



## Sprouts Sign-up and Scan Contest

Effective August 14, 2023, through November 5, 2023

### About the Plan

Sprouts Farmers Market (the “company”) is offering a contest (the “Plan”) for eligible store team members (the “Participants”) from August 14, 2023, to November 5, 2023. The Plan is designed to:

- Reward exceptional financial performance and operational execution.
- Support our company’s pay-for-performance philosophy.
- Encourage team members to work together to achieve key business objectives.

Please note that all Plan conditions must be satisfied to be eligible for the prize under the Plan.

### Overview

Stores are challenged to increase the number of Sprouts’ Loyalty Card Sign-Ups and Customer Scans/Phone Number uses during the Plan Period. Stores will be measured on the increase in the average amount of sign-ups and scan uses during each Measurement Period. The store in each District with the highest percentage increase will be determined as the winning store during Measurement Periods 1, 2 and 3. The store in each Region (top 2 stores in California) with the highest percentage increase will be determined as the overall winning store. Eligible participants from the winning stores will be provided a cash award paid in their paycheck. Overall Region winning stores will also receive spending money for a store celebration. See the “Prize” section under the Contest Rules & Eligibility Requirements for more details.

This contest is an additional Plan and does not override the 2023 Store Bonus Plans.

### How the Plan Works

Stores will be measured on their total improvement of sign-ups and loyalty scan usage. Sign-ups and scans usage will be measured as a percent of total transactions. Improvement will be measured during four (4) different Measurement Periods against the Prior Plan Period of sign-ups and scans as a percent of transactions. Sign-ups and scans improvement will be weighted 50%/50%. Prior Plan Period Sign-up & Scans % will be provided to stores by Monday, August 14, 2023. See the “Plan Period”, “Measurement Period”, and “Prior Plan Period” sections under the Contest Rules & Eligibility Requirement for more details.

Total Improvement of Sign-Ups and Scans is calculated as:

- **Sign-ups %** = # Sign-ups / # Total Transactions
- **Scans %** = # Scans / # Total Transactions
- **Sign-up % Improvement** = Measurement Period Sign-up % - Prior Plan Sign-up %
- **Scans % Improvement** = Measurement Period Scans % - Prior Plan Scans %
- **Total Improvement** = (50% x Sign-up % Improvement) + (50% x Scans % Improvement)

*Total Improvement Calculation Example:*

	Prior Plan Period	Measurement Period	Measurement Period Improvement
<b>Sign-ups %</b>	0.5%	0.6%	+0.10%
<b>Scans %</b>	15.0%	16.0%	+1.00%
<b>Total Improvement</b> (50% Sign-up % Improvement + 50% Scans % Improvement)			<b>+0.55%</b>



## Contest Rules & Eligibility Requirements

Plan Period	The contest will run from August 14, 2023, to November 5, 2023.		
Measurement Period	<p>There will be four measurement periods during this contest: three (3) four-week measurement periods and one (1) overall measurement period:</p> <ul style="list-style-type: none"> <li>• Period 1 – August 14, 2023, to September 10, 2023 (4 weeks)</li> <li>• Period 2 – September 11, 2023, to October 8, 2023 (4 weeks)</li> <li>• Period 3 – October 9, 2023, to November 5, 2023 (4 weeks)</li> <li>• Overall Period – August 14, 2023, to November 5, 2023 (12 weeks)</li> </ul>		
Prior Plan Period	The period of time that each measurement period will be compared to: July 10, 2023 to August 6, 2023.		
How to Win	The store in each district/region with the highest percent increase of Sign-Up and Scan Uses during each Measurement Period.		
Eligible Positions	Cashier Self-Checkout Host Head Cashier Sales Ambassador In-Store Shopping Clerk Senior In-Store Shopping Clerk Service Manager	Courtesy Clerk Bakery Clerk* Bulk Clerk Dairy Clerk Deli Clerk* Frozen Clerk Grocery Clerk	Meat/Seafood Clerk* Produce Clerk Vitamin Clerk Senior Bulk Clerk Senior Deli Clerk Senior Meat/Seafood Clerk Senior Produce Clerk <i>*includes CSS roles</i>
	<i>Eligibility is determined by the job title held in the Sprouts system of record (MyHR).</i>		
Eligible Stores	All stores open by July 9, 2023		
Participant Eligibility	<p>An individual is eligible to participate in the Plan effective on the date of employment in a qualifying position on or before each Measurement Period. A Participant is eligible if:</p> <ul style="list-style-type: none"> <li>• Actively employed in an eligible position for the Measurement Period</li> <li>• Actively employed on the date the award is distributed</li> <li>• Has not received a Performance Improvement Plan, written discipline or final warning during the relevant Plan Period</li> </ul> <p>Please note, the reward is not earned unless all components of the Plan have been met.</p>		
Prize	<p><b>Measurement Periods 1, 2, &amp; 3:</b> Eligible Participants in Eligible Positions during each of the Measurement Periods in the winning stores will receive \$25 paid in their paycheck. Applicable taxes on cash prize will be paid by Sprouts on behalf of the team members.</p> <p><b>Overall Measurement Period:</b> Eligible Participants in Eligible Positions during the Overall Measurement Period in the winning stores will receive \$250. \$1,000 for a store celebration. There will be 6 Region winners, one winner per region with 2 region winners in California.</p>		
Winner Selection Process	The Finance team will determine the improvement in Sign-Up and Scan Uses for each store after the end of each Measurement Period and determine which store in each district/region has the highest percent increase. Winning stores will be notified by email with a list of winning participants by the end of the second week after the measurement period. Overall Region winners will be announced no later than November 22 <sup>nd</sup> .		
District	The store's assigned district as of the end of the Measurement Period.		
Region	The store's assigned region as of the end of Plan Period.		
Plan Administrator	The SVP, HR (or their delegate) are responsible for the interpretation and administration of the Plan. The Plan Administrator has the full power to construe, interpret, administer, change, and/or cancel the Plan at any time before or during the Plan Period.		
Exception Process	Exceptions may be granted by the Chief Store Operations Officer on case by case basis.		



## Plan Administration

Team Member Status	Treatment for Award Winners
<i>Termination</i>	The Participant will no longer be eligible to participate in the Plan as of the date of termination, as Participants must be employed during the entire Plan Period and through the payout date. At the Company's discretion, awards may be granted in the event of involuntary termination due to layoff, disability, or death if the Participant worked through the last day of the Plan Period.
<i>Leave of Absence</i>	The Participant remains eligible for a payout as long as they meet the eligibility requirements.
<i>New to Position or Job Transfer</i>	Team members employed in a Sprouts Store in an eligible position through the entirety of the Plan Period.
<i>Special Work Assignment</i>	The Participant will be eligible based on the SWA job title and store location if they are in an eligible position.

## General Administration

<i>Eligibility within this Plan</i>	Only the jobs listed as Eligible Position(s) are eligible to participate, and therefore earn a reward in the Plan
<i>Disqualification Due to Discipline</i>	If the Participant has received a performance improvement plan, final warning, or suspension with incurred discipline during the Plan Period, that will disqualify them from the Plan.
<i>No Employment Guarantee</i>	This Plan shall not be construed to or imply the creation of any employment contract between Sprouts and the Participants. There is no guarantee of employment for any specified period of time. Sprouts is an "at-will" employer and the Participant's employment can be terminated at any time by either the Participant or Sprouts with or without cause.
<i>Plan Changes and Adjustments</i>	Management reserves the right to amend, change, or terminate this Plan or a Participant's eligibility at any time for any reason. Changes may include adjustments, additions or eliminations of plan components, etc. Adjustments may be made for unusual business activity, such as an acquisition.
<i>Plan Interpretation</i>	Any questions or interpretations of this Plan not specifically addressed by this document or team management should be submitted in writing to the Plan Administrator, who will review issues related to this Plan and will make recommendations for fair and equitable resolutions. Any disputes must be brought up to the Plan Administrator within 30 days of winner notification for consideration.
<i>Choice of Law</i>	The Plan is made in Arizona and shall in all respects be interpreted, enforced, and governed by and under the laws of Arizona except as otherwise required by state law. To the extent anything in the Plan is contrary to the laws of Arizona, state law will prevail. To the extent that any provision of this Plan conflicts with any applicable state or federal law, Sprouts will follow and comply with applicable law and not the conflicting terms of this Plan.
<i>Fraud</i>	Any activities or efforts involving falsifying or manipulating performance metrics or attainment amounts for the purpose of altering sales will be considered fraud and is grounds for disciplinary actions, including and up to immediate termination of employment. Additionally, any reward earned because of fraudulent activity, as defined above, will be owed back to Sprouts.
<i>Questions</i>	Any questions about the Plan should be directed to your immediate supervisor or your District Director.