and leverage an Integrated Response Structure to support effective escalation and response management of strategic, operational and tactical incidents or crises.



Our response to natural disasters extends to our employees, customers and the communities in which we live and operate. We are committed to helping customers affected by natural disasters. In the event of hurricane or flood activity, Ally identifies dealer customers who may be impacted by the severe weather event and provides resources to proactively relocate vehicles to covered locations or higher ground, reducing inventory risk for the dealers and insurance risk at Ally. For our retail customers impacted by natural disasters, Ally aims to work on a case-by-case basis to provide prioritized call center support and determine eligibility for disaster relief assistance, such as fee waivers and refunds, expedited wire transfers and debit card/check orders and/or adjusted payment schedules. Additionally, we offer support to our colleagues and communities as they deal with catastrophic damage caused by natural disasters through the Ally Employee Relief Fund and Ally Charitable Foundation.

Metrics and targets

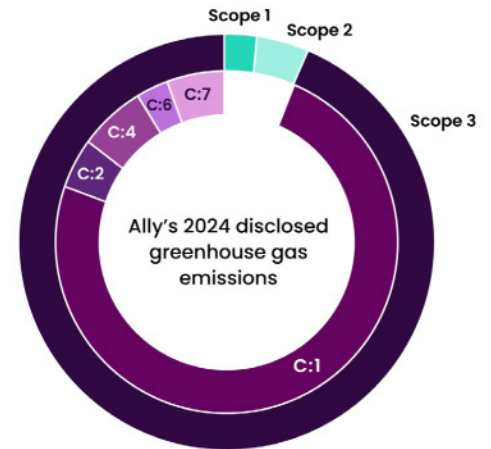
Ally understands the critical need for transparent, accurate and comparable climate change information on our own business and the investments we choose to finance. We pledge to deliver on that accountability through enhanced disclosures, ongoing conversations with our stakeholders and the development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

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

Greenhouse gas (GHG) emissions

To facilitate accurate tracking and reporting of emissions metrics, we utilize a comprehensive Inventory Management Plan which guides our procedures and calculations, consistent with the GHG Protocol Corporate Accounting and Reporting Standard.

Ally achieved third-party verification to a limited level of assurance using ISO 14064-3 for our 2023 and 2024 GHG emissions. This technical review of calculation and estimation processes, data collection controls, testing of data samples and review of data management process evidence program maturity and emissions data integrity.



Energy (MWh) ¹	2020	2021	2022	2023	2024	Variance to 2023	Variance to 2020
Natural Gas	9,222	4,387	2,087	1,201	373	(69%)	(96%)
Diesel	143	57	16	120	—	—	—
Motor Gasoline	7,465	11,155	15,690	15,823	16,919	7%	127%
Steam	—	—	—	—	618	—	—
Purchased Electricity	20,560	27,295	29,958	25,478	25,963	2%	26%
Total Energy Consumed	37,391	42,895	47,751	42,623	43,872	1%	16%
Operational Greenhouse Gas Emissions (Metric Tons CO₂e)³	2020	2021	2022	2023	2024	Variance to 2023	Variance to 2020
Scope 1 Emissions	4,139	4,442	5,494	5,402	5,585	3%	35%
Scope 2 Emissions (Location-based)	7,822	9,758	10,019	9,016	8,975	(<1%)	15%
Scope 2 Emissions (Market-based) ⁴	0	0	0	0	140	—	—
Total Scope 1 + Scope 2 Emissions (Location-based)	11,961	14,200	15,513	14,418	14,560	1%	22%
Total Scope 1 + Scope 2 Emissions (Market-based)	4,139	4,442	5,494	5,402	5,725	6%	38%
Carbon Credits Retired ⁵	4,139	4,442	5,494	5,402	5,725	6%	38%
Scope 3 Greenhouse Gas Emissions (Metric Tons CO₂e)³	2020	2021	2022	2023	2024	Variance to 2023	Variance to 2020
Category 1: Purchased Goods and Services ⁶	175,396	159,470	152,464	164,432	158,599	(4%)	(10%)
Category 2: Capital Goods	27,694	28,680	8,297	10,611	8,466	(20%)	(69%)
Category 4: Upstream Transportation ⁶	6,925	6,552	4,745	6,177	8,210	33%	19%
Category 6: Business Travel	1,824	2,438	6,312	6,597	6,645	1%	264%
Category 7: Employee Commuting	8,541	5,443	11,883	12,471	12,236	(2%)	43%
Total Disclosed Scope 3 Emissions	220,381	202,582	183,700	200,288	194,156	(3%)	(12%)

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

²2020, Ally's first year calculating carbon emissions, is chosen as our base year

³Emissions are calculated in alignment with the Greenhouse Gas Protocol. Details of our emissions calculations can be found in our CDP submission

⁴In 2024, the consumption of purchased steam in one of our facilities resulted in a slight increase in emissions for Scope 2 (Market-Based). Since 2020, Ally has purchased Green-e certified renewable energy credits (RECs) to offset all emissions associated with purchased electricity

⁵Since 2020, Ally has purchased and retired high-quality, U.S.-based carbon offsets to net Scope 1 emissions to zero

⁶Improved calculation methodologies resulted in Ally restating prior year emissions (where historical data is available), consistent with our internal materiality threshold for recalculation. Ally's recalculation policy is in accordance with the GHG protocol

Supplier sustainability

Advancements in our supplier sustainability program include onboarding EcoVadis, a new third-party data management platform that supports Ally's evaluation of the sustainability performance of our suppliers. Supplier data collected as a part of this onboarding provides insights about sustainability awareness, action and potential environmental risk exposure of key suppliers and serves as a foundation for working with our suppliers to better understand and mitigate relevant risks.

Discussion of 2024 greenhouse gas emissions

Since our first calculation for fiscal year 2020, Ally has continued to expand and refine our greenhouse gas emissions calculations to deliver transparency and accuracy as it relates to our carbon footprint. In 2023, Ally expanded emissions reporting to include emissions from teleworking in Scope 3 Category 7: Employee Commuting. We also recategorized auto freight activity associated with our auto lending from Scope 3 Category 1: Purchased Goods and Services to Scope 3 Category 4: Upstream Transportation, improving transparency. In 2024, emissions calculations for Scope 3 Category 4: Upstream Transportation were further refined to use actual freight activity data instead of a spend-based approach, improving accuracy.

We continue to evaluate additional categories for future disclosure and have performed preliminary calculations pertaining to Category 13: Downstream Leased Assets (includes auto leased emissions) and Category 15: Investments. These represent emissions related to our various lending portfolios and investment securities. The largest portion of Ally's lending portfolio, 76% as of year-end 2024, is consumer finance that enables our retail customers to purchase (or lease) cars and homes.

Ally's base year for emissions calculations was 2020. Pandemic related business disruptions in 2020 and 2021 resulted in artificially depressed emissions which have since normalized, including in-person visits to our dealer customers, business travel and a hybrid work

model for our employees. While comparisons to base year show emissions increases in several categories, comparisons to 2023 provide a better indication of normalized activity and transparency into emissions changes year over year.

Arbor Day Foundation + Ally

In addition to verified carbon credits, Ally has partnered with the Arbor Day Foundation since 2021 to sponsor tree planting and distribution projects in locations with Ally employee concentrations. We prioritize projects within urban neighborhoods without sufficient access to tree canopy or green spaces.

Our work with the Arbor Day Foundation supports Ally's efforts to help correct that disparity through tree plantings and other community environmental programs. Since 2021, Ally has helped distribute and plant 1,000 trees. The projected cumulative impact of these efforts, measured by the Foundation over a 40-year outlook window using the USDA Forest Service's i-Tree Planting tool, is estimated to:

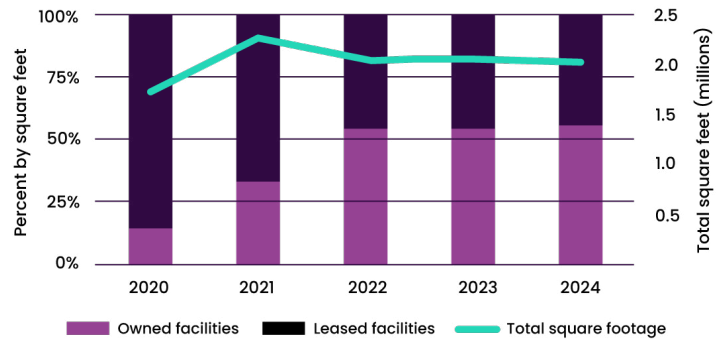
- Sequester 470 metric tons of carbon dioxide
- Avoid 1,287,761 gallons of stormwater runoff
- Remove 1.9 tons of air pollutants

Operational emissions

Ally's Scope 1 emissions are primarily emissions from our auto fleet activity used for in-person visits to our auto dealer customers, which increased slightly in 2024. Scope 1 emissions also include those generated from the use of fuels such as natural gas in our buildings. Since 2020, we have reduced our natural gas consumption by 96% as a result of exiting several facilities with heavy natural gas usage. In addition, we recently completed a renovation at our Lewisville location that includes a replacement of our natural gas heating system with electricity and the installation of a solar array to provide up to 90% of facility electricity demand. Ally has made significant strides toward owning operational facility space rather than relying on lease agreements. This shift enables us to make more impactful decisions regarding operational efficiencies and sustainability initiatives.

Scope 2 location-based emissions reflect Ally's energy usage in our facilities, which, as a digital bank, are inherently less than a traditional brick-and-mortar operating model. Even with this advantage, we continue to evaluate our energy consumption patterns. In 2023, we introduced data management software to improve the timeliness and efficiency of collecting and processing energy usage information for our operational emissions calculation. This has enabled increased engagement with our property management partners and improved data controls.

In 2024, Scope 2 emissions declined 10% year-over-year, benefiting from an office closure due to renovation. As we have now collected five years of energy usage data, we are able to analyze the energy efficiency of each building, allowing us to identify and evaluate potential upgrades or maintenance to reduce energy consumption.

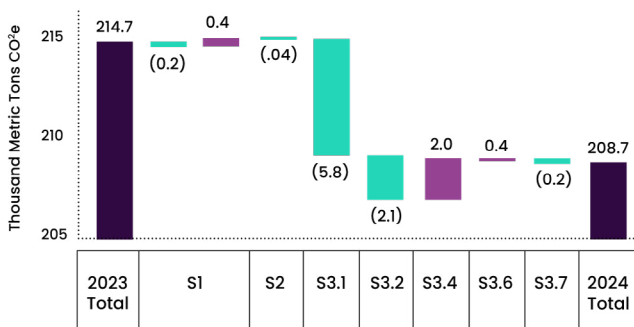


Scope 3 emissions

The largest driver of Scope 3 emissions is Category 1: Purchased Goods and Services, which represented 82% of 2024 disclosed emissions. Ally's Category 1 emissions saw a decrease of 4% year-over-year. Ally currently uses the spend based method to calculate Category 1 emissions. In 2024, we revised our methodology to assign individual industry codes and related emission factors to suppliers with a minimum level of spend, improving granularity of the calculation compared to prior years. We have also taken steps in the last two years to increase supplier engagement as it relates to both emissions and overall sustainability efforts, but we expect to see continued volatility in this category given the nature of this activity.

Emissions associated with Category 2: Capital Goods decreased by 20% in 2024 compared to the prior year due to the completion of facility renovations in our Lewisville, Texas site. The year-over-year increase in Category 4: Upstream Transportation emissions, which was reclassified in 2023 from Category 1: Purchased Goods and Services to more accurately account for the activity of owned vehicle transportation costs, reflects an increase in auto freight transportation compared to prior year. Auto freight activity reflects variability driven by activity in Ally's Auto business line.

Both Category 6: Business Travel and Category 7: Employee commuting emissions remained flat compared to 2023 and now represent normalized activity from the artificially depressed activity levels associated with the COVID pandemic.



Operational carbon neutrality

We achieved operational carbon neutrality for Scope 1 and 2 emissions for the fourth consecutive year utilizing Green-e® certified Renewable Energy Certificates and by purchasing high-quality, U.S.-based carbon credits from the Arbor Day Foundation, supporting afforestation and reforestation work by GreenTrees in the Mississippi Alluvial Valley (MAV).

This voluntary carbon market project supports habitat restoration for threatened wildlife species and supports the economic vitality of more than 600 private small- to medium-sized landowners.

The project plants trees on lands that have been in continuous agricultural use and have not been in a forested state for at least 10 years. Native hardwoods and Cottonwood trees are interplanted and grown on private lands and protected by conservation easements and diversified economic incentives, with landowners who commit to protecting the trees. Selective harvest is allowed after tree density reaches a level where natural thinning is likely to occur. However, enough trees must remain after harvesting to maintain at least 100 square feet of live tree coverage per acre.

Independent, third-party verifiers scientifically measure the carbon removed from the atmosphere annually or biannually. Annual or biannual verification and issuance to the American Carbon Registry standard assures the accuracy and vitality of the project.

An essential ecosystem

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

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

Targets

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

As Ally continues to better understand operational trends and expands our climate risk expertise and capacity, we will refine our ability to accurately project operational emissions and the potential for emission reduction strategies.

Ally’s environmental sustainability strategy is focused on stakeholder education and engagement and the importance of building a solid data foundation to support and quantify our impacts. We view the management of environmental risk as no different

than the management of any other risk at Ally. We are continuing to work diligently to identify, measure and manage the potential impacts to Ally and to minimize the impact Ally has on the environment.

Our sustainability reporting capabilities continue to progress with the refinement of emissions calculations and data sourcing and timeliness, while building additional capabilities to further evaluate our financed emissions and strategic opportunities that deliver value for our stakeholders. We believe our continued progress in this area better positions Ally to be prepared for evolving expectations related to environmental sustainability, but more importantly, for the transition to a sustainable future for all.

About this report

Ally voluntarily published this Purpose, People and Impact Report to provide transparency around initiatives relating to our employees, customers, communities and shareholders. Disclosures are guided by various international standards, including those of the Global Reporting Initiative (GRI) and the Task Force on Climate-Related Financial Disclosures (TCFD). This report is not comprehensive and should be read in conjunction with our Annual Report on Form 10-K for the year ended December 31, 2024, any subsequent reports on Form 10-Q or Form 8-K and our 2025 Proxy Statement.

This report utilizes the term “material” to indicate issues of importance to our company and stakeholders. Use of this term in this context is distinct from the terms “material” and “materiality” as defined by or construed in accordance with securities law or as used in the context of financial statements and reporting. Accordingly, inclusion of information in this report should not be interpreted as an indication that such information is material to our financial statements and reporting.

This 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. 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.

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 Annual Report on Form 10-K, Quarterly Report on Form 10-Q or Current Report on Form 8-K.

GRI Index.

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

GRI Standard and Disclosures		Management Approach and Metrics
2-1	Organizational details	Ally Financial, Inc 2024 Annual Report on Form 10-K
2-2	Entities included in the organization's sustainability reporting	2024 Annual Report on Form 10-K
2-3	Reporting period, frequency, and contact point	Annual January 1, 2024 - December 31, 2024 givingback@ally.com
2-4	Restatements of information	There have been no restatements of information in this reporting period. As part of Ally's 2024 greenhouse gas emissions calculations, we recalculated Scope 3, categories 1, and 4, for the years 2020 through 2023. These recalculated emissions differ from those previously reported due to calculation methodology improvements. GHG emissions data by Scope and by year is available in our 2024 CDP Response.
2-5	External assurance	We did not seek external assurance for the contents of this report. <ul style="list-style-type: none"> Apex Companies provided a third-party verification to a limited level of assurance using ISO 14064-3 for Ally's 2024 Scope 1, Scope 2 (location- and market-based), Scope 3 (categories 1, 2, 4, 6 and 7) greenhouse gas emissions.
2-6	Activities, value chain and other business relationships	2024 Annual Report on Form 10-K
2-7	Employees	Ally Online Resources
2-9	Governance structure and composition	2025 Proxy Statement Ally Policies and Charters - Board of Directors Governance Guidelines
2-10	Nomination and selection of the highest governance body	2025 Proxy Statement Ally Policies and Charters - Board of Directors Governance Guidelines Ally Policies and Charters - Compensation, Nominating, and Governance Committee Charter
2-11	Chair of the highest governance body	2025 Proxy Statement Ally Policies and Charters - Board of Directors Governance Guidelines
2-12	Role of the highest governance body in overseeing the management of impacts	2025 Proxy Statement Ally Policies and Charters - Board of Directors Governance Guidelines
2-13	Delegation of responsibility for managing impacts	2024 People Purpose Impact Report
2-14	Role of the highest governance body in sustainability reporting	Ally's Board of Directors Governance and Nominating Committee reviews Ally's strategies, initiatives, and activities 2025 Proxy Statement
2-15	Conflicts of interest	Ally Policies and Charters - Code of Conduct & Ethics Ally Policies and Charters - Board of Directors Governance Guidelines
2-16	Communication of critical concerns	Ally Policies and Charters - Code of Conduct & Ethics Ally Policies and Charters - Board of Directors Governance Guidelines 2024 Annual Report on Form 10-K

2-17	Collective knowledge of highest governance body	2025 Proxy Statement
2-18	Evaluation of the performance of the highest governance body	Ally Policies and Charters - Board of Directors Governance Guidelines Ally Policies and Charters - Compensation, Nominating, and Governance Committee Charter
2-19	Remuneration policies	2025 Proxy Statement
2-20	Process to determine remuneration	2025 Proxy Statement
2-21	Annual total compensation ratio	2025 Proxy Statement
2-22	Statement on sustainable development strategy	2024 People Purpose Impact Report
2-23	Policy commitments	2024 People Purpose Impact Report Ally Policies and Charters - Code of Conduct & Ethics
2-24	Embedding policy commitments	2024 People Purpose Impact Report Ally Policies and Charters - Code of Conduct & Ethics
2-26	Mechanisms for seeking advice and raising concerns	2024 People Purpose Impact Report Ally Policies and Charters - Code of Conduct & Ethics
2-27	Compliance with Laws and Regulations	All Ally business operations, products and services are all reviewed for compliance with applicable laws and regulations
2-28	Membership Associations	2024 People Purpose Impact Report
2-29	Approach to stakeholder engagement	2024 People Purpose Impact Report
2-30	Collective bargaining agreements	Ally associates are not subject to collective bargaining agreements
3-1	Process to determine material topics	The 2024 People Purpose Impact Report's content and topic boundaries were defined based on Ally's strategy, operations, and business; stakeholder feedback; industry and economic observations; peer analysis; and various voluntary disclosure standards and frameworks.
3-2	List of material topics	This year's report has been updated to reflect changes we observed while determining the report's content and topic boundaries.
3-3	Management of material topics	2024 People Purpose Impact Report Ally Policies and Charters - Code of Conduct & Ethics Ally Policies and Charters - Board of Directors Governance Guidelines 2024 Annual Report on Form 10-K
201-1	Direct economic value generated and distributed	2024 Annual Report on Form 10-K
201-2	Financial implications and other risks and opportunities due to climate change	2024 Annual Report on Form 10-K
201-3	Defined benefit plan obligations and other retirement plans	2024 Annual Report on Form 10-K 2025 Proxy Statement 2024 People Purpose Impact Report
201-4	Financial assistance received from government	2024 Annual Report on Form 10-K
203-1	Infrastructure investments and services supported	Ally Bank CRA Strategic Plan
203-2	Significant indirect economic impacts	Ally Bank CRA Strategic Plan
205-1	Operations assessed for risks related to corruption	Ally Policies and Charters - Code of Conduct & Ethics
205-2	Communication and training about anti-corruptions policies and procedures	Ally Policies and Charters - Code of Conduct & Ethics

205-3	Confirmed incidents of corruption and actions taken	2024 Annual Report on Form 10-K Ally Policies and Charters - Code of Conduct & Ethics
206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	2024 Annual Report on Form 10-K
207-1	Approach to tax	2024 Annual Report on Form 10-K
207-2	Tax governance, control, and risk management	2024 Annual Report on Form 10-K
207-3	Stakeholder engagement and management of concerns related to tax	2024 Annual Report on Form 10-K
302-1	Energy consumption within the organization	2024 CDP Response
305-1	Direct (Scope 1) GHG emissions	2024 CDP Response
305-2	Energy indirect (Scope 2) GHG emissions	2024 CDP Response
305-3	Energy indirect (Scope 3) GHG emissions	2024 CDP Response
305-4	GHG emissions intensity	2024 CDP Response
305-5	Reduction of GHG emissions	2024 CDP Response
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	2024 People Purpose Impact Report 2025 Total Rewards Snapshot
403-3	Occupational health services	Ally Policies and Charters - Code of Conduct & Ethics
404-2	Programs for upgrading employee skills and transition assistance programs	2024 People Purpose Impact Report
405-1	Diversity of governance bodies and employees	2025 Proxy Statement
413-1	Operations with local community engagement, impact assessments, and development programs	2024 People Purpose Impact Report Ally Bank CRA Strategic Plan
414-1	New suppliers that were screened using social criteria	2023 Corporate Social Responsibility Report
415-1	Political Contributions	2024 People Purpose Impact Report
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	2024 Annual Report on Form 10-K

