









GROCERY OUTLET bargain Market









Grocery Outlet Business Overview

August 2020



Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of the U.S. securities laws about our current expectations and projections relating to our financial condition, results of operations, plans, objectives, future performance and business, all of which are subject to risks and uncertainties. All statements other than statements of historical fact or relating to present facts or current conditions included in this presentation are forward-looking statements. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. These statements may include words such as "anticipate," "estimate," "expect," "project," "seek," "plan," "intend," "believe," "will," "may," "could," "continue," "likely," "should," and other words and terms of similar meaning in connection with any discussion of the timing or nature of future operating or financial performance or other events but not all forward-looking statements contain these identifying words.

The forward-looking statements contained in this presentation are based on assumptions that we have made in light of our industry experience and our perceptions of historical trends, current conditions, expected future developments and other factors that we believe are appropriate under the circumstances. Although we believe the expectations reflected in these forward-looking statements are reasonable, we cannot provide any assurance that these expectations will prove to be correct. As you consider this presentation, you should understand that these statements are not guarantees of performance or results. These assumptions and our future performance or results involve risks and uncertainties (many of which are beyond our control). These risks and uncertainties include, but are not limited to, our access to products and qualified independent operators, the duration and impact of the outbreak of COVID-19, the success of our independent operators and the market in which we will operate in the future.

Such risks and uncertainties, as well as other factors or events that may emerge from time to time, could cause our actual performance to differ from these forward-looking statements, and it is not possible for us to predict all of them. Should one or more of these risks or uncertainties materialize, or should any of our assumptions prove incorrect, our actual financial condition, results of operations, future performance and business may vary in material respects from the performance projected in these forward-looking statements, whether express or implied.

Any forward-looking statement made by us in this presentation speaks only as of the date on which it is made. We undertake no obligation to update any forward-looking statement, whether as a result of new information, future developments or otherwise that we become aware of subsequent to the date of this presentation, except as may be required by law.

Industry Information

Market data and industry information used throughout this presentation are based on management's knowledge of the industry and the good faith estimates of management. We also relied, to the extent available, upon management's review of independent industry surveys and publications and other publicly available information prepared by a number of third-party sources. All of the market data and industry information used in this presentation involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. Although we believe that these sources are reliable, we cannot guarantee the accuracy or completeness of this information, and we have not independently verified this information. While we believe the estimated market position, market opportunity and market size information included in this presentation are generally reliable, such information, which is derived in part from management's estimates and beliefs, is inherently uncertain and imprecise. Projections, assumptions and estimates of our future performance and the future performance of the industry in which we operate are necessarily subject to a high degree of uncertainty and risk due to a variety of factors, including those described above. These and other factors could cause results to differ materially from those expressed in our estimates and beliefs and in the estimates prepared by independent parties.

Non-GAAP Financial Measures

We present Adjusted EBITDA and Adjusted EBITDA margin to help us describe our operating performance. Our presentation of Adjusted EBITDA and Adjusted EBITDA margin is intended as a supplemental measure of our performance that is not required by, or presented in accordance with, U.S. generally accepted accounting principles ("GAAP"). Adjusted EBITDA and Adjusted EBITDA margin should not be considered as an alternative to operating income (loss), net income (loss), earnings per share or any other performance measures derived in accordance with U.S. GAAP as measures of operating performance or operating cashflows or as measures of liquidity. Our presentation of Adjusted EBITDA and Adjusted EBITDA margin should not be construed to imply that our future results will be unaffected by these items. See the supplemental materials to this presentation for a reconciliation of Adjusted EBITDA and Adjusted EBITDA margin to net income (loss).

Data in this presentation are generally as of, or for the fiscal year ended, December 28, 2019, unless otherwise noted

GROCERYOUTLET Dargain Market

COMPANY OVERVIEW

Our Positioning & COVID-19 Response















Grocery Outlet Is a Differentiated, High-Growth, Off-Price Retailer



Strong Financial Performance

Differentiated Model



Attractive Store Base

1) As of June 27, 2020.

- (2) Source:eSite
- (3) Fiscal years 2004-2019.

We Have Continued to Make Significant Progress Since Our IPO



	Q1 2020 Results	Q2 2020 Results				
Delivered Solid Business Performance	 Comparable stores sales growth of 17.4% Net Sales grew 25.4% to \$760.3mm Adjusted EBITDA grew 45.8% to \$57.0mm 	 Comparable stores sales growth of 16.7% Net Sales growth of 24.5% Adjusted EBITDA of \$60.6mm, a 34.7% increase relative to Q2 '19 				
Continued Solid Product, IO Performance, and Marketing Execution	 Compelling value and treasure hunt experience from Broad-based growth with Natural, Organic, Specialty, Continued growth of newly introduced fresh seafood Improvements in ordering and distribution systems th GO brand refresh supported by new Bargain Bliss mar Continued growth in email subscriber database to drive 	alty, Healthy (NOSH), fresh categories, and beer and wine as stande food and grass-fed meat ns that enhance IO localized assortment decisions marketing campaign				
Expanded Footprint and Growth Initiatives	 Opened 34 new stores (3 closures) in FY 2019 and 17 between mature and developing markets New stores are performing well and in-line with expect Started delivering from Southern California refrigerate Developing the East infrastructure with hiring of new 	ctations ed warehouse				
Improved Balance Sheet	 Reduced net leverage ⁽³⁾ from 5.5x pre-IPO to 1.9x LTN Flexible credit facility with no principal payments due Recently repaid in full the \$90mm drawn on the revol Cash balance of \$80mm as of Q2'20 end 	until 2025 and ample capacity vs. 7x leverage covenant				

(1) Defined as (Total Debt – Cash) / LTM Adj. EBITDA.

The WOW! Shopping Experience





- Extreme value
 - ~40% average basket savings⁽¹⁾
 - ~40% 70% savings on best deals⁽¹⁾
- Distinct and proven buying model



- Name-brand products
- Fresh
- <u>Natural Organic Specialty</u>
 <u>H</u>ealthy (NOSH)
- Quality guarantee
- Clean, well-merchandised stores



- Locally owned and operated
- Friendly, high-touch service
- Active in community
- Family-run stores
- Easy-to-shop stores



TREASURE HUNT DISCOVERY = FUN!

- Unexpected deals
- Ever-changing assortment
- Curated and localized merchandise

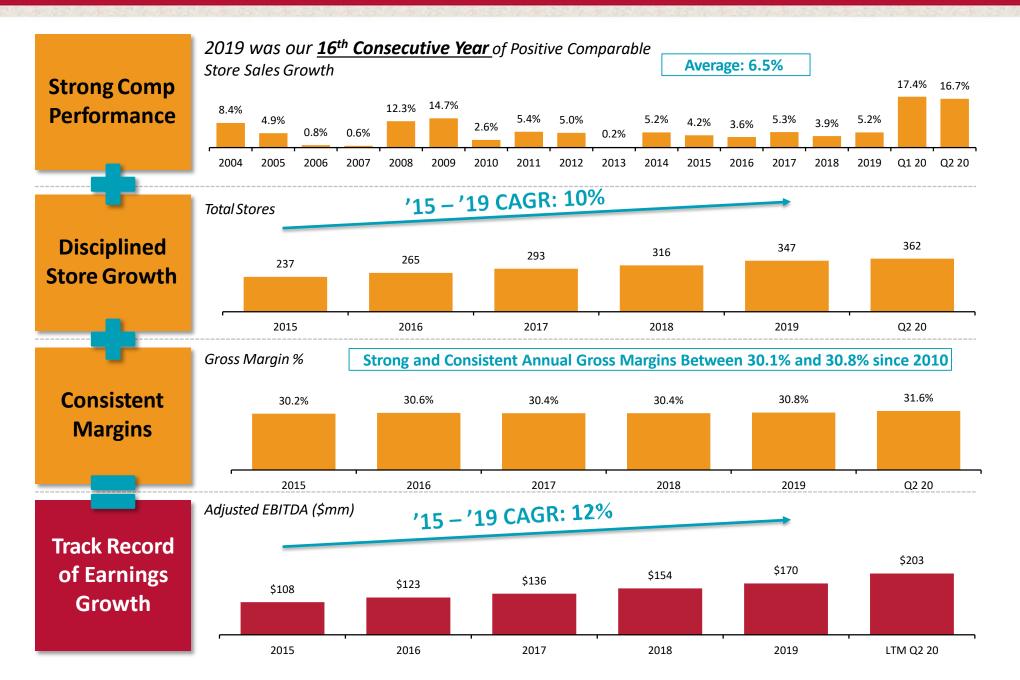




	Opportunistic Sourcing	Treasure Hunt Experience	E-Commerce as a % of Sales
GROCERY OUTLET Sargain Warket			0%
Bargain OULLET			0%
five Bel ^e W			<5%
тј-таж			<2%
ROSS DRESS FOR LESS®			0%
Burlington			<1%

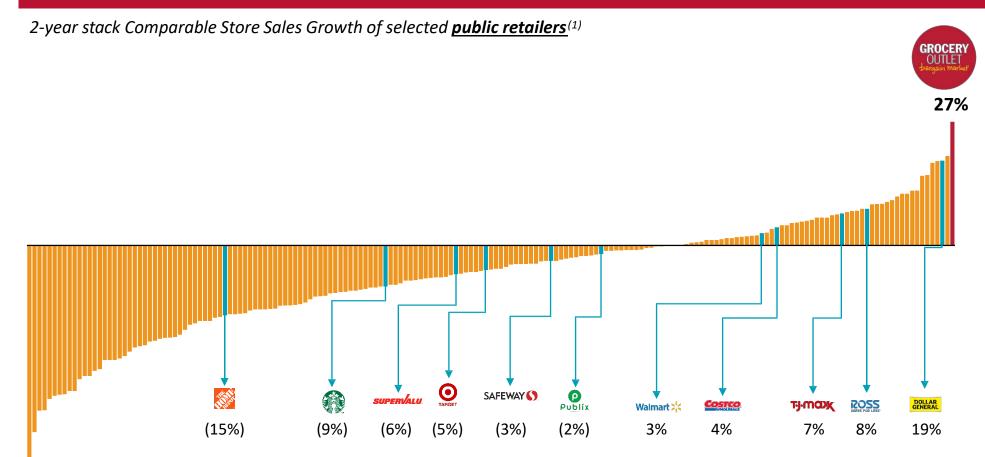
Source: Company filings available as of 12/31/19.

Consistent Track Record of Earnings Growth



While Each Recession is Unique, Grocery Outlet Had Strong Comparable Store Sales Growth Performance in 2008-2009

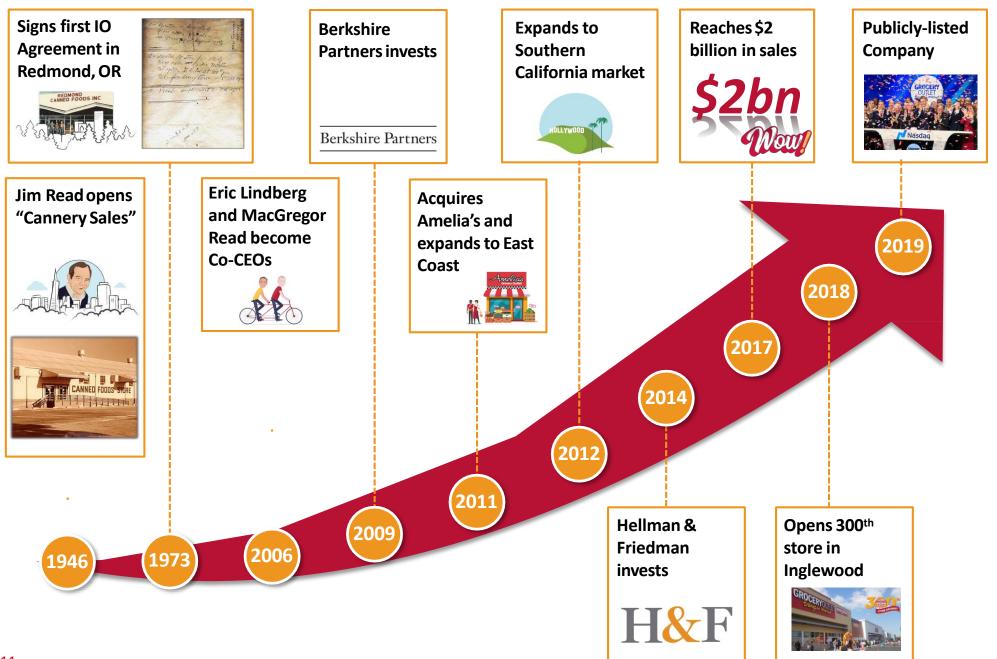
Recessionary Conditions (2008 – 2009)



Source: Company filings, company projections, publicly available information and FactSet. n = 184

(1) Reflects 2008 and 2009 comparable store sales growth stack for all U.S. retailers that were public during 2008 and 2009 and have reported comparable store sales growth figures for these years on FactSet.

Grocery Outlet Evolution: Over 70 Years of Delivering The WOW!



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Strong Commitment To Corporate Culture



Grocery Outlet is driven by family values that are reflected throughout the organization



Our Mission: Touching Lives For The Better

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INVESTMENT HIGHLIGHTS AND GROWTH STRATEGIES

Investment Highlights & Growth Strategies







Small Business at Scale

How We Buy

- Opportunistic sourcing of quality, namebrand, fresh products
 - Large, centralized purchasing team
 - Long-standing, actively managed supplier relationships
- Proactive sourcing of on-trend products and brands
 - Everyday core staples to complement our WOW! offerings













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Flexible Sourcing and Distribution Model Anchored by Purchasing Team and Relationships



Substantial Opportunity to Further Grow Opportunistic Supply

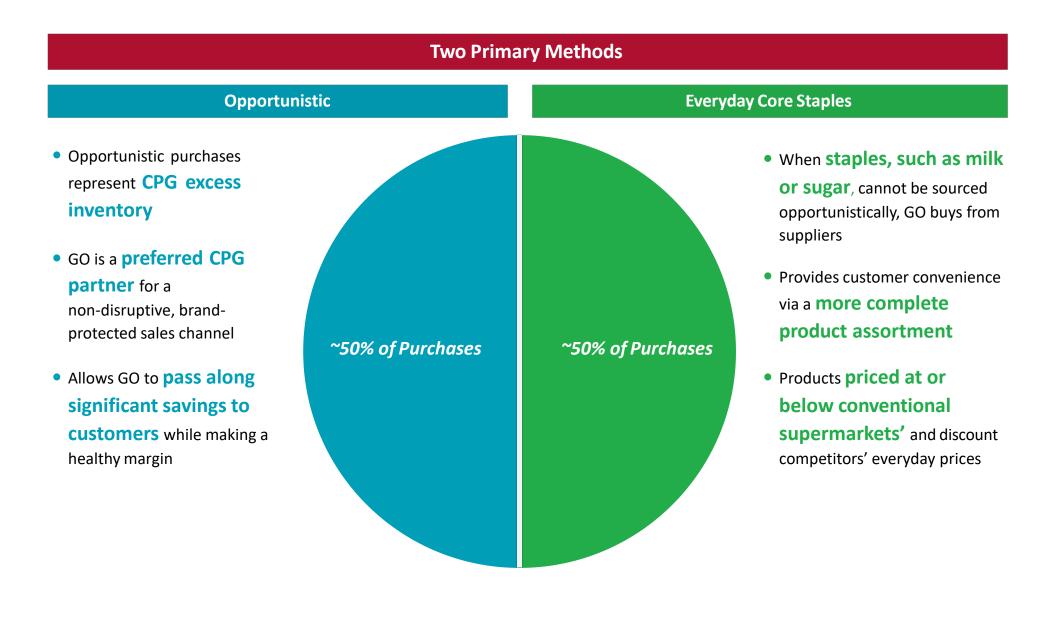
Significant Share Gain Opportunity

Ongoing Secondary Market Growth

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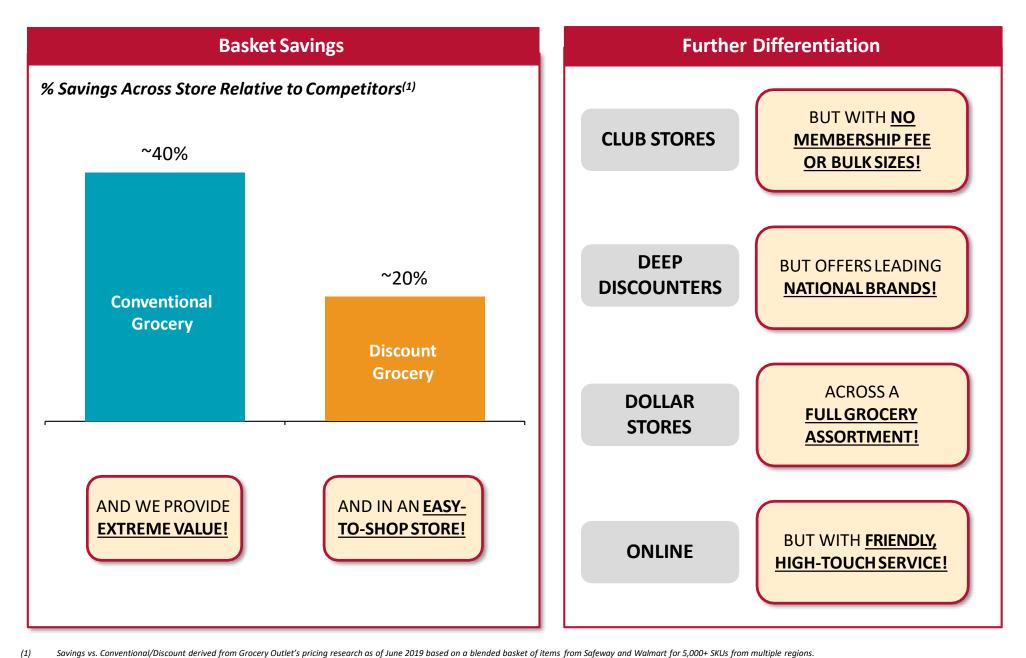






Favorable Value Proposition vs. Other Retailers



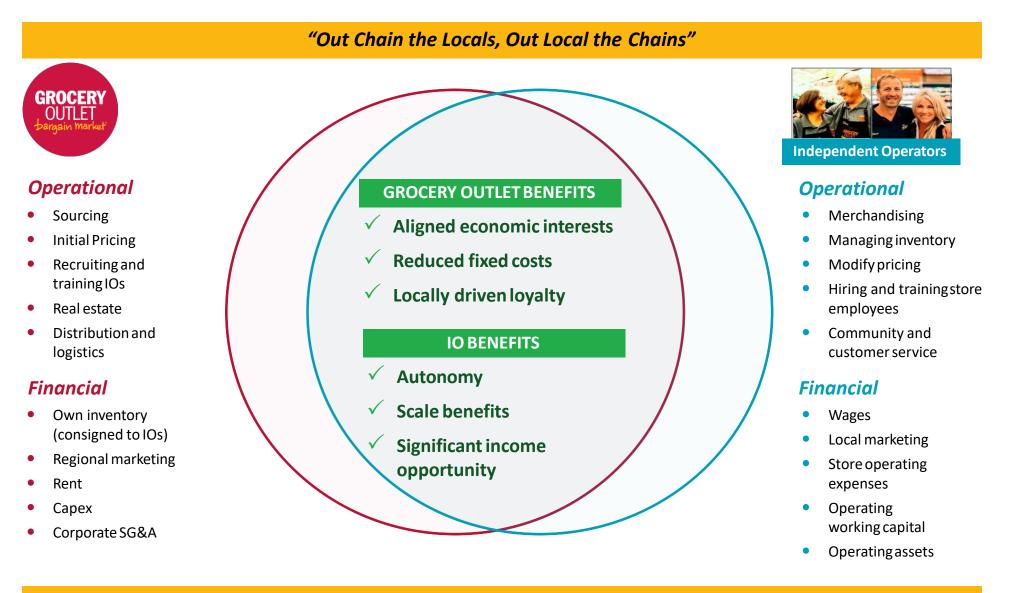


Savings vs. Conventional/Discount derived from Grocery Outlet's pricing research as of June 2019 based on a blended basket of items from Safeway and Walmart for 5,000+ SKUs from multiple regions.

19

Unique Independent Operator Model Fuels Success





Collaboration with and amongst IOs enables real-time feedback and best-practice sharing for continual improvement

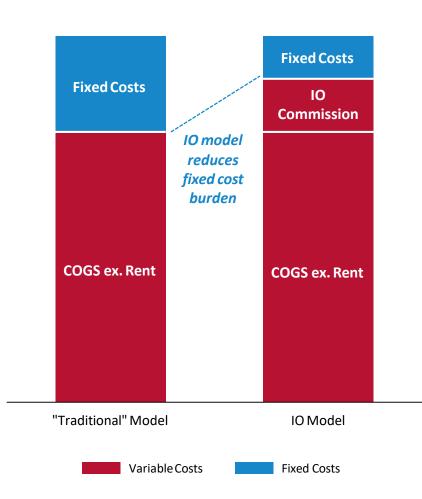


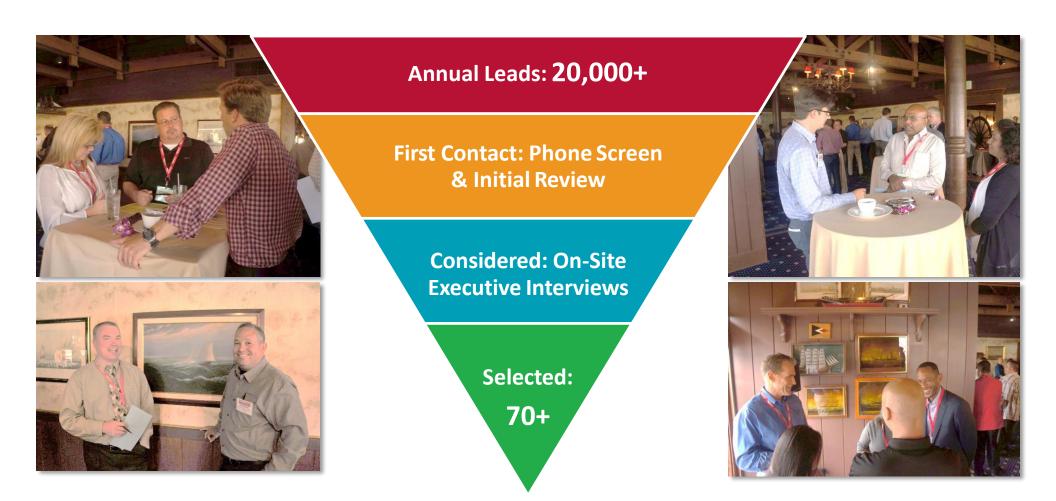
	GO	Ю
Upfront Investment		
CapEx Buildout	\checkmark	×
Inventory / Pre-Opening	\checkmark	x
IO Assets / Working Capital	x	\checkmark

Illustrative Year-4 P&L								
Sales	\$6.9							
Gross Profit	\$2.1							
Share of Gross Profit	50%	50%						
Wages, Taxes, Benefits	x	\checkmark						
Occupancy	\checkmark	x						

IO Model Reduces GO's Fixed Cost Burden

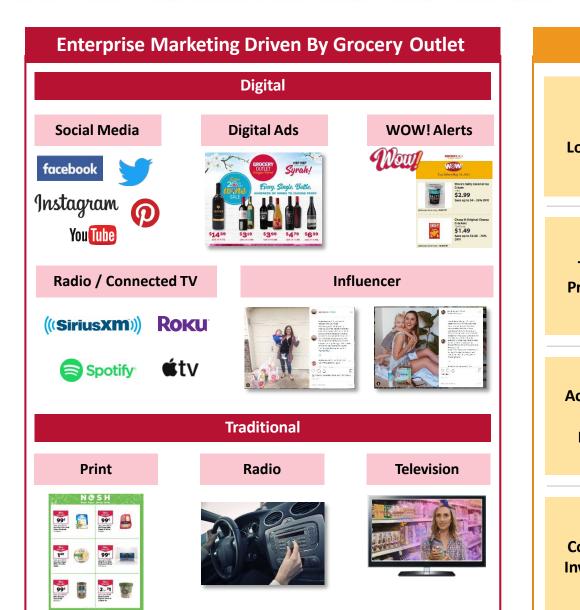
Illustrative Expense Split





Enter 6 – 9 Month <u>Aspiring Operator In Training Program</u>

Centralized Marketing Coupled With Local IO Marketing Efforts



Local Marketing Driven By IOs

In-Store Localization





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me in today and get you

Targeted Promotions A standard stan Standard s

Active Social Media Presence

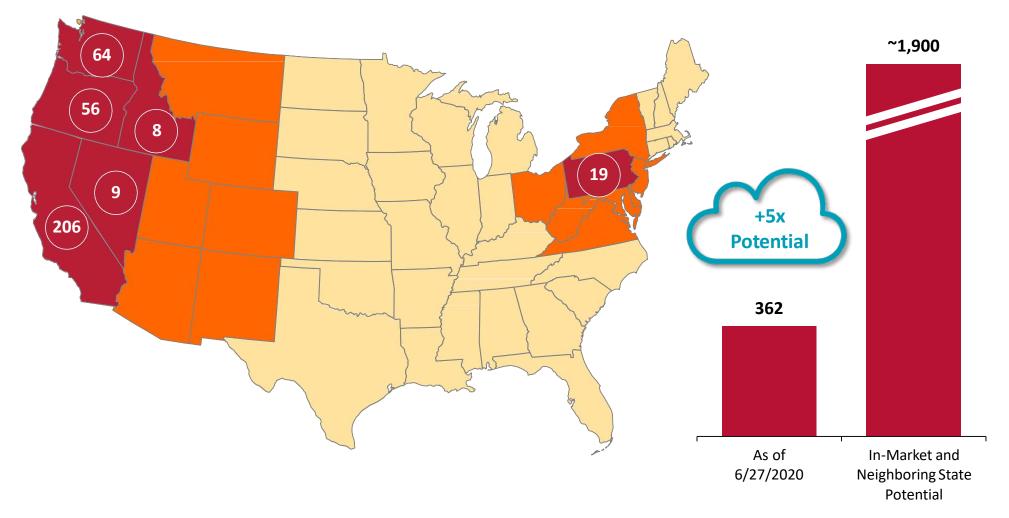




Significant Whitespace Opportunity



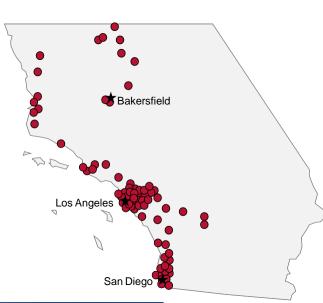
Opportunity to establish additional ~1,500 "In-Market" and neighboring state locations Long term market potential to establish ~4,800 stores nationally





Strong Presence in Southern CA

- Market entry in 2012
- 79 stores in Southern CA⁽¹⁾







Foundation For Growth in The Mid-Atlantic

- Acquired Amelia's Grocery Outlet in 2011
- Goal: to accommodate supplier partners more effectively







Attractive and Historically Consistent New Store Economics



Overview

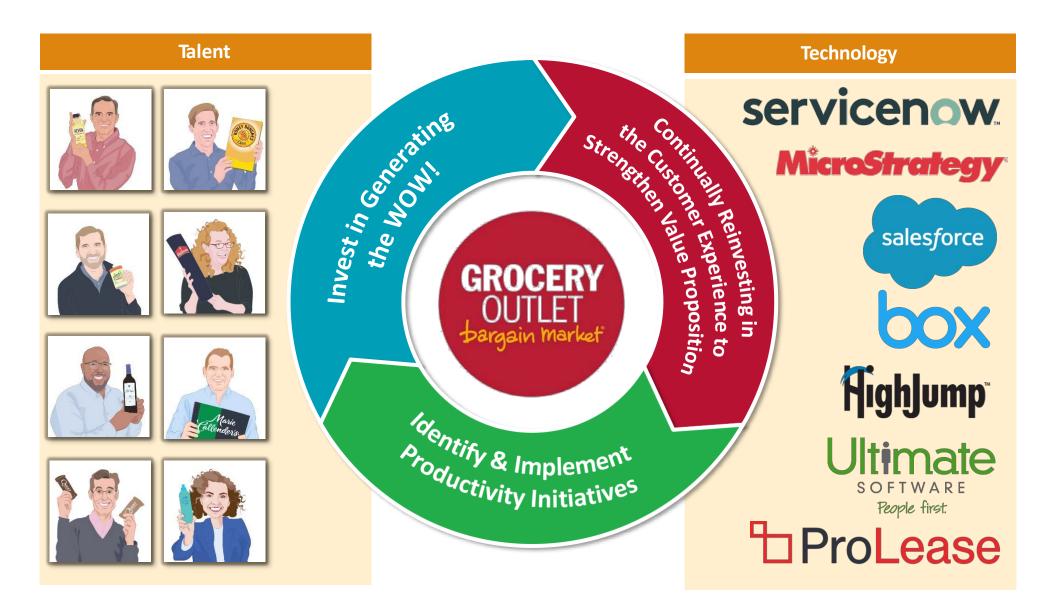
- We employ a **blended underwriting model** reflecting average economics across all urbanicities, geographies and store types
- New stores require average net cash investment of ~\$2mm
- 4 5 year store ramp until maturity
- Payback period of less than 4 years
- Recent cohorts have outperformed the new store model



		Year4
	Sales	~\$6,875
Model	GO Four Wall EBITDA Contribution	~\$680
Assumptions	% Four Wall EBITDA Margin	~10%
	Cash-on-Cash Return	~35%

Note: Dollars in thousands. Cash-on-cash return defined as four-wall EBITDA divided by total initial net cash investment.

We Are Winning Through Constant Investments To Continually Strengthen Our Value Proposition

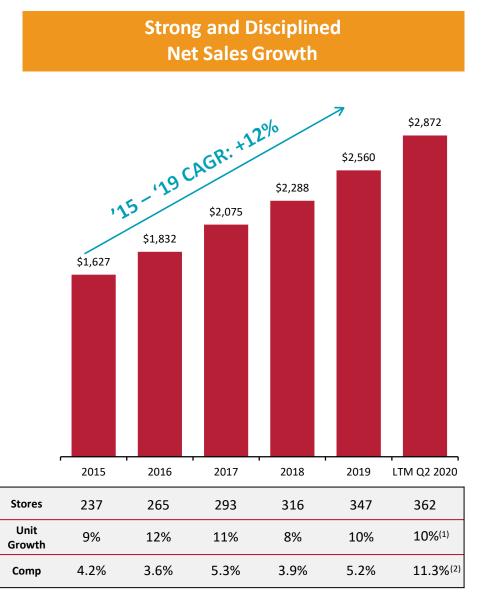


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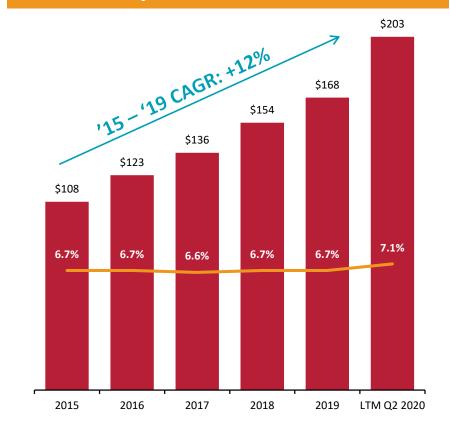
FINANCIAL PERFORMANCE AND OUTLOOK

Historical Financial Performance





Track Record of Adjusted EBITDA Growth

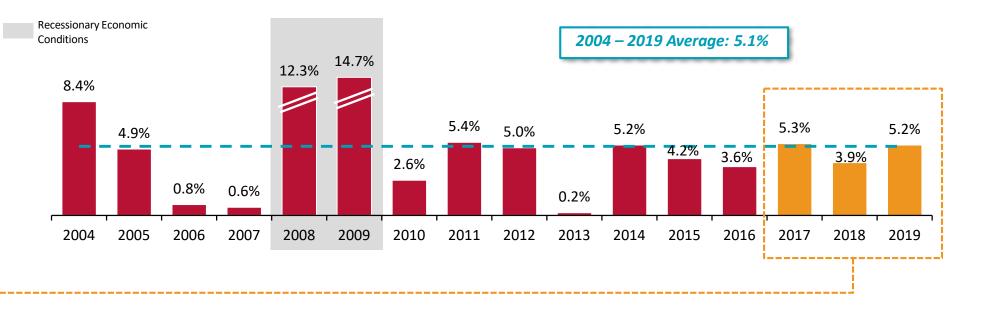


Note: Dollars in millions.

(1) Reflects growth relative to Q2'19 store count of 330 units

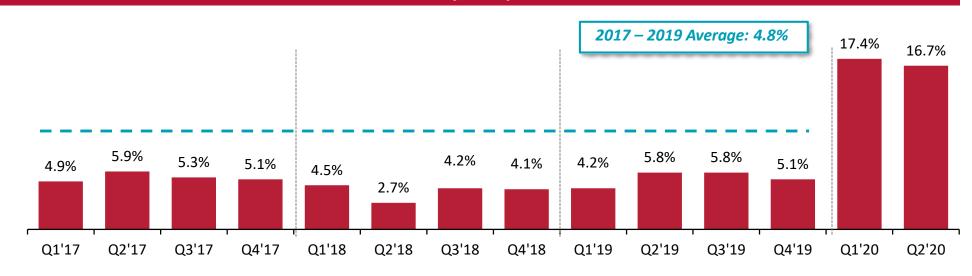
(2) Represents average comp over prior 4 quarters as of Q2'20

16 Consecutive Years of Positive Comparable Store Sales Growth



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FY 2017 – Q2 2020 Quarterly Comparable Store Sales Growth



Q2 2020 Recent Developments



362	
	11.3%
16.7%	_
\$803MM	24.5%
\$61MM	34.7%
\$41.8MM	189.2%
	\$803MM \$61MM

Q2 Highlights

- Second quarter comps remained strong and were driven by an increase in average basket size that was partially offset by traffic declines resulting from shelter-in-place restrictions.
- Q2 Adj EBITDA of \$60.6MM represents 34.7% Y-o-Y growth

H2 2020⁽¹⁾

- As of August 10, 2020 quarter-to-date comp store sales stood at 10%. Continue to see growth in average basket size, partially offset by lower traffic as customers continue to consolidate their trips. Anticipate comp growth will continue to moderate as economy reopens.
- Expect to continue to incur incremental cost in the back half of the year associated with COVID-19 such as cleaning and safety costs, costs for protective equipment and supplies, and higher personnel expense.

(1)

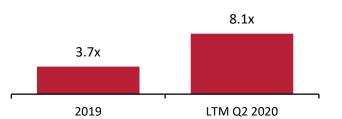
As of August 10, 2020.

Capital Structure



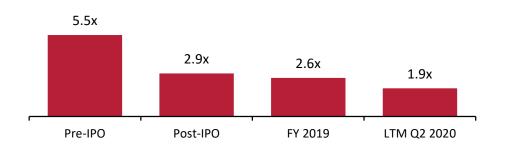
- Used IPO proceeds to repay in full its second lien term loan (~\$150mm) and prepay ~\$250mm of its outstanding first lien term loan
- In October 2019, the Company prepaid additional \$15mm of its outstanding first lien term loan
- In January 2020, repriced its first lien term loan at L+275bps, down from L+375bps originally
- In March 2020, the Company drew down \$90mm from its revolving credit facility as a precautionary measure in light of COVID-19
- During the second quarter of fiscal 2020, the Company repaid in full the \$90.0 million drawn on the revolving credit facility of its First Lien Credit Agreement
- No required principal payments until 2025

Interest Coverage⁽¹⁾



Capitalization								
	Revolver FY 2019 Draw Q2'20							
Cash & Cash Equivalents	\$28	\$90	<u> </u>					
First Lien	460							
Total Gross Debt	\$460	\$90	\$460					
Net Debt	\$432	\$0	\$380					
LTM Adj. EBITDA	\$170	—	\$203					
Net Debt / Adj. EBITDA	2.6x	_	1.9x					

Net Leverage⁽²⁾



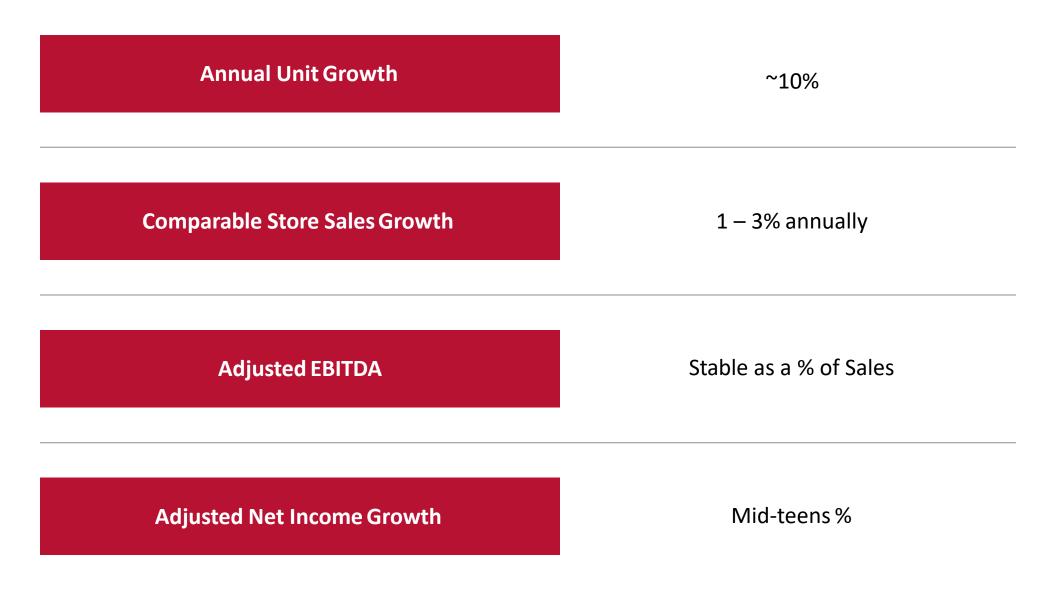
Note: Dollars in millions.

(1) Defined as Adj, EBITDA / Net Interest Expense

(2) Defined as (Total Debt – Cash) / LTM Adj. EBITDA.









APPENDIX

FY 2019 Adjusted EBITDA Reconciliation



Location on P&I

	2015A	2016A	2017A	2018A	2019A	Location on P&L
Net Income	\$5	\$10	\$21	\$16	\$15	
Interest expense, net	46	47	50	55	46	Interest Expense
Taxes	3	7	5	6	1	Income Tax
Depreciation and amortization	31	37	43	47	50	COGS / D&A
EBITDA	\$85	\$101	\$119	\$124	\$113	
Stock-based compensation ⁽¹⁾	0	3	2	10	31	SBC
Debt extinguishment and modification costs ⁽²⁾	5	_	1	5	6	Debt Extinguishment & Modification Expense
Non-cash rent ⁽³⁾	10	8	8	8	11	SG&A
Asset impairment and gain or loss on disposition ⁽⁴⁾	1	1	1	1	2	SG&A
New store pre-opening expenses ⁽⁵⁾	2	3	2	2	2	SG&A
Rent for acquired leases ⁽⁶⁾	2	2	0	_	_	SG&A
Provision for accounts receivable reserves ⁽⁷⁾	1	4	3	1	3	SG&A
Other ⁽⁸⁾	1	1	1	2	3	SG&A
Adjusted EBITDA	\$108	\$123	\$136	\$154	\$170	

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Note: Dollars in millions.

(1) Includes \$3.6 million, \$10.0 million, and \$1.3 million of cash dividends paid in fiscal 2019, 2018, and 2017 respectively, in respect of vested options as a result of dividends declared in connection with our recapitalizations in fiscal 2018 and 2016.

(2) Represents the write-off of debt issuance costs and debt discounts related to the repricing and/or repayment of our first and second lien credit facilities. See NOTE 6—Long-term Debt to our Consolidated Financial Statements in the Company's Annual Report on Form 10-K for the fiscal year ended December 28, 2019 for additional information.

(3) Consists of the non-cash portion of rent expense, which represents the difference between our straight-line rent expense recognized under GAAP and cash rent payments. The adjustment can vary depending on the average age of our lease portfolio, which has been impacted by our significant growth in recent years. Non-cash rent was impacted by the adoption of ASC 842, Leases, which moved approximately \$3.2 million out of amortization expense and into noncash rent expense.

(4) Represents impairment charges with respect to planned store closures and gains or losses on dispositions of assets in connection with store transitions to new IOs.

(5) Includes marketing, occupancy and other expenses incurred in connection with store grand openings, including costs that will be the IO's responsibility after store opening.

(6) Represents cash occupancy costs on leases acquired from Fresh & Easy, Inc. in 2015 for the periods prior to opening new stores on such sites (commonly referred to as "dead rent").

(7) Represents non-cash changes in reserves related to our IO notes and accounts receivable.

(8) Other non-recurring, non-cash or discrete items as determined by management, including transaction related costs, personnel-related costs, store closing costs, legal expenses, strategic project costs, and miscellaneous costs.

FY 2019 Adjusted Net Income Reconciliation



	FY 2018	FY 2019
Net Income	\$15.9	\$15.4
Stock-based compensation expenses	10.4	31.4
Debt extinguishment and modification costs	5.3	5.6
Non-cash rent	7.9	10.6
Asset impairment and gain or loss ondisposition	1.3	2.0
New store pre-opening expenses	1.6	1.5
Provision for accounts receivable reserves	0.7	2.6
Other	2.1	3.3
Amortization of purchase accounting assets and deferred financingcosts	16.7	11.9
Tax effect of total adjustments	(12.6)	(19.4)
Adjusted Net Income	\$49.3	\$65.0

Note: Dollars in millions.

LTM Adjusted EBITDA Reconciliation



	13 Weeks Ended						
	Sep	tember 28, □ 2019	December 28, □ 2019		March 28,□ 2020		June 27, □ 2020
Net income	\$	12,445	\$ 9,832	\$	12,642	\$	29,333
Interest expense, net		7,342	6,695		5,834		5,270
Income tax benefit		3,689	477		(1,801)		(2,244)
Depreciation and amortization expenses ^(a)		13,782	10,356		13,570		13,887
EBITDA		37,258	27,360		30,245		46,246
Share-based compensation expenses ^(b)		2,892	5,586		20,277		10,175
Debt extinguishment and modification costs (c)		472			198		
Non-cash rent ^(d)		1,629	5,275		2,214		2,759
Asset impairment and gain or loss on disposition (e)		85	1,457		975		(22)
New store pre-opening expenses ^(f)		294	473		406		337
Provision for accounts receivable reserves (g)		309	202		848		(899)
Other ^(h)		1,237	1,183		1,864		2,048
Adjusted EBITDA	\$	44,176	\$ 41,536	\$	57,027	\$	60,644

Note:

(a) Includes depreciation related to our distribution centers which is included within the cost of sales line item in our condensed consolidated statements of operations and comprehensive income (loss).

(b) Includes non-cash share-based compensation expense and immaterial cash dividends paid on vested share-based awards for cash dividends declared in connection with our recapitalizations in fiscal 2018 and 2016.

(C) Represents the write-off of debt issuance costs and debt discounts related to the repricing and/or repayment of our credit facilities.

(d) Consists of the non-cash portion of rent expense, which represents the difference between our straight-line rent expense recognized under GAAP and cash rent payments. The adjustment can vary depending on the average age of our lease portfolio, which has been impacted by our significant growth in recent years.

(e) Represents impairment charges with respect to planned store closures and gains or losses on dispositions of assets in connection with store transitions to new IOs.

(f) Includes marketing, occupancy and other expenses incurred in connection with store grand openings, including costs that will be the IO's responsibility after store opening.

(g) Represents non-cash changes in reserves related to our IO notes and accounts receivable. The 26 weeks ended June 27, 2020 reflects the adoption of ASU 2016-13.

(h) Other non-recurring, non-cash or discrete items as determined by management, such as transaction related costs including costs related to secondary offerings, personnel-related costs, store closing costs, legal expenses, strategic project costs, and miscellaneous costs.

LTM Adjusted Net Income Reconciliation



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	September 28, □ 2019	December 28, □ 2019	March 28,□ 2020	June 27, □ 2020			
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Provision for accounts receivable reserves ^(f)	309	202	848	(899)			
Other ^(g)	1,237	1,183	1,864	2,048			
Amortization of purchase accounting assets and deferred financing costs ^(h)	3,705	461	2,936	2,944			
Tax effect of total adjustments (i)	2,429	(4,553)	(8,321)	(4,856)			
Adjusted net income	\$ 20,639	\$ 19,916	\$ 34,039	\$ 41,819			

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Note:
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- (a) Includes non-cash share-based compensation expense and immaterial cash dividends paid on vested share-based awards for cash dividends declared in connection with our recapitalizations in fiscal 2018 and 2016.
- (b) Represents the write-off of debt issuance costs and debt discounts related to the repricing and/or repayment of our credit facilities.
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- (g) Other non-recurring, non-cash or discrete items as determined by management, such as transaction related costs including costs related to secondary offerings, personnel-related costs, store closing costs, legal expenses, strategic project costs, and miscellaneous costs.
- (h) Represents the amortization of debt issuance costs and incremental amortization of an asset step-up resulting from purchase price accounting related to our acquisition in 2014 by an investment fund affiliated with Hellman & Friedman LLC, which included trademarks, customer lists, and below-market leases.
- (i) Represents the tax effect of the total adjustments. Because of the increased impact of discrete items on our effective tax rate including the excess tax benefits from the exercise of stock options and vesting of RSU sharebased awards, beginning in the fourth quarter of fiscal 2019, we changed our methodology to calculate the tax effect of the total adjustments on a discrete basis excluding any non-recurring and unusual tax items. Prior to the fourth quarter of fiscal 2019, the methodology we used was to calculate the tax effect of the total adjustments using our quarterly effective tax rate.