



FRANCIS WONG

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To Our Valued Vendor Partners:

We are pleased to announce a new program for in-store set execution beginning January 15, 2017.

In our ongoing effort to deliver a best-in-class process for new item introduction (speed to shelf), category blitzes, resets/remodels and new store setup, we believe consolidating this work through a single third party provider will result in both a higher degree of retail execution, as well as lower costs for all. SpartanNash has selected SAS Retail (a division of Daymon Worldwide) as our partner in this endeavor.

Our partnership with SAS Retail will have many benefits including:

- ✓ Improved consistency of reset execution through enhanced traceability and accountability
- ✓ Speed to shelf improvements
- ✓ Increased planogram integrity and compliance
- ✓ Real-time reporting capability (with images when practical) via a secure web portal
- ✓ Reset labor efficiency gains

SpartanNash will utilize SAS Retail employees exclusively to execute retail set work for all home-store participants.

In order to fund this program, we will require supplier funding starting January 15, 2017. We will assess monthly deductions at a rate of 0.6% of cost of goods. The scope of this program will include all warehouse purchases for Grocery, Dairy, Frozen and GM/HBC.

For questions regarding operations, please contact Dave Maki, Director of Store Reset at 616.878.8533 and for finance questions, contact Francis Wong, VP Operations Finance, 616.878.2512, or your category manager.

Thank you for your support of this program.

Sincerely,

A handwritten signature in black ink, appearing to read "Larry Pierce".

Larry Pierce
EVP Merchandising & Marketing

A handwritten signature in black ink, appearing to read "Joe McQuesten".

Joseph McQuesten
VP Center Store

A handwritten signature in black ink, appearing to read "Francis Wong".

Francis Wong
VP Operations Finance

Homestore Single Source Reset Program 2017 Billing Schedule

Purchases	Billing
01/15/17 - 01/28/17	Week of 02/13/17
01/29/17 - 02/25/17	Week of 03/12/17
02/26/17 - 03/25/17	Week of 04/09/17
03/26/17 - 04/22/17	Week of 05/07/17
04/23/17 - 05/20/17	Week of 06/04/17
05/21/17 - 06/17/17	Week of 07/02/17
06/18/17 - 07/15/17	Week of 07/30/17
07/16/17 - 08/12/17	Week of 08/27/17
08/13/17 - 09/09/17	Week of 09/24/17
09/10/17 - 10/07/17	Week of 10/22/17
10/08/17 - 11/04/17	Week of 11/19/17
11/05/17 - 12/02/17	Week of 12/17/17
12/03/17 - 12/30/17	Week of 01/15/18