

2026 Field Leadership Bonus Plan

Effective December 29, 2025

About the Plan

Sprouts Farmers Market (the “company”) offers a cash incentive plan (the “Plan”) for eligible field operations leaders (the “Eligible Positions”) to earn a bonus on overall store performance within the district/region and on overall company performance, as well as to promote an atmosphere of camaraderie and teamwork. 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
- Encourage team members to remain employed by the company

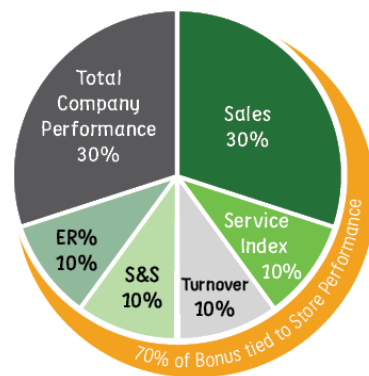
Please note that all plan conditions must be satisfied to earn bonus compensation under the plan.

Plan Overview

Each Participant will have the opportunity to earn a quarterly bonus based on the performance of their region/district, and an annual bonus based on total company performance. Actual payout amount is based on the Participant’s actual eligible earnings within the Plan Period/Year. Please see the Plan Administration Table for eligibility information following job changes and/or transfers.

70% of bonus can be earned through the quarterly performance of the region’s/district’s (5) metrics for each Plan Period, and 30% of bonus can be earned through the annual performance of two (2) total company metrics for the Plan Year:

- 70% of bonus is based on district/region:
 - 30% Sales Performance
 - 10% Shrink & Supplies Performance
 - 10% ER%
 - 10% Service Index
 - 10% Turnover
- 30% of bonus is based on total company performance:
 - 22.5% Company Adjusted EBIT (75% x 30%)
 - 7.5% Comparable Sales (25% x 30%)



Bonus targets and quarterly performance measurement for field leadership jobs are the following:

- **Regional Vice President:** 40% of eligible earnings during the Plan Period/Year and is based on region performance.
- **District Director:** 20% of eligible earnings during the Plan Period/Year and is based on region performance.
- **Operations Specialist:** 15% of eligible earnings during the Plan Period/Year and is based on region performance.

How the Plan Works

The field leadership bonus will be measured based on two (2) components:

- Annual company performance for the Plan Year, and
- Quarterly region/district performance for the Plan Period.

Each component independently provides an opportunity to earn a portion of a bonus payout for qualifying Participants.

Under the quarterly district/region component, each metric is measured independently as well in which a portion of bonus can be earned as described below:

■ Sales Performance:

30% of the bonus can be earned through the quarterly performance of actual region/ district sales to forecasted region/district sales for the Plan Period. The amount of payout is based on the applicable sales performance scale:

REGION Sales Performance	Bonus Payout %
103.0%+	275%
102.5%	215%
102.0%	175%
101.5%	145%
101.0%	125%
100.5%	110%
100.0%	100%
99.0%	95%
98.0%	85%
97.0%	75%
96.0%	60%
95.0%	50%
Less than 95%	0%

DISTRICT Sales Performance	Bonus Payout %
105%	275%
104%	230%
103%	185%
102%	140%
101%	110%
100%	100%
99%	95%
98%	85%
97%	75%
96%	60%
95%	50%
Less than 95%	0%

**Sales forecasts are subject to quarterly reviews based on the implementation of new sales enhancements (remodels, sales initiatives, relocations, etc.) and/or competitive intrusion events resulting in the changing of the marketplace.*

■ Shrink & Supplies:

10% of the bonus is based on the quarterly performance of actual shrink and supplies to forecasted shrink and supplies. Performance is based on dollars if sales target not met, and rate if sales are above target. Bonus payout is achieved on this metric with district/region performance **at or below 101%** for the Plan Period.

■ ER% (Efficiency Rate):

10% of bonus is based on the quarterly performance of actual labor hours vs earned labor hours. Bonus payout is achieved on this metric if actual district/region ER% is **at or above 100%** for the Plan Period.

■ Service Index:

10% of the quarterly bonus is based on the district/region's Service Index score. Bonus payout is achieved on this metric through meeting or exceeding the Service Index goal by District or Region which will earn 100% payout for the Plan Period. Targets will be provided at the beginning of each quarter.

■ Turnover:

10% of the quarterly bonus can be earned through meeting or exceeding the turnover goal by District or Region. Targets will be provided at the beginning of each quarter.

Bonus Calculation Examples

*Example Quarterly Performance Data:
(20% Annual Target & Avg Eligible Earnings)*

Metric	Performance Achieved	Bonus Payout % Achieved	Annual Metric Weighting	Quarterly Metric Weighting <small>(Annual Metric Weighting ÷ 70%)</small>	Weighted Payout % <small>(Payout % x Metric Weight)</small>
Sales	104%	135%	30%	42.86%	57.86%
S&S	99.5%	100%	10%	14.29%	14.29%
ER%	100.5%	100%	10%	14.29%	14.29%
Service Index	Met Target	100%	10%	14.29%	14.29%
Turnover	Met Target	100%	10%	14.29%	14.29%
				TOTAL	115.02%

Total Quarterly Payout % Achieved = 110.02%

Quarterly Bonus Calculation Example

- Quarterly Eligible Earnings = \$35,000
- Quarterly Weighted Bonus Target % = 14% (20% x 70%)
- Quarterly Bonus Target = \$4,900 (14% x \$35,000)
- Quarterly District Payout % = 115.02% (from above chart)

Quarterly Bonus Payout = \$5,635.98
($\$4,900 \times 115.02\%$)

Annual Bonus Calculation Example

- Annual Eligible Earnings = \$140,000
- Annual Weighted Bonus Target % = 6% (20% x 30%)
- Annual Bonus Target = \$8,400 (6% x \$140,000)
- Total Company Performance Payout = 105.0%

Annual Bonus Payout = \$8,820.00
($\$8,400 \times 105.0\%$)

Definition of Terms

Bonus Target	Bonus target is defined as the amount a Participant can earn if the region/district achieves its financial and non-financial targets and the Participant remains employed on the date of bonus payout. When earned, bonus is paid in addition to a Participant's base salary.
Participant	<p>An individual is eligible to participate in the Plan effective on the date of employment in a qualifying position or the first day of the Plan Period/ Year, whichever is later. A Participant earns bonus compensation if they are:</p> <ul style="list-style-type: none"> • Employed in an eligible position, as approved by the Plan Administrator. • An active team member on the date the payout is made, unless otherwise specified by law. <p>Please note no bonus compensation is earned unless all components of the Plan have been met.</p>
Eligible Position	An eligible position is defined as any current regular full-time: Regional Vice President, District Director, and Operations Specialist
Eligible Earnings	Bonus compensation will be calculated based on the individual's annual salary for the applicable Plan Period.
Plan Year	The Plan Year is defined to match the Sprouts' fiscal year and is used for the annual component of the Plan.
Plan Period	The Plan Period is defined to match Sprouts' fiscal quarter and is used for the quarterly component of the Plan.
Sales Performance	Actual sales as a percent of forecasted sales.
Shrink & Supplies	<p>If sales forecast is not achieved, then actual quarterly shrink and supply dollar spend is compared to forecasted dollars. If sales forecast is achieved, then actual quarterly shrink and supply rate (% of actual S&S dollars to actual sales dollars) is compared to forecasted rate (percent of forecasted S&S dollars to forecasted sales dollars).</p> <p>Bonus payout is achieved on this metric with store performance at or below 101% for the Plan Period. Forecasts provided at the beginning of each Plan Period.</p>
ER% (Efficiency Rate %)	Districts/regions that meets or exceeds 100% on actual ER% overall for stores within the district/region will achieve 100% payout for this metric.
Service Index	Districts/regions that achieve or exceed their quarterly Service Index score for the stores within the district/region will achieve 100% payout for this metric. Targets will be provided at the beginning of each quarter.
Turnover	Districts/regions that achieve or exceed their quarterly Turnover target will achieve 100% payout for this metric. Targets will be provided at the beginning of each quarter.



Total Company Performance	Based on two metrics measured annually based on the Plan Year and weighted as: <ul style="list-style-type: none"> • 75% Adjusted EBIT (Adjusted Earnings Before Interest and Taxes) • 25% Same Store Comparable Sales This equates to 22.5% Adjusted EBIT and 7.5% Same Store Comparable with 30% weighting for the Plan.
Plan Administrator	The Chief Store Officer, Chief Human Resources Officer and/or Chief Financial Officer (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.
Exception Process	Exceptions may be granted by the Chief Store Officer on case by case basis.

Plan Administration

Transitional Period

Participant Status	Treatment for Bonus Payments
<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 on date of payment. A bonus is not earned under the plan, and not payable at termination, unless all terms and conditions have been met, including employment on date of payment. At the Company's discretion, bonus awards may be granted in the event of involuntary termination due to layoff, disability or death if the Participant had worked through the last day of the Plan Period/Year.
<i>Leave of Absence</i>	Time spent in any LOA status is not considered active employment for the purposes of this Plan. The Participant remains eligible for a payout for any bonus earned while in active status, as long as they meet the eligibility requirements listed in 'Participant'.
<i>New to Position or Job Transfer into Higher or Lower Bonus Eligible Position</i>	Participants hired, promoted, or transferred during the Plan Period will have a pro-rated bonus based on the time spent in each eligible position/location, based on the requirements set forth within the Plan.
<i>Special Work Assignment</i>	Participants on Special Work Assignment in an Eligible Position will be eligible for the bonus in which their position qualifies for.

General Administration

<i>Eligibility within this Compensation Plan</i>	Only the jobs listed as Eligible Position(s) are eligible to participate, and therefore earn compensation under this plan. This plan supersedes any and all previous variable compensation plans the Participant may have participated in as of the effective date.
<i>Disqualification of Bonus Payment Due to Discipline</i>	If the Participant has received a performance improvement plan, final warning or suspension with incurred discipline during a Plan Period, that may disqualify them from the bonus for that Plan Period.
<i>Deductions</i>	Bonuses are considered income by the IRS and are subject to all applicable Federal, state and local taxes, withholdings, wage assignments, garnishments, and savings plans contributions. Sprouts will not be responsible for payments, interest, penalties, costs or expenses incurred as a result of Participant's failure to arrange sufficient withholding of deductions from Plan payments.
<i>Timing of Compensation Payments</i>	Bonuses are paid on a quarterly basis. Payments under this Plan will be made within 60 days of the end of the quarter (Q1 – Q3), and 90 days of the end of Q4, or sooner as required by law.
<i>Employment Guarantee</i>	This plan shall not be construed to or imply the creation of any employment contract between Sprouts and the Plan Participant. 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 or notice.
<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, but are not limited to, adjustments, additions or eliminations of plan components, and other similar changes. Adjustments may also 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 receipt of payment for consideration.
<i>The Plan Document</i>	The Plan Document is intended to explain the guidelines for Participant compensation. The Plan Document is not intended to explain the Participant's work duties or responsibilities.
<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 bonus earnings will be considered fraud and is grounds for disciplinary actions including and up to immediate termination of employment. Additionally, any incentive/payment 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.

Approval, as required by Delegation of Authority

Dustin Hamilton, Chief Stores Officer

Date

Timmi Zalatoris, Chief Human Resources Officer

Date

Curtis Valentine, Chief Financial Officer

Date