

We're hungrier for them than we ever realized.

We want to know where things come from.

We care what happens to them along the way.

We want to trust our sources.

We want to have the information to make meaningful choices about what we decide to buy and support.

We want people, and animals, and the places our food comes from to be treated fairly.

The time is ripe.

We are part of a growing consciousness that's bigger than food one that champions what's good, and the greater good, too.

Where value is inseparable from values.

WFM.COM/VALUESMATTER



America's Healthiest Grocery Store®

DISCLAIMER ON FORWARD-LOOKING STATEMENTS

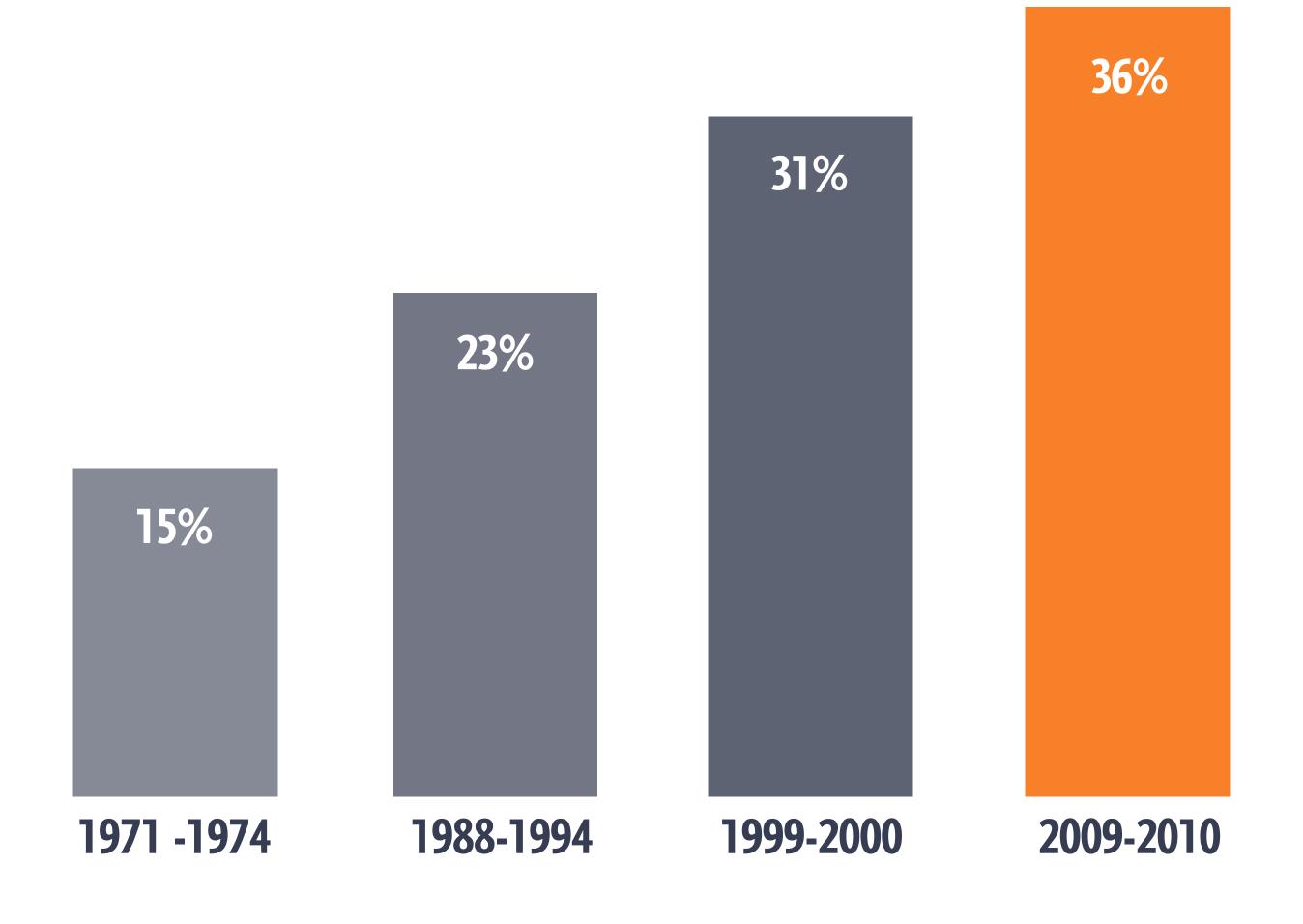
Certain statements during these presentations and from time to time in other filings with the Securities and Exchange Commission, news releases, reports, and other written and oral communications made by us and our representatives, constitute forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements are often identified by words such as "anticipate," "believe," "intend," "estimate," "expect," "continue," "could," "can," "may," "will," "likely," "outlook," "depend," "should," "would," "plan," "project," "predict," "forecast," "goal," "target," "sustain," "seek" and similar expressions, and include references to assumptions and relate to our future prospects, developments and business strategies. Except for the historical information contained herein, the matters discussed in this analysis are forward-looking statements that involve risks and uncertainties that may cause our actual results to be materially different from such forward-looking statements and could materially adversely affect our business, financial condition, operating results and cash flows. These risks and uncertainties include general business conditions, changes in overall economic conditions that impact consumer spending, including fuel prices and housing market trends, the impact of competition and other factors which are often beyond the control of the Company, as well other risks listed in the Company's Annual Report on Form 10-K for the fiscal year ended September 29, 2013 and risks and uncertainties not presently known to us or that we currently deem immaterial. We wish to caution you that you should not place undue reliance on such forward-looking statements, which speak only as of the date on which they were made. We do not undertake any obligation to update forward-looking statements.



INCREDSING OBESITY IN THE U.S. Adults 20–74 years old

National health and nutrition examination survey, prevalence and trends in obesity in U.S. adults

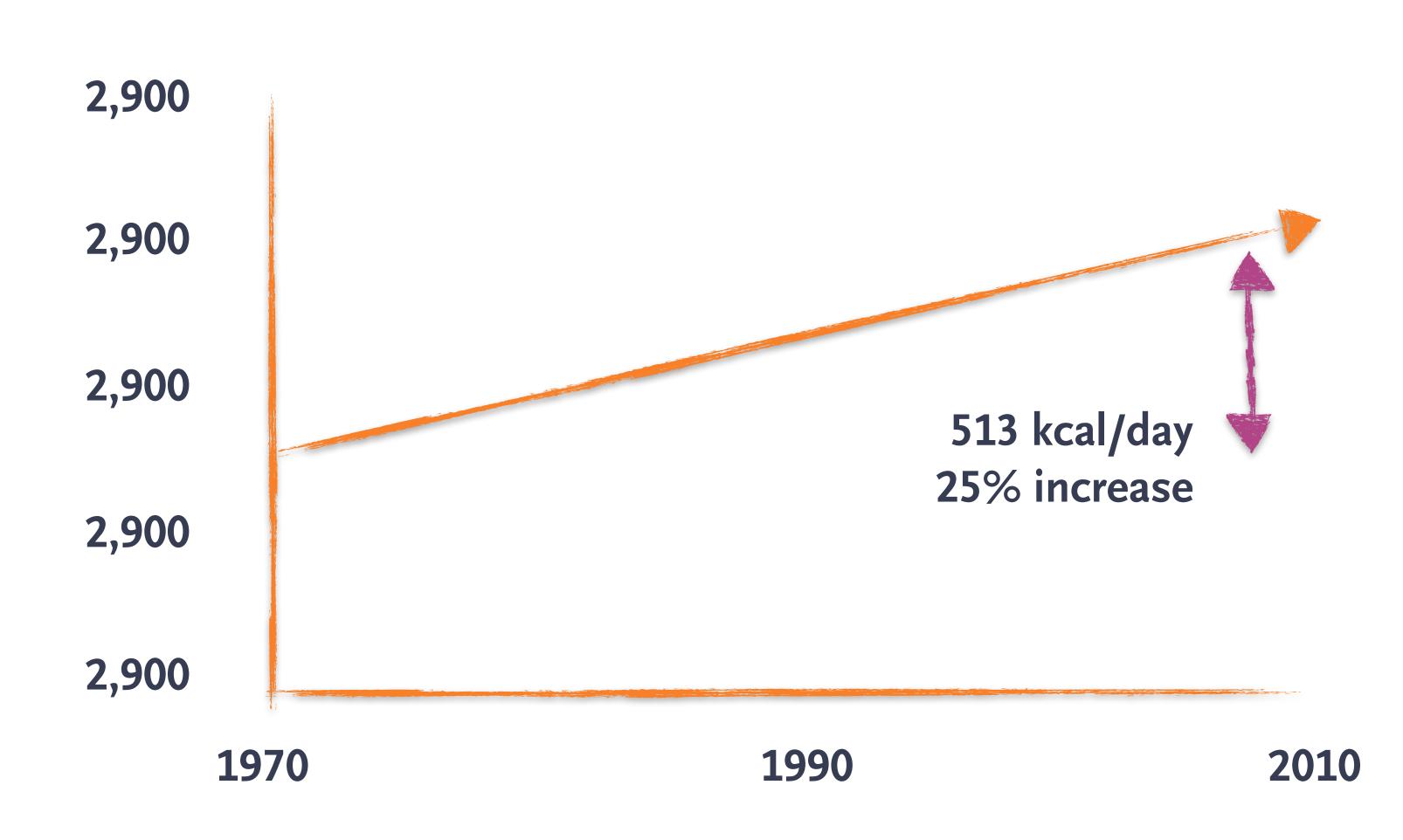
—(Ogden, Carroll, Flegal), CDC



25% INCREASE IN CALORIES SINCE 1970

Average US daily calorie intake

United States Department of Agriculture, economic research service food availability (per capita) data system, loss-Adjusted food availability





Don Thompson McDonalds

"We believe that if you look at the broader market and you look at what customers are asking for, they are asking for transparency they're asking to know what's in the food, they're asking for integrity of the food.

Customers want real food and they want to make sure they understand that its real food and they want fresh food. So they want to understand the sources or the origin, they want to make sure that I know what's it, where it came from and the integrity of those sources."



Denise Morrison Campbell's

We are also confronting profound shifts in consumers' preferences and priorities with respect to food. We are seeing an explosion of interest in fresh foods, dramatically increased focus by consumers on the effects of food on their health and well-being and mounting demands for transparency from food companies about where and how their products are made, what ingredients are in them, and how these ingredients are produced. And along with this, as all of you know, has come a mounting distrust of so-called big food, the large food companies and legacy brands on which millions of consumers have relied on for so long."

AMERICA'S HEALTHIEST GROCERY STORE

We are the 7th largest public food retailer, ranking #218 on the Fortune 500

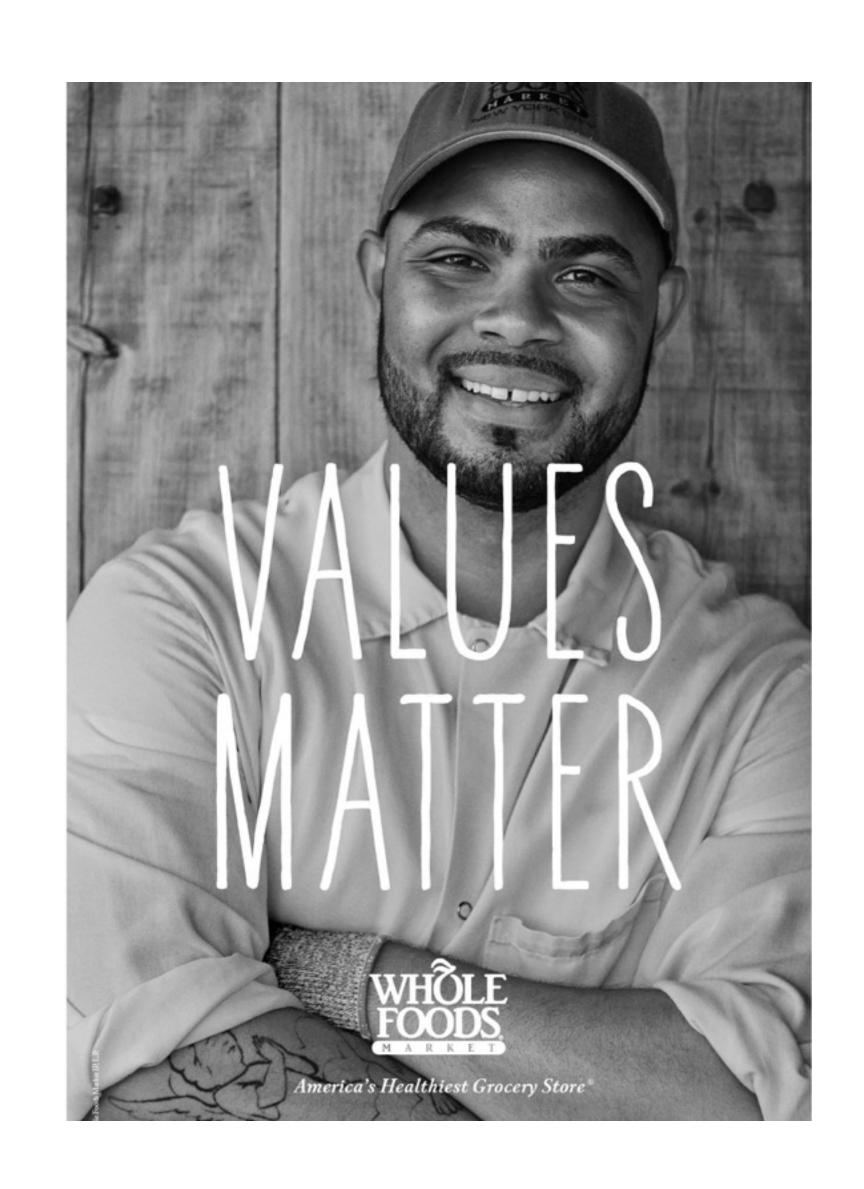
403 stores in 42 states, Canada and U.K.

87,000 team members

7 million consumers each week

9 million customers connecting through social media each week

60 stores with over \$1 million in AWS





2014 + 2015

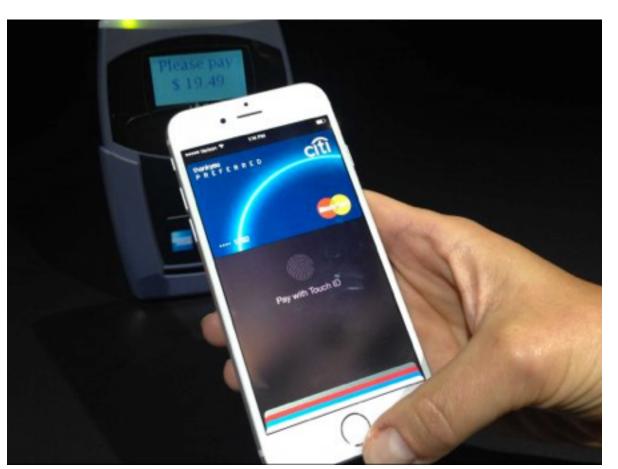
Challenges
Pivot
Momentum

Initiatives
Opportunities
Culture





















Olk Plike Plike Today...

















