

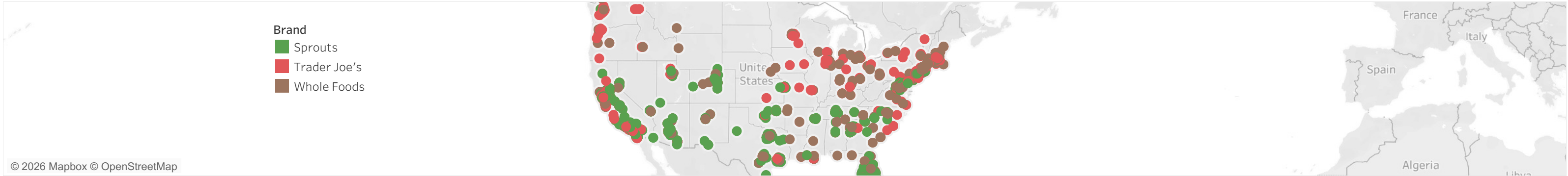
Sprouts Competitive Analysis

Three-Brand Race	Sprouts is Dangerously Concentrated	Where can Sprouts Go?	Go East
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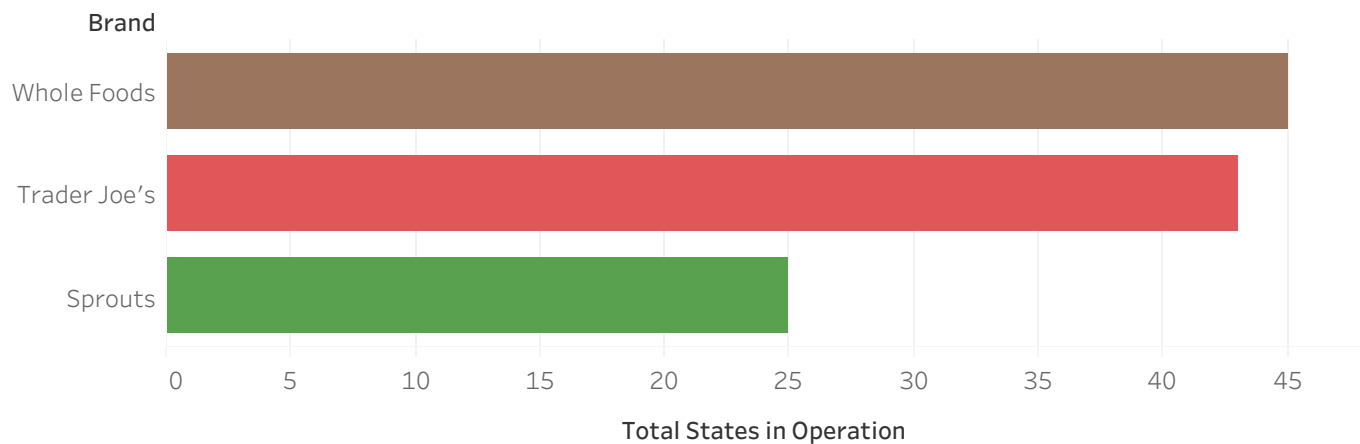
Whole Foods, Trader Joe's, and Sprouts all compete for the same health-conscious, high-income consumer. Their store counts are similar, but their geographic reach is not. Sprouts operates in only 25 states compared to 43-45 for its competitors, leavi..



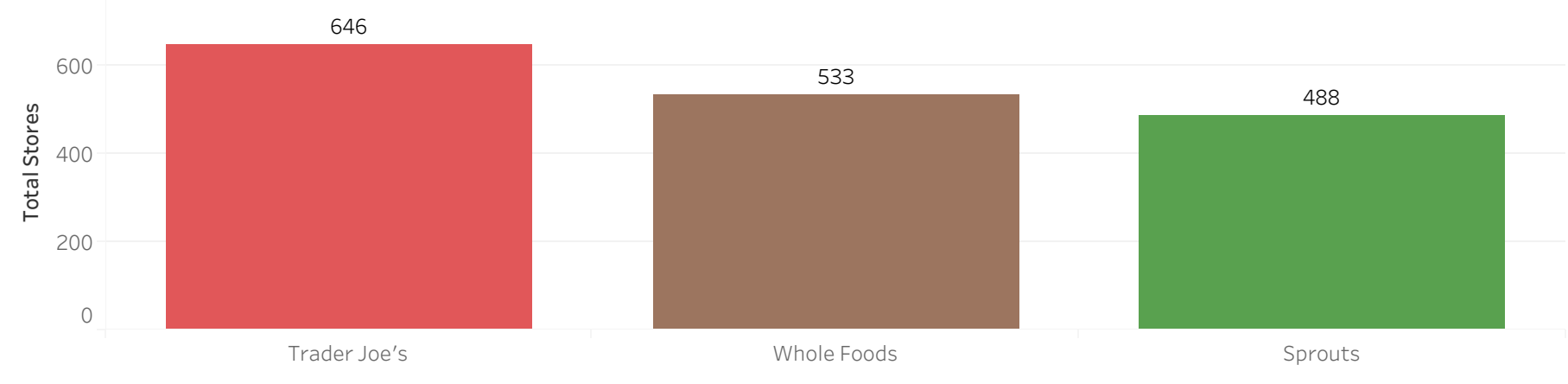
1,668 Stores Competing for the Health-Conscious Consumer



Sprouts Operates in Half the States of Its Competitors



Sprouts Is Third, But Not Far Behind



Sprouts Competitive Analysis

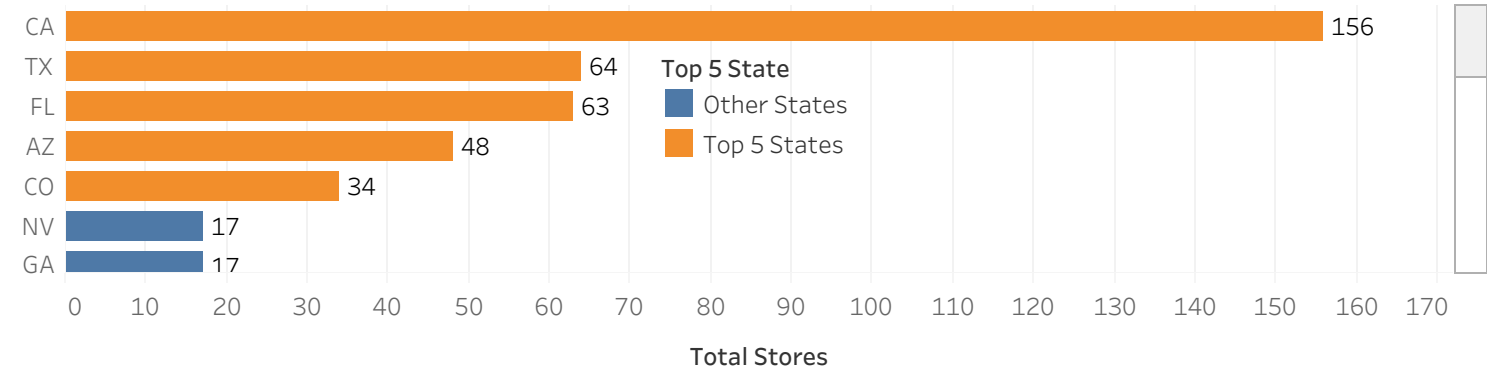
Three-Brand Race
Sprouts is Dangerously Concentrated
Where can Sprouts Go?
Go East

Read across a row to see which brand dominates a state's specialty grocery market. Read down a column to see which states are each brand's stronghold.

Who Wins Where? Grocery Market Share In Top 20 States

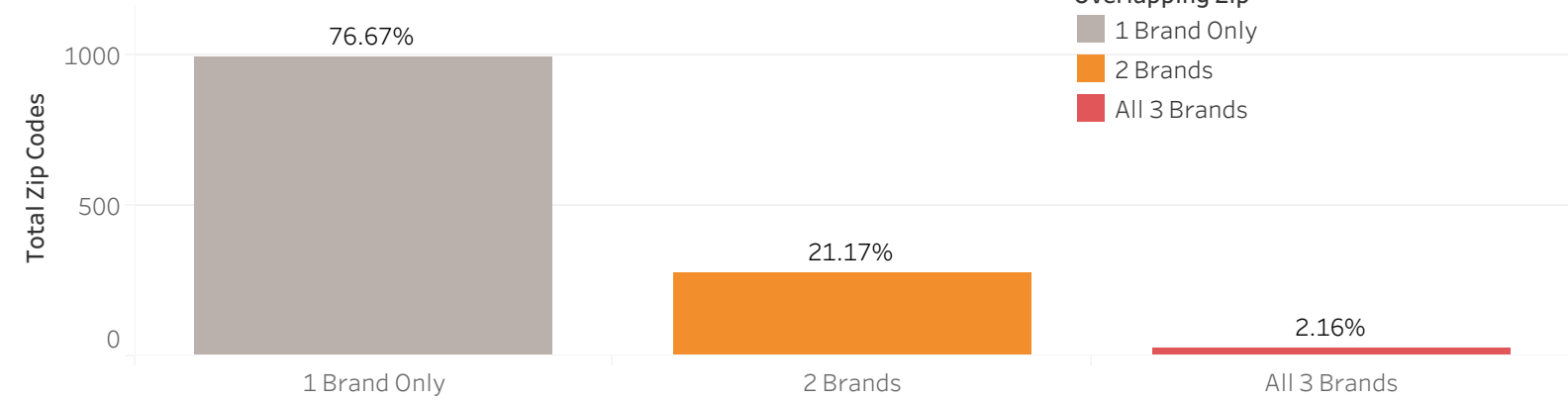
State	Trader Joe's	Sprouts	Whole Foods
CA	208	156	94
TX	26	64	36
FL	29	63	37
AZ	20	48	10
CO	11	34	23
NV	9	17	5
GA	11	17	12
TN	7	10	8
MD	11	8	11
UT	8	7	4
PA	15	7	16
NC	13	7	16
NJ	21	5	25
VA	18	4	16
WA	32	3	10
NY	38	1	36
OR	15		10
MA	26		32
IL	23		27
CT	11		13

75% of Sprouts Stores Live in Just Five States



Sprouts' Sunbelt dominance masks a structural vulnerability: 75% of its stores are concentrated in just 5 states. Competitors have already built deep roots in major markets Sprouts has never entered. And despite sharing 24 states with Whole Foods, the two brands overlap in o..

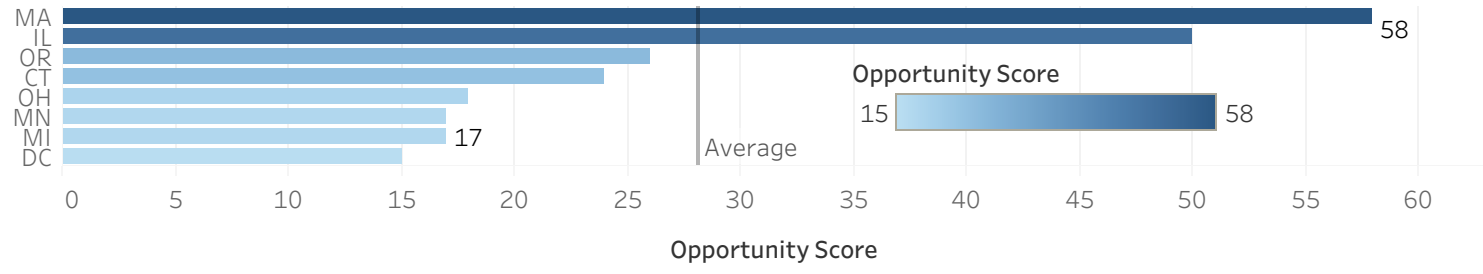
Zip Code Overlap



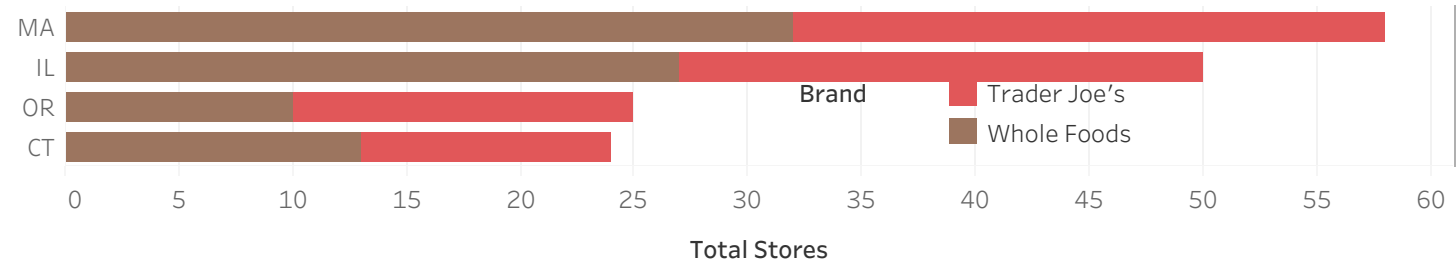
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The Biggest Untapped Opportunities for Sprouts

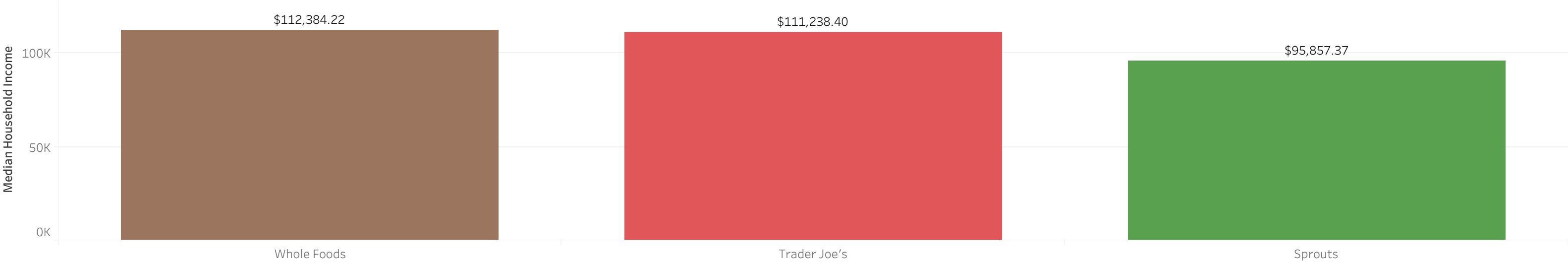


18 States Have Both Competitors — Zero Sprouts



There are 18 states where both Whole Foods and Trader Joe's already operate, but Sprouts has zero presence. These aren't untested markets, they're validated. The question is whether Sprouts can reach them...

All Three Target Affluent Customers — Income by Brand



Sprouts Competitive Analysis

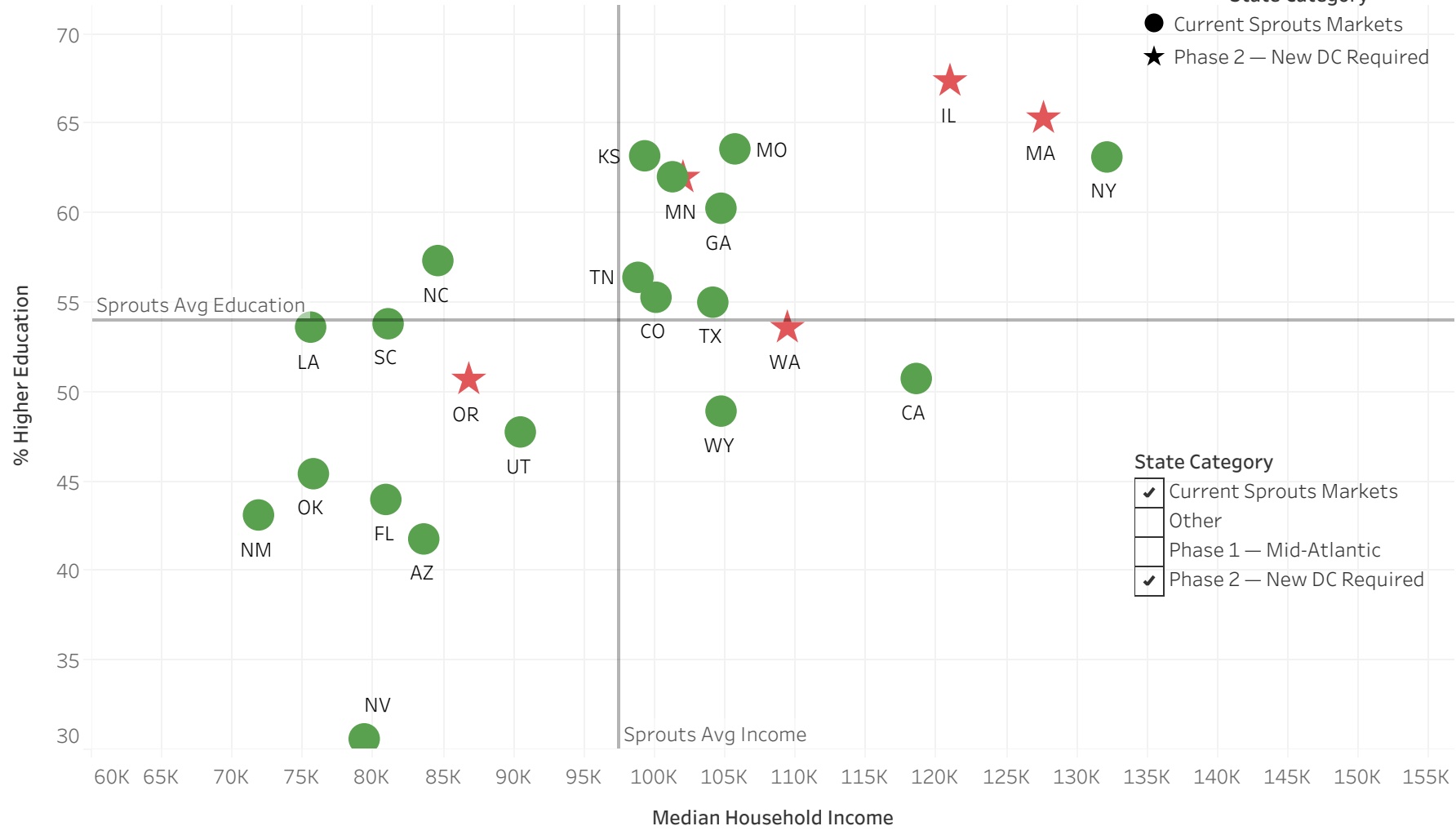
Three-Brand Race

Sprouts is Dangerously Concentrated

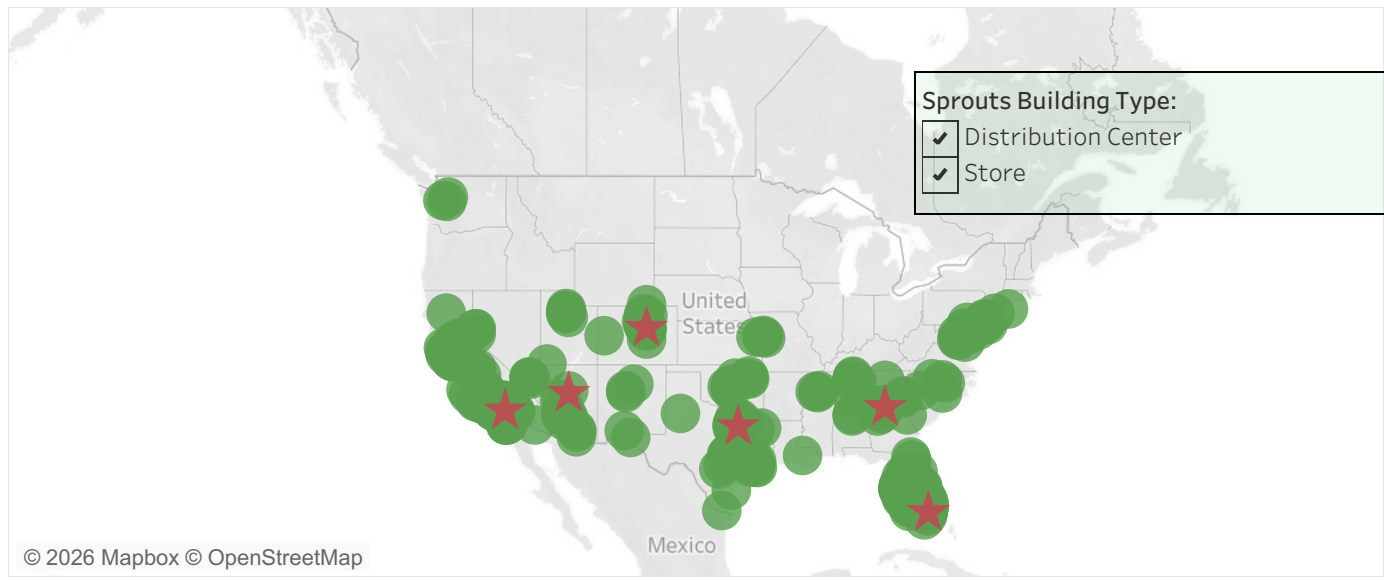
Where can Sprouts Go?

Go East

Target States Match Sprouts' Ideal Customer Profile



Sprouts' own 10-K requires every store to be within 250 miles of a distribution center. That single constraint explains exactly why certain markets remain untouched, and exactly where ..



Phase 1 — Build the 7th DC in Richmond, VA or Charlotte, NC
 Sprouts already has 25 stores in PA, MD, NJ, VA, and DE that are operating beyond the 250-mile Distribution Center (DC) constraint, they're essentially "stranded" without proper DC support. A DC in Richmond, VA or Charlotte, NC would bring every one of those stores within range. More importantly, 250 miles from that DC covers the entire I-95 corridor from Philadelphia to North Carolina, the highest median household income region in the country and exactly the demographic Sprouts targets. The investment is partially de-risked because the stores already exist. You're building infrastructure to support a bet Sprouts has already made.

Phase 2 — Build the 8th DC in Columbus, OH
 Columbus sits at the center of the Midwest's most accessible markets. Within 250 miles: all of Ohio, Indiana, southern Michigan, Kentucky, and parts of Pennsylvania and Tennessee. Ohio and Illinois alone account for 46+ combined Whole Foo..