

### Who We Are

Natural Grocers is an expanding specialty retailer of natural and organic groceries, body care and dietary supplement products. We focus on providing high-quality products at always affordable prices, exceptional customer service, nutrition education and community outreach. We strive to generate long-term relationships with our customers based on transparency and trust by:

- Selling only natural & organic products meeting our strict quality standards
- Utilizing efficient, flexible, shopper-friendly smaller-store format
- Providing free science-based nutrition education to inform customers
- Incorporating ecological sustainability & ESG principles throughout

### Key Statistics

 159 Stores	~1.3M {N}power members	~11,000 Store average selling square feet	~21,000 Average SKUs	 20 States
4,200+ good4u Crew members	7.5% of Sales Natural Grocers Brand Products	\$1.04B Sales	\$20.0M Net Income	\$0.89 EPS

Key Statistics as of FY ending 9/30/20

### New Store Economics

- \$2.2 million average total upfront investment
- Payback period target of five years
- 30% cash-on-cash return target by end of the sixth year
- Signed leases for three new stores planned to open in fiscal 2021 and beyond
- Opened 57 new stores over the five-year period ending September 30, 2020

### Focus on Operating Enhancements

- Cost discipline focus
- Robust safety measures during the COVID-19 pandemic
- Leverage investments in infrastructure
- Expanded offering of Natural Grocers Brand products
- {N}power loyalty program is showing strong membership growth, with about 1.3 million members as of 9/30/20
- Sustainability practices include supporting sustainable and regenerative agricultural practices, disposable bag-free checkouts since 2008, upcycling, recycling and composting, sustainable building construction, and only selling non-toxic cleaning and sanitizing products

### Five Founding Principles

#### Nutrition education

We provide free nutrition education, including a nutritional health coach in every store, to empower our customers to improve their health

#### Quality natural products

Our carefully approved quality grocery products do not contain artificial flavors, colors, preservatives, sweeteners or hydrogenated oils

#### Always Affordable pricing

We control costs so we can maintain affordable prices for our customers

#### Community

We support the health and welfare of our local communities, including the environment

#### good4u Crew

Our crew members enjoy great jobs with excellent benefits and the opportunity to grow with us

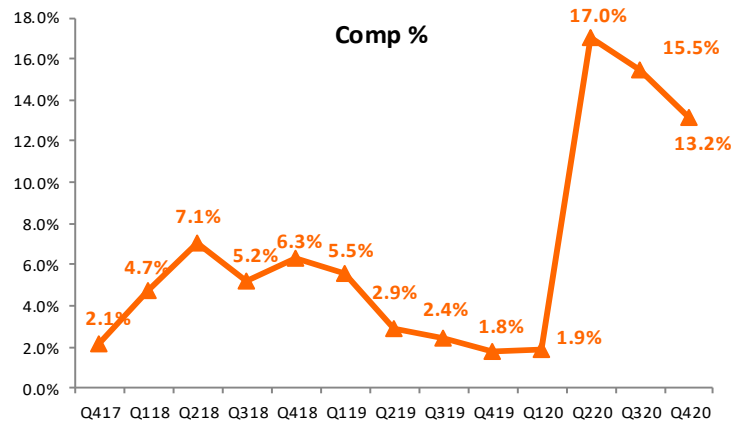
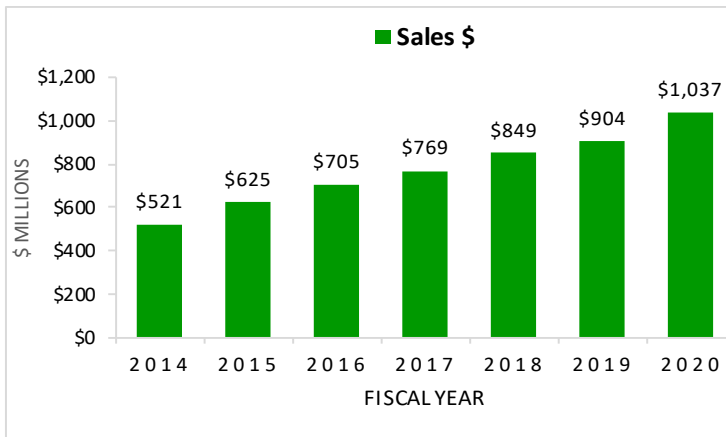


This overview includes "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. All statements in this overview that are not statements of historical fact are forward-looking statements and are based on current expectations and assumptions that are subject to risks and uncertainties. Actual results could differ materially from those described in such forward-looking statements due to changes in global, regional or local political, economic, business, competitive, market, regulatory and other factors, many of which are beyond our control. For further information regarding risks and uncertainties associated with our business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of our SEC filings, including, but not limited to, our Form 10-K for the year ended September 30, 2019. We do not undertake any duty to update any forward-looking statements.

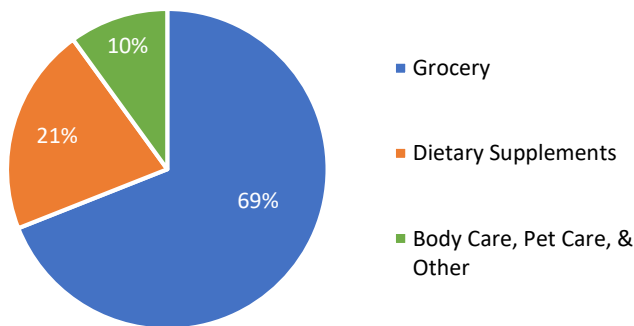
Summary Historical Financials and Other Data

(\$ in 000's)	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	Unaudited			Outlook
						FY 2020	Q4'19	Q4'20	FY 2021
Stores	103	126	140	148	153	159	153	159	5 to 6
% Growth (12 mos.)	18.4%	22.3%	11.1%	5.7%	3.4%	3.9%	3.4%	3.9%	3.1% to 3.8%
Sales	624,678	705,499	769,030	849,042	903,582	1,036,842	227,209	264,178	
% Growth	20.0%	12.9%	9.0%	10.4%	6.4%	14.7%	4.5%	16.3%	
% Comp	5.9%	1.4%	0.1%	5.8%	3.1%	12.0%	1.8%	13.2%	-2.0% to 2.0%
Gross profit	182,096	201,772	212,336	225,573	238,753	283,141	58,968	72,413	
% of Sales	29.2%	28.6%	27.6%	26.6%	26.4%	27.3%	26.0%	27.4%	
Net income	16,204	11,471	6,891	12,661	9,416	20,009	1,361	3,732	
% of Sales	2.6%	1.6%	0.9%	1.5%	1.0%	1.9%	0.6%	1.4%	
Diluted EPS	\$0.72	\$0.51	\$0.31	\$0.56	\$0.42	\$0.89	\$0.06	\$0.16	\$0.60 to \$0.70
Adjusted EBITDA	49,966	45,912	43,609	45,068	46,123	59,554	10,348	13,255	
% of Sales	8.0%	6.5%	5.7%	5.3%	5.1%	5.7%	4.6%	5.0%	

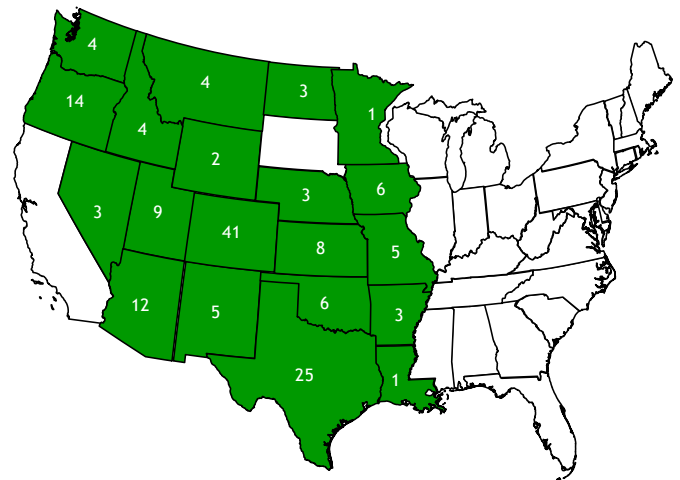
Sales History



FY 2020 Sales Mix



Geographic Footprint (as of 9/30/20)



Source: NGVC filings and press releases available at [www.sec.gov](http://www.sec.gov) and [investors.naturalgrocers.com](http://investors.naturalgrocers.com)



This overview includes "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. All statements in this overview that are not statements of historical fact are forward-looking statements and are based on current expectations and assumptions that are subject to risks and uncertainties. Actual results could differ materially from those described in such forward-looking statements due to changes in global, regional or local political, economic, business, competitive, market, regulatory and other factors, many of which are beyond our control. For further information regarding risks and uncertainties associated with our business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of our SEC filings, including, but not limited to, our Form 10-K for the year ended September 30, 2019. We do not undertake any duty to update any forward-looking statements.