



July 11, 2018

Valued vendor partner,

Sprouts continues to connect with our customers in meaningful ways, and you play an important role in our success. Earlier this year, we launched an exciting new sprouts.com and mobile app to ensure our healthy living resources and savings are available to customers wherever, whenever they need them. Customers can also have their favorite Sprouts items delivered to their doorstep through our partnership with Instacart.

To achieve combined success, **all Sprouts suppliers of UPC-based items are required to become a member of IX-ONE**, the industry's item data and image exchange platform, to support category management and equip digital consumer-facing marketing initiatives like the new sprouts.com and Sprouts app.

It's important to note, if your products are not listed in IX-ONE, we can't leverage them on our website, in our mobile app or through our online ordering system. Please review and complete the following steps as soon as possible, but no later than July 30<sup>th</sup> to ensure we can sell your products online.

We also rely on IX-ONE's product data and images to support our planogramming and non-digital merchandising activities.

- If you are already an IX-ONE member, please [contact IX-ONE](#) to ensure all of your UPC-based items sold through Sprouts, are accurately listed within the IX-ONE exchange.
- If you are not currently an IX-ONE member, [click here](#) to get started by completing the IX-ONE Supplier Membership Application now.
- If you would like to request a call back from an IX-ONE representative, [click here](#).

We believe integrating IX-ONE's innovative solution into our business processes will ultimately drive efficiencies, add value to our mutual business and, most importantly, ensure we exceed customer expectations. We can only succeed with your cooperation and strong partnership. Your prompt action in this important initiative will help elevate our digital initiatives and ensure we are prepared for future growth across the country.

Thank you,

David McGlinchey  
SVP, Merchandising Operations