



2023 STRATEGY & GROWTH



NICK KONAT
President & Chief Operating Officer

SPROUTS' LONG-TERM STRATEGY



INSPIRE & ENGAGE OUR TALENT TO CREATE A BEST PLACE TO WORK

CULTURE, TALENT, DEVELOPMENT, AND REWARDS

WIN WITH TARGET CUSTOMERS



- ROBUST **OMNICHANNEL** EXPERIENCE
- PRODUCTS STEEPED IN **INNOVATION**

REFINE BRAND AND MARKETING APPROACH



- **DIGITAL-FIRST** MARKETING PROGRAM FOCUSED ON **CUSTOMER ENGAGEMENT**

UPDATE FORMAT AND EXPAND IN SELECT MARKETS



- **SMALLER STORES** FOCUSED ON HIGHER RETURNS & DE-RISKING OUR GROWTH

CREATING ADVANTAGED SUPPLY CHAIN



- **FRESHER PRODUCTS** AND INCREASED **LOCAL OFFERING**

DELIVER ON FINANCIAL TARGETS



**10+%
UNIT GRO
WTH**



**LOW DOUBLE- DIGIT
EARNINGS GROWTH**



**EXPANDING
ROIC**

What defines **Sprouts** and what **makes us different?**

- Our Team and Culture
- Our Store Format and Experience
- Curated, Distinctive Assortment to Live and Eat Better
- Our Innovation and Sprouts Brands
- Our Customer and Commitment to Them





Where we are investing to Build Teams, Drive Sales and Win in the Market

Engage & Inspire Talent

Deepen Customer Engagement

Category Leadership & Distinction

Create an Advantaged Supply Chain

Great Stores

Customer Service & Sampling