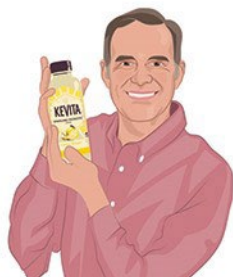


## ERIC J. LINDBERG, JR., Chairman of the Board



**Age:** 53

**Director Since:** Jan. 2006

**Chairman Since:** Jan. 2023

**Committees:** None

### **Career Highlights**

Since 1996, served various positions at **Grocery Outlet and its predecessor**, including as **Interim President and Chief Executive Officer** (since Oct. 2024), Chief Executive Officer (Jan. 2019 to Dec. 2022) and Co-Chief Executive Officer (Jan. 2006 to Dec. 2018).

### **Public Company Boards**

None

### **Other Information**

He received a Bachelor of Arts in Economics from Hampden-Sydney College.

### **Skills and Qualifications Relevant to Service on our Board**

- Possesses significant experience in the **retail and consumer packed goods industries**, garnered over his 26-year tenure with us, including 17 years as CEO or co-CEO. From 2000 to 2022, active member of the GMA/FMI (Grocery Manufacturers of America/Food Marketers Institute) and member of CGA board- (California Grocers Association 2014-2019).
- Proven **executive manager**, including long service to Grocery Outlet as a private company and then as a **public company** following our IPO in June 2019. Eric's 17-year run as co-CEO and CEO was transformative for Grocery Outlet. Under his leadership, Grocery Outlet grew its store base from 123 to 441 stores, or 259%, and revenues from \$612.6 million to \$3.58 billion, or 484%, and developed a bi-coastal store footprint. He led sharing our vision and strategy in the IPO and thereafter in developing key stockholder relationships.
- Eric's **deep knowledge of our operations, finances, strategies and industry** facilitates a strategic vision to set the overall tone and direction of the Company as well as clear leadership through consistency. As our leading executive, he implemented fundamental strategic initiatives that enhanced our differentiated model for buying and selling, and strengthened our relationships with entrepreneurial Independent Operators that run our stores, combining to deliver a "WOW!" shopping experience. In his current roles with the Board and management, his unique insights on future strategy and initiatives will continue to be invaluable to our Board. As our Interim President and CEO, his extensive knowledge of the day-to-day operations of our business is invaluable.
- Exhibited **strong growth focus** across all macroeconomic cycles, as demonstrated by our pattern of positive comparable store sales growth and healthy gross margin rates. For example, our comparable store sales increased for 19 out of 20 years through fiscal 2022.
- Long-standing role with our Board and management allows him to provide a unique perspective regarding oversight of **enterprise risk management**, including focusing on the most critical risks and evaluating risk mitigation activities.
- Has **alignment with our other stockholders** due to his 3.3%\* ownership of the Company.

\*such ownership levels as of April 19, 2024, the filing of the Company's most recent proxy statement.