Grove® COLLABORATIVE

A Brand for Conscientious Consumers

August 2026

Safe Harbor Statement/Non-GAAP Measures

All information in this presentation is as of August 6, 2026.

Forward-Looking Statements

Certain statements included in this presentation are forward-looking statements for purposes of the safe harbor provisions under the United States Private Securities Litigation Reform Act of 1996, as amended. Forward-looking statements are statements other than statements about historical fact. The forward looking statements in this presentation include, but are not limited to, statements regarding quarterly sequential revenue growth from the first quarter 2026, revenue and Adjusted EBITDA for 2026, projected measured increase in advertising investment, projected sustained improved repeat order rates from platform improvements, projected growth in non-DTC channels, guidance for 2026, including projected 2026 net revenue and Adjusted EBITDA and sequential revenue improvement in each of the remaining quarters of 2026. These forward-looking statements are subject to a number of risks and uncertainties, and you should not rely upon the forward-looking statements as predictions of future events. The future events and trends discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. Grove cannot guarantee that future results, levels of activity, performance, achievements or events and circumstances reflected in the forward-looking statements will occur. Except as required by law, Grove disclaims any obligation to update these forward-looking statements to reflect future events or circumstances. The forward-looking statements are subject to a number of risks and uncertainties, including: potential disruptions relating to Grove's technology platform transition, changes in business, market, financial, political and legal conditions, risks relating to the uncertainty of the projected financial information; Grove's ability to successfully expand its business; competition; risks relating to inflation and interest rates; and those factors discussed in documents of Grove filed, or to be filed, with the U.S. Securities and Exchange Commission. If any of these risks materialize or our assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. These forward-looking statements should not be relied upon as representing Grove's assessments as of any date subsequent to the date of this presentation. See Risk Factors in our Form 10-Q filed August 6, 2026.

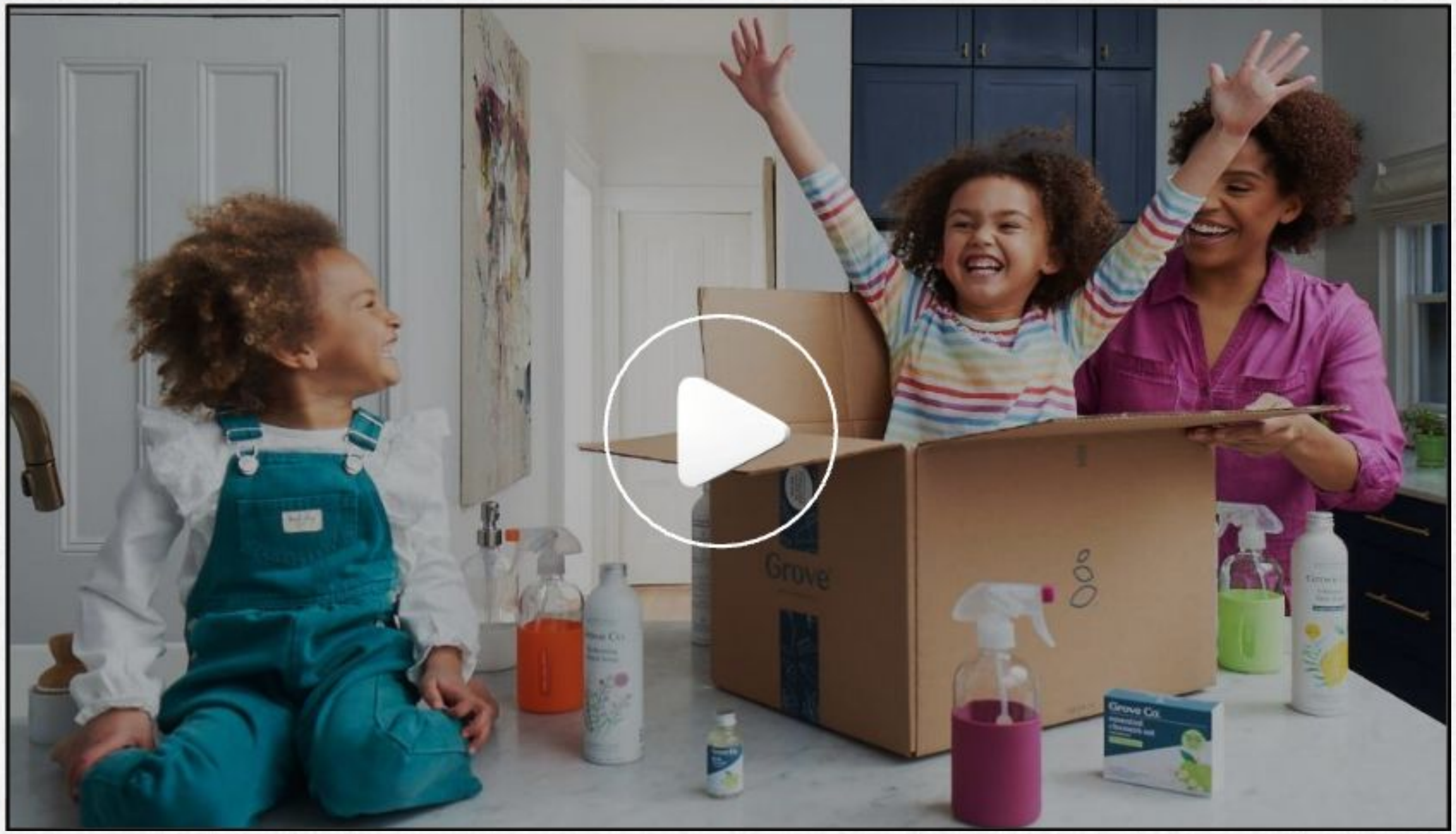
Non-GAAP Information

Grove uses certain non-GAAP measures in this presentation including Adjusted EBITDA. Grove believes the presentation of its non-GAAP financial measures enhances investors' overall understanding of the company's historical financial performance. The presentation of the company's non-GAAP financial measures is not meant to be considered in isolation or as a substitute for the company's financial results prepared in accordance with GAAP, and the company's non-GAAP measures may be different from non-GAAP measures used by other companies. Reconciliations of these non-GAAP financial measures to the most comparable GAAP measures, may be found in the Appendix at the end of this presentation.

Creating and curating products for **healthier homes** and a **healthy planet.**

Healthier Homes for the People You Love

Click to Watch Video



Category-Defining Health & Wellness Brand

Grove® COLLABORATIVE

Grove Co.™

Scaled, differentiated owned brands

with strong consumer resonance and meaningful brand equity as the trailblazer in clean and sustainable products

Curated, trust-led wellness ecosystem

addressing a significant gap in the legacy consumer products market across natural home, personal care and VMS

Improved Profitability

including $1.1M of Adjusted EBITDA[1] in the last-twelve-months as of Q2-2026

Multiple revenue acceleration drivers

with 3rd-party tech migration headwinds now largely resolved and anchored by a newly launched loyalty and subscription experience

Lean, rightsized cost structure

with opportunity for operating leverage as revenue grows from Q1-2026 base

[1] see slide 29 for Net Income to Adjusted EBITDA reconciliation

Grove at a Glance

Public Benefit Corporation

Certified B Corporation

$147.5M | >$0 FY26E Net Revenue[1] | Adjusted EBITDA[2]	**+1.0%** Q2 vs. Q1 2026 Sequential Revenue Growth	**$0.5M** Q2 Adjusted EBITDA
53.6% Q2 Gross Margin	**$1.3M** Q2 Operating Cash Flow	**$69** Q2 DTC Net Revenue per Order[3]
$2.00 Avg. Fulfillment Cost / Unit[4]	**>80%** Orders With Subscription[5]	**5.5M | 509k** Lifetime[6] | Active Customers

1. Represents midpoint of FY2026 Net Revenue Guidance: $142.5M to $152.5M
2. FY2026 Adjusted EBITDA Guidance: Breakeven to low single digit millions
3. Direct to Consumer (DTC) total net revenue divided by DTC total orders
4. Represents Q2 2026 total fulfillment costs (includes fixed fulfillment center costs and variable packaging, labor, and shipping costs) divided by total units
5. % of Orders with 1 or more subscription items during Q2-2026
6. Customers who have placed 1+ orders since inception
7. Customers who have placed 1+ orders in the last twelve months (LTM) as of Q2-2026

Our Total Addressable Market is Large and Growing

U.S.

Natural Home & Personal Care[1]

~$30B

~8% CAGR[6]

Grove Collaborative

TAM

~$100B

~9% CAGR

U.S.

Vitamins, Minerals & Supplements[2]

~$70B

~9% CAGR[6]

Global

Vitamins, Minerals & Supplements[4]

+

Natural Home & Personal Care[3]

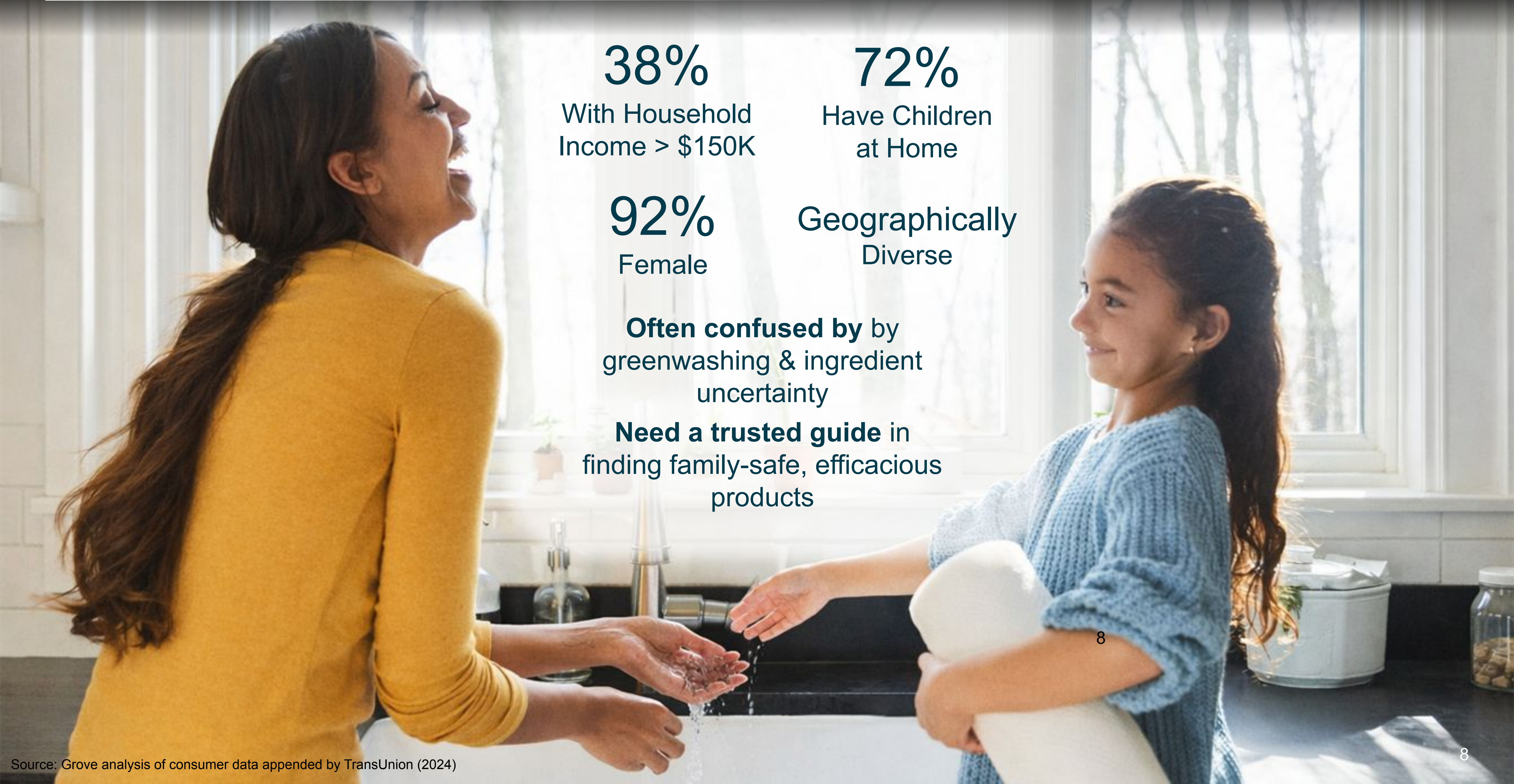
~$200B

~9% CAGR[6]

Future opportunity to expand into **$200B** international market

1. 2024 U.S. Total Addressable Market ("TAM") per Insight Impact Solutions and 2026 U.S. TAM per Fortune Business Insights
2. 2025 U.S. TAM per Grand View Research
3. 2025 Global TAM per Fortune Business Insights
4. 2025 Global TAM per Insight Ace Analytic
5. Represents weighted CAGR forecast from industry reports (2026-2034)

Our Customers Are Heads of Households, Educated, & Affluent



38%
With Household Income > $150K

72%
Have Children at Home

92%
Female

Geographically
Diverse

Often confused by by greenwashing & ingredient uncertainty

Need a trusted guide in finding family-safe, efficacious products

Source: Grove analysis of consumer data appended by TransUnion (2024)

8

They Are Faced With Overwhelming Choices To Keep Their Family Safe and Their Environment Clean

We Have A Strict Product Curation Protocol

We Ban Ingredients Linked to:

Hormone Disruptors
Phthalates, parabens, PFAS, and certain synthetic musks

Microplastics
Persistent polymers that don't readily break down in the environment

Skin Sensitivity & Allergies
Common irritants like harsh sulfates, and fragrance allergens

Respiratory Concerns
Irritants such as ammonia, chlorine, quats, and high-VOC solvents

Hidden Contaminants
Heavy metals and impurities in sensitive product categories

The Grove Standard

Thousands

of Banned Ingredients

We guide our curation protocol to a higher bar including thousands[1] of banned or restricted ingredients — the most stringent standard we know of in the industry.

[1] Internal Grove Co. Ingredient Standards

Our Customers Know Microplastics Have a Negative Impact on Their Family's Health

90% Of Americans are concerned…

…but only **49%** know what they really are.

86% are ready for action – especially from companies.

100% PLASTIC FREE | **REDUCED PLASTIC WASTE** | **NO SINGLE-USE PLASTIC**

We are reducing the world's reliance on single-use plastics as the **first plastic-neutral retailer**, advancing safer, more sustainable packaging and product alternatives.

We champion **refillable, reusable, and post-consumer recycled materials** to help keep plastic out of landfills and oceans - and accelerate the shift toward a circular, low-waste future.

What Are Microplastics and Why Are They Problematic?

Microplastics are **tiny plastic particles** - often smaller than a grain of sand - created when larger plastics break down or are intentionally added to products.

Because they don't easily decompose, they **accumulate in our bodies and environment** and are increasingly linked to inflammation, hormone disruption, and other **long-term health concerns.**

Source: Ipsos Public Affairs poll commissioned by Grove Collaborative and The 5 Gyres Institute, May 2025. Sample: 1,030 U.S. residents, age 18+. Full report: 5gyres.org/s/Microplastics-Polling-Report.pdf

Direct-to-Consumer Experience

We Are A Brand At The Intersection of Health & Sustainability

% of Net Revenue[1]

<u>Includes:</u>[2]
- Home Decor
- Baby & Kids

& other products

~$400M

of brand and marketing investment[3]

94%

of our customers **trust us more than Amazon** to sell safe, healthy products[4]

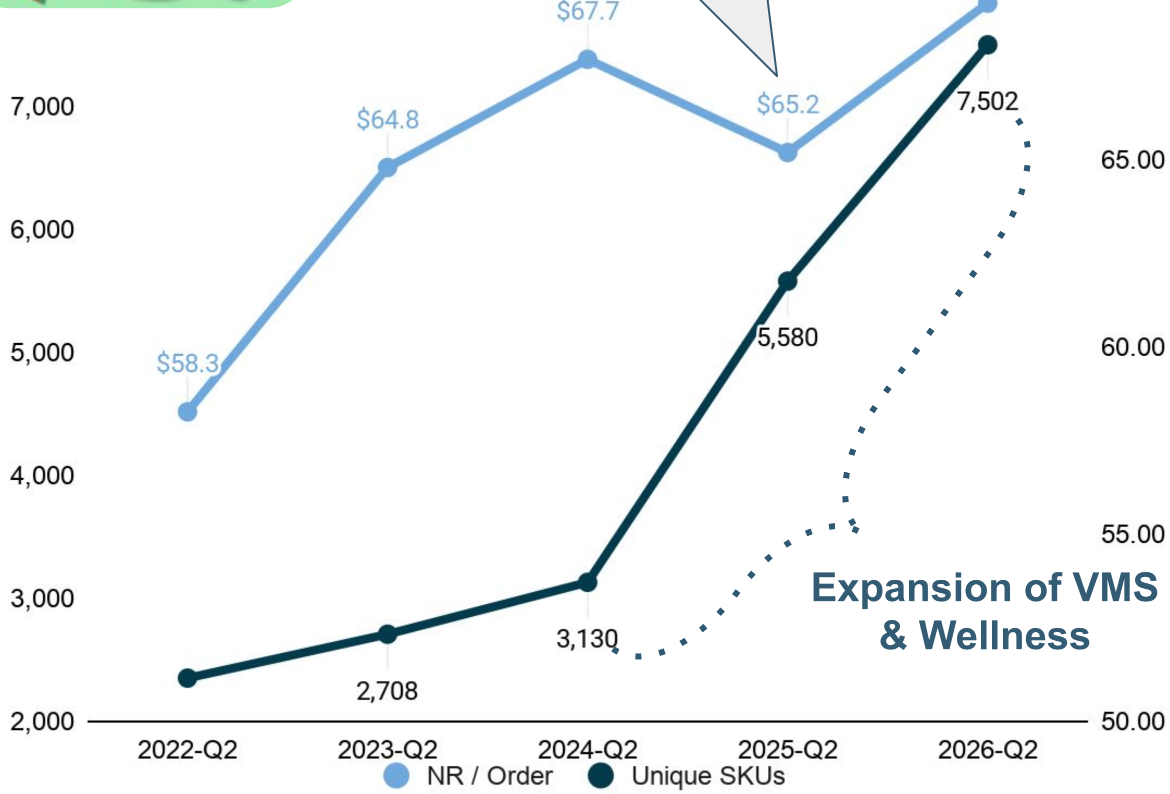
56

Net Promoter Score (NPS)[5]

1. Represents Q2-2026 net revenue
2. Includes Pet, Garden & Outdoor, Home Décor, and Baby categories
3. Management estimate of cumulative advertising spend from 2017 to Q2-2026
4. Grove survey of 1,050 Grove customers conducted in February 2026
5. As of June 2026

When We Add Categories and SKUs, We Expand Our Perimeter and Increase Net Revenue per Order

Category Expansion Drives Net Revenue per Order Growth…



While gaining access to scaled and growing market segments beyond our original core categories

Mrs. MEYER'S CLEAN DAY

AVOCADO

Seventh GENERATION

canopy

method

SURI

NEW CHAPTER

Caraway

1. Represents DTC Net Revenue per order for repeat customers

Customers Are Turning to Grove as a Curated Health Destination — Bigger Baskets, More Frequent Reorders, Higher Lifetime Value

Our curation of **safe and healthy products** has given us the right to win for the products people put in their bodies

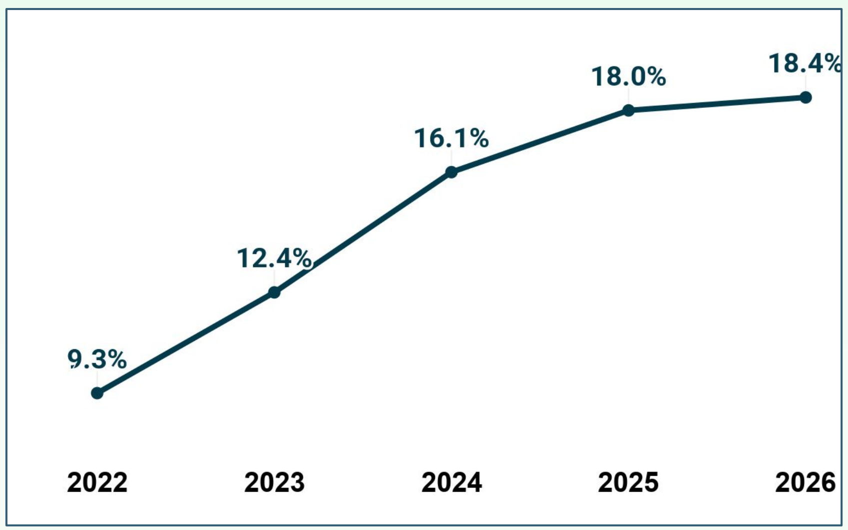
Vetted for ingredient integrity

We're in the early innings of **VMS quickly becoming core** to our business…

and it's driving larger baskets with **higher order values**

with consumers **coming back more frequently** to replenish

% of Total Orders with 1+ Wellness Item



41%

Higher Average Order Value vs. Non-Wellness[1]

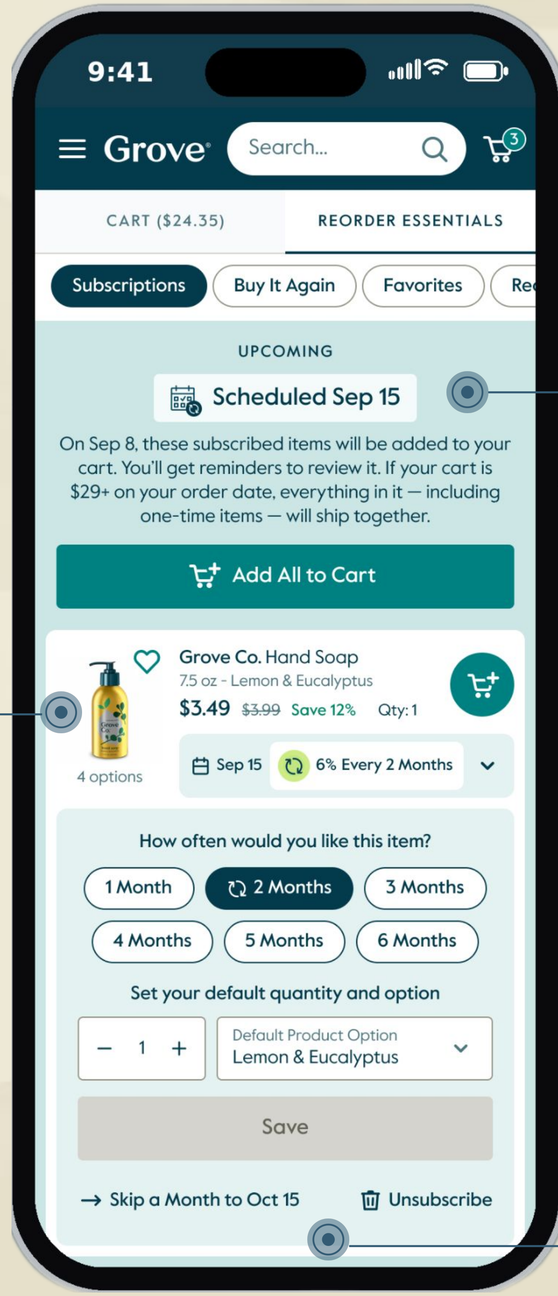
2.1x

Order Frequency vs. Non-Wellness[2]

1. YTD as of June 30, 2026
2. 12-month Order Frequency of customers with wellness item vs. no wellness item as of June 30, 2026

A Curated Basket of Essentials, on the Customer's Schedule

81% of Orders Include a Subscription



Improved Basket-Building Within the Subscription Flow

Add products, modify quantities, and build your cart directly within the subscription interface

Clear Visibility into Upcoming Orders & Delivery Cadence

Easily view upcoming shipments, order contents, and delivery timing in one centralized interface

Explicit Skip & Reschedule Options

Intuitive controls allowing you to skip orders, adjust quantities, and modify delivery frequency

81%

% of Orders with 1+ Subscription[1]

48%

% of Orders Autoshipped[2]

4+

Subscription Units per Order[3]

1. Represents Q2 2026 DTC orders with 1+ subscription as a percentage of total DTC orders
2. Based on Q2 2026 data
3. Based on Q2 total subscription units for orders containing 1+ subscription unit

Loyalty Program Drives Retention and Improves Customer Acquisition Cost Payback

Paid VIPs Renew at 76% and Order 2.5x More Often

Green Rewards VIP

$29.99/year

- Get $10 in rewards when you join
- 4% back in rewards on every order
- 6% back in rewards on eligible subscriptions
- Up to 12% back during rewards multiplier events
- Free carbon neutral shipping on all orders $29+
- More free samples & full-size gifts
- Exclusive VIP deals, all year long

Offers multiple opportunities for value creation across the platform and shopper ecosystem

"I have the VIP membership, and I feel like the **cost for this pays for itself** many times over, especially if you order frequently!"

"**I love my VIP** membership! ❤️"

"I like that I can adjust my order to **get exactly what I need** each month"

"**Extremely customizable**, great range of products available, awesome customer service"

"Could not be happier with my VIP membership! Customer service has been outstanding, products are amazing, and **I have told EVERYONE!**"

"I will be a Grove **VIP for life**!"

350K+	76%	8%	2.5x
Paid VIP Members[1]	Paid VIP Renewal Rate[2]	VIP Average Order Value Increase vs. Non-VIP[3]	Paid VIP Order Frequency vs. Non-VIP[3]

1. As of 6/30/2026
2. Q2 2026 Monthly Average Renewal Rate
3. Based on last-twelve-months as of June 30, 2026

Differentiated Family of Clean and Sustainable Brands Across Our Core Categories that Reinforce Our Brand

Grove Co.™ | CONSCIOUSLY CREATED HOMECARE

- **A Top Natural Cleaning Brand** in the U.S.[1]
  - True to our mission of bringing **safe and sustainable products** to all consumers
    - Focused on **cleaning and home care categories** ripe for disruption

$72M FY25 Net Revenue[2]	**41%** % of Total FY25 Net Revenue[2]
65% FY25 Product Margin	**90%** % of Products with 4+ Stars

Thousands
of Banned Ingredients[3]

1. Grove company website, Digital Commerce 360 and industry reports
2. Owned Brands % of Total Net Revenue per Grove 2025 10-k filed March 5, 2026
3. Internal Grove Co. Ingredient Standards

MEASURING OUR IMPACT

Q2 2026
Financial results

Grove's transformation fuels momentum for future growth

Strategic Pillars - Second Quarter 2026 Summary

Sustainable Profitability

- ➔ Delivered Adjusted EBITDA of $0.5 million in the second quarter, or a 1.3% margin – our third consecutive quarter of positive Adjusted EBITDA. Trailing 12 months of $1.1M Adjusted EBITDA.
- ➔ Operating expenses were down 27% year-over-year
- ➔ Reduced outbound shipping costs through updated carrier strategy

Balance Sheet Strength

- ➔ Ended the quarter with $11.4M in cash, cash equivalents, and restricted cash, an increase of $1.0M from the end of the first quarter
- ➔ Operating cash flow was positive $1.3 million, reflecting favorable working capital movements, including a decrease in inventory, and the benefit of non-cash expenses added back to Net Loss

Revenue Growth

- ➔ Net Revenue of $36.6 million was down 16.9% year-over-year and up 1.0% quarter-over-quarter
- ➔ Launched new eCommerce subscription experience designed to give customers a seamless and customized experience that matches their ordering cadence
- ➔ Net Revenue Per Order was $69.19, an increase of 6.1% year-over-year driven primarily by a larger mix of higher-priced items in customer orders, as well as greater efficiency in promotional spend following the launch of our new loyalty program.
- ➔ Dropship capabilities launched subsequent to quarter end to further expand categories in capital efficient manner.

Human and Environmental Health Leadership

- ➔ Joined 1% for the Planet, committing to donate 1% of annual sales to vetted environmental organizations around the globe
- ➔ Released 2025 Annual Sustainability Report, marking a new company-low plastic intensity of 0.9 lbs per $100 of net revenue

Q2 2026 Financial Results

NET REVENUE	$36.6M	(16.9%) vs LY +1.0% vs Q1 26
GROSS MARGIN	53.6%	-190 bps vs. LY
ADJUSTED EBITDA	$0.5M, 1.3%	+$1.4M, +340 bps vs. LY
OPERATING CASH FLOW	$1.3M	+$0.3M vs. LY

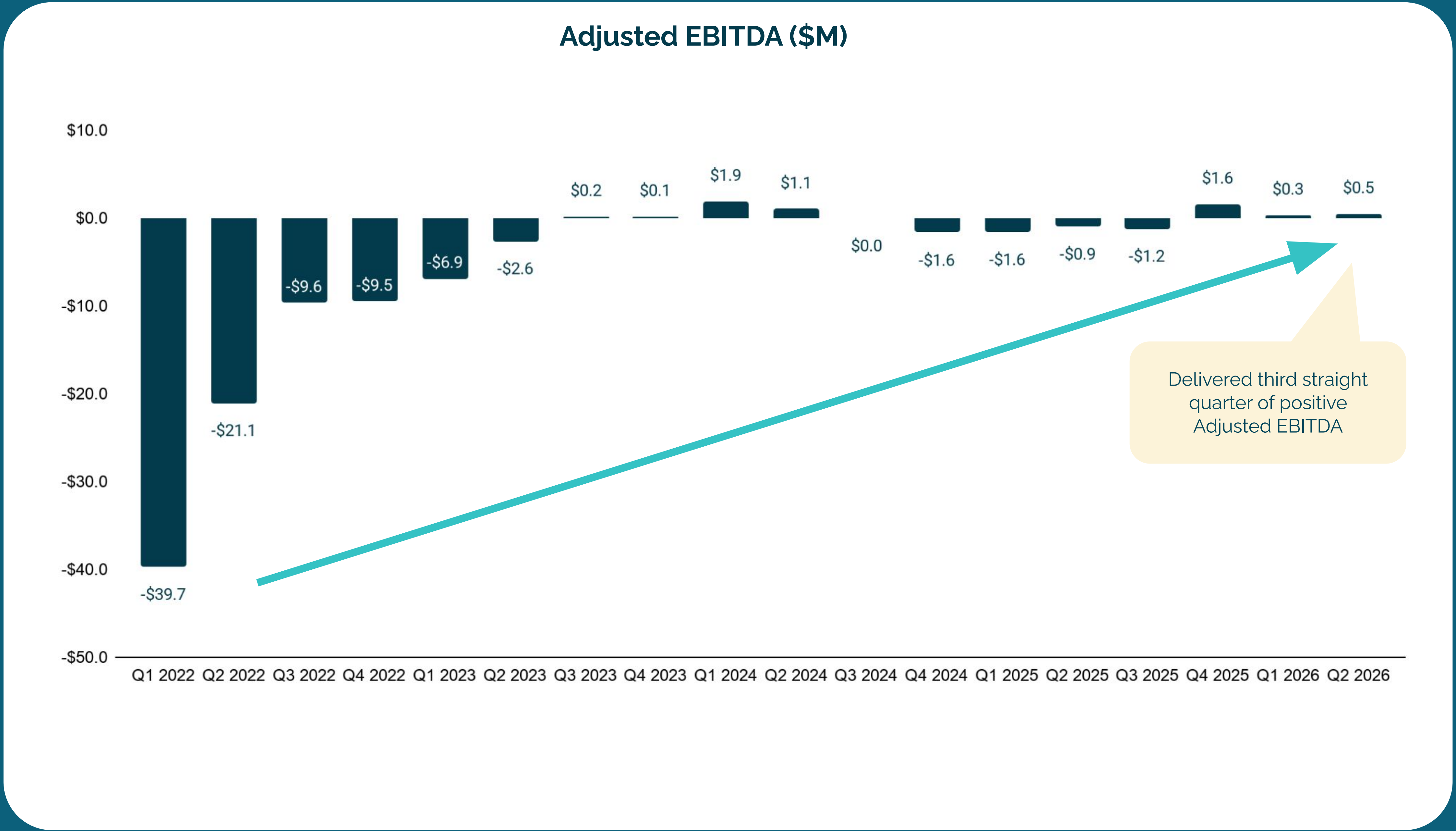
Net Revenue was $36.6 million for the quarter ended June 30, 2026, a decline of 16.9% year-over-year, but an increase of 1.0% compared to the first quarter of 2026. The year-over-year decline was primarily driven by a smaller active customer base entering the year, reflecting the compounding effects of lower advertising investment – consistent with the strategy to prioritize profitability and customer experience improvements before re-accelerating growth – and customer attrition tied to the ecommerce platform disruptions experienced throughout 2025, partially offset by an increase in Direct to Consumer ("DTC") Net Revenue per Order. The sequential increase was driven by growth from non-DTC channels, primarily QVC and Amazon, partially offset by a slight decline in DTC revenue.

Gross Margin was 53.6%, a decrease of 190 basis points compared to 55.4% in the second quarter of 2025. The decrease was primarily driven by one-time disposals in the quarter, as well as a sell-through of previously reserved inventory in the prior year that did not reoccur. These decreases were partially offset by a more targeted promotional strategy, enabled in part by the Grove Green Rewards loyalty program launched in the fourth quarter of 2025.

Adjusted EBITDA was positive $0.5 million, or 1.3% margin. This marks the third consecutive quarter of positive Adjusted EBITDA and reflects the continued focus on operating discipline as the Company invests in the customer experience.

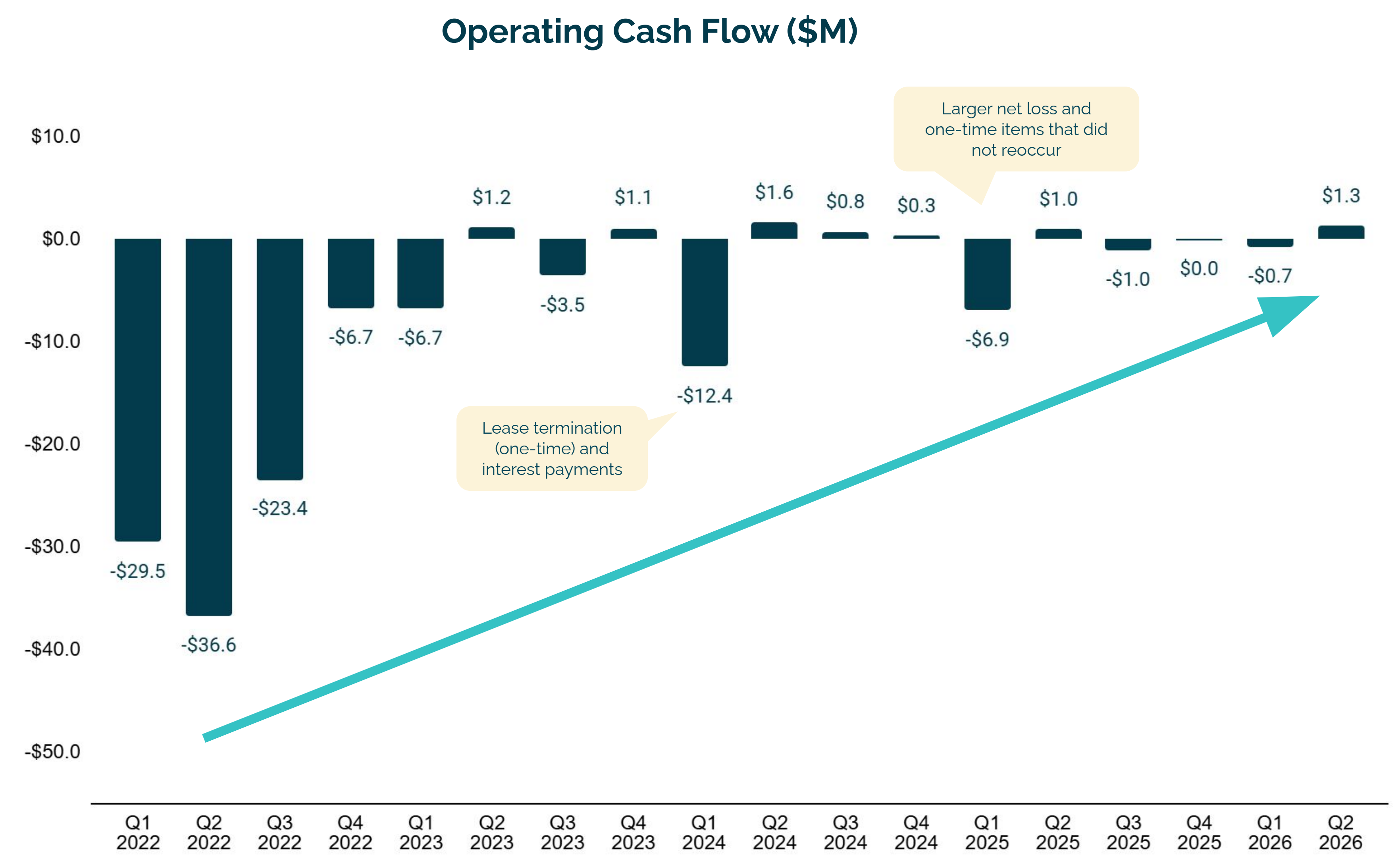
Operating Cash Flow was positive $1.3M for the quarter, reflecting favorable working capital movements, including a decrease in inventory, and the benefit of non-cash expenses added back to Net Loss.

Cost Discipline and Structural Changes are Driving Sustainable Profitability[1]

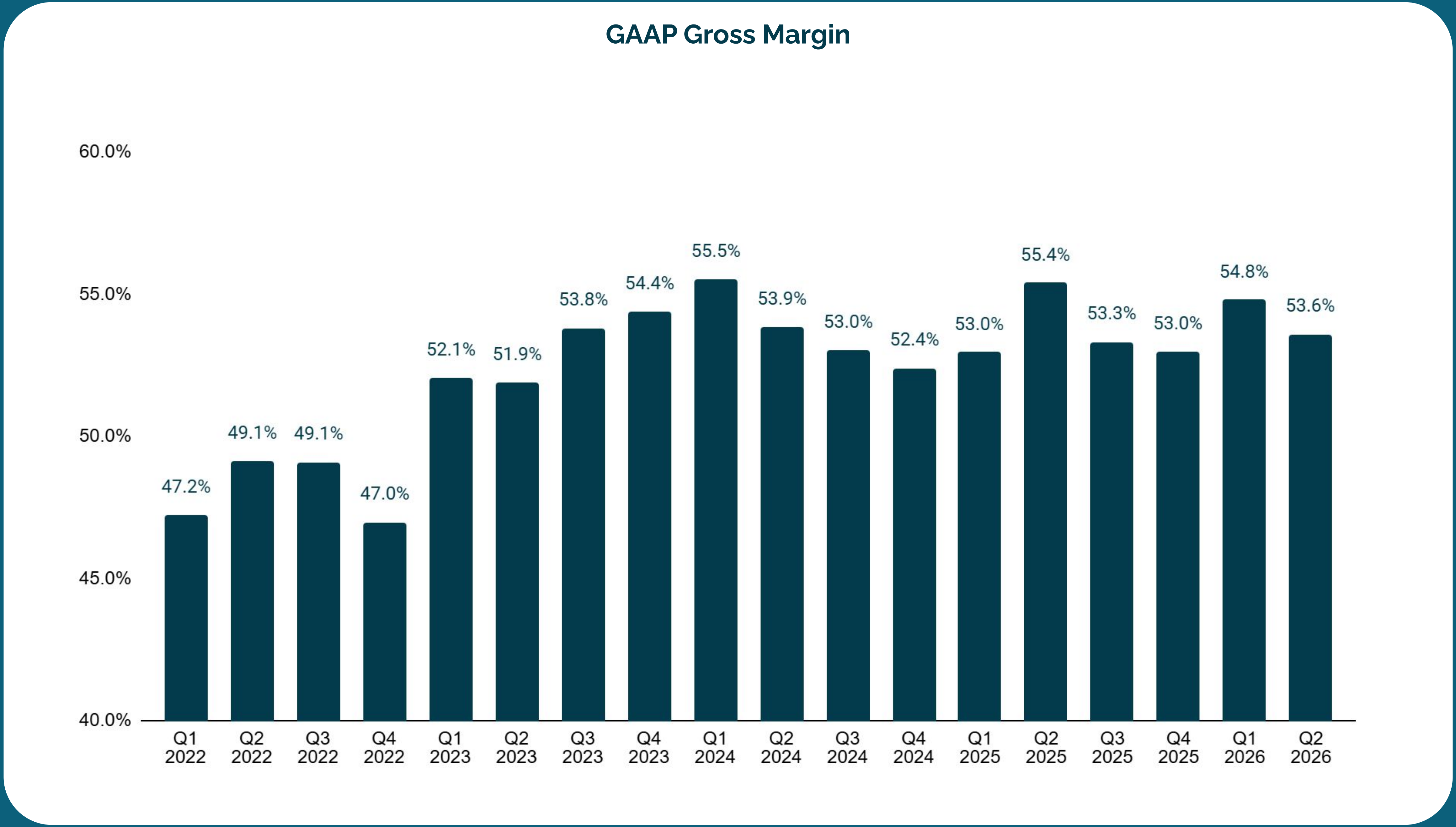


1. Adjusted EBITDA Profitability. See Slide 29 for reconciliation to GAAP Net Income.

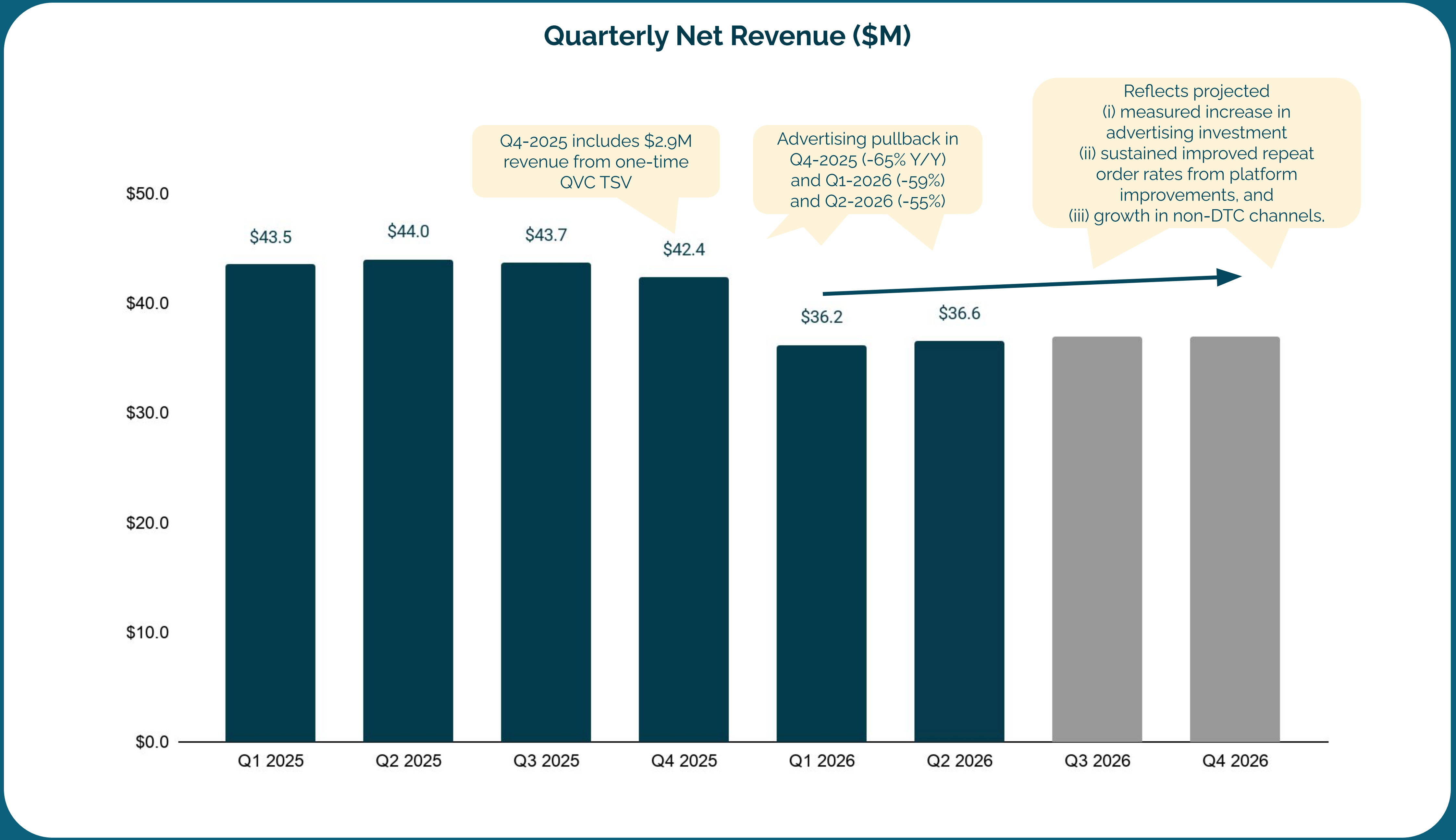
Cash Flow Improvements Reflecting Continued Operational Discipline



Sustained Structural Gross Margin Improvements vs 2022



Q1 Marks the Expected Revenue Trough with Sequential Improvement Expected Through 2026



Financial outlook

Reaffirming 2026 Guidance

Net Revenue	➔ Grove expects full-year Net Revenue of approximately $142.5 million to $152.5 million ➔ Continues to expect sequential revenue improvement in each of the remaining two quarters of 2026
Adjusted EBITDA	➔ Full year 2026 Adjusted EBITDA is expected to be breakeven to positive low single digit millions

Balance Sheet and Cash

Balance Sheet

($MM)	Jun 30, 2026	Dec 31, 2025
Assets		
Current assets:		
Cash & cash equivalents	8.3	8.5
Restricted cash	2.1	2.3
Inventory	19.5	18.4
Prepaids expenses & other current assets	4.0	5.5
Total current assets	**33.9**	**34.7**
Restricted cash, noncurrent	1.0	1.0
Intangible assets, net	2.1	2.3
Property and equipment, net	3.5	3.7
Operating lease right-of-use assets	8.6	9.5
Other long-term assets	1.7	1.9
Total assets	**$50.8**	**$53.1**
Liabilities and Stockholders' Deficit		
Current liabilities:		
Accounts payable	6.4	8.8
Accrued expenses	9.4	9.5
Deferred revenue	6.9	5.0
Debt, current	—	0.8
Operating lease liabilities, current	3.2	2.9
Other current liabilities	1.0	0.7
Total current liabilities	**26.9**	**27.7**
Derivative liabilities	0.7	0.9
Debt, noncurrent	7.5	6.7
Operating lease liabilities, noncurrent	8.4	10.1
Total liabilities	**43.5**	**45.3**
Redeemable convertible preferred stock	24.8	24.8
Common stock	0.0	0.0
Additional paid-in capital	644.6	643.2
Accumulated deficit	(662.2)	(660.2)
Total stockholders' deficit	**(17.5)**	**(17.0)**
Total liabilities and stockholders' deficit	**$50.8**	**$53.1**

Cash & Debt

	Jun 30, 2026	Dec 31, 2025
Ending Cash, Cash Equivalents & Restricted Cash	$11.4 million	$11.8 million
Outstanding Debt	$7.5 million ABL	$7.5 million ABL
ABL Availability	$0.4 million	$1.1 million

Appendix

Adjusted EBITDA Reconciliation - Quarterly

Reconciliation of Net (Loss) Income to Adjusted EBITDA	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026
Net Loss	($47.4)	($35.3)	$7.7	($12.7)	($13.1)	($10.9)	($9.8)	($9.5)	($3.4)	($10.1)	($1.3)	($12.6)	($3.5)	($3.6)	($3.0)	($1.6)	($1.0)	($0.9)
Stock-Based Compensation	$4.5	$20.1	$9.8	$11.3	$4.9	$4.9	$2.1	$3.6	$3.1	$3.4	$2.8	$2.7	$1.0	$1.4	$1.1	$0.8	$0.8	$0.8
Depreciation and Amortization	$1.4	$1.5	$1.4	$1.4	$1.4	$1.4	$1.5	$1.5	$2.2	$2.4	$2.8	$2.4	$0.4	$0.5	$0.4	$0.4	$0.4	$0.4
Changes in Fair Value of Derivative Liabilities	($1.9)	($16.2)	($32.6)	($22.4)	$0.3	($1.7)	$2.7	($1.5)	($0.2)	$0.0	($7.8)	($1.9)	($0.1)	($0.1)	$0.0	($0.2)	($0.1)	($0.1)
Transaction Costs Allocated to Derivative Liabilities upon Business Combination	—	$6.7	$0.2	—	($3.7)	—	—	—	—	—	—	—	—	—	—	—	—	—
Interest Income	($0.0)	($0.1)	($0.2)	($0.5)	($0.4)	($1.0)	($1.2)	($1.1)	($1.1)	($1.0)	($0.6)	($0.4)	($0.2)	($0.1)	($0.1)	($0.1)	($0.1)	($0.1)
Interest Expense	$2.1	$2.3	$2.5	$2.8	$3.7	$4.0	$4.1	$4.2	$4.1	$4.1	$2.9	$1.6	$0.3	$0.3	$0.3	$0.3	$0.3	$0.3
Restructuring Expenses	$1.6	—	$1.4	$5.9	$0.0	$0.6	—	$3.2	($2.9)	$2.2	$1.2	$1.6	—	—	—	$1.9	—	—
Transaction related Costs	—	—	—	—	—	—	—	—	—	—	—	—	$0.6	$0.7	—	—	—	—
Loss on Extinguishment of Debt	—	—	—	$4.7	—	—	—	—	—	—	—	$5.0	—	—	—	—	—	—
Provision for Income Taxes	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0
Litigation and legal settlement expenses	—	—	—	—	—	—	$0.7	($0.2)	—	—	—	—	—	—	—	—	—	—
Adjusted EBITDA	**($39.7)**	**($21.1)**	**($9.6)**	**($9.5)**	**($6.8)**	**($2.6)**	**$0.2**	**$0.1**	**$1.9**	**$1.1**	**($0.0)**	**($1.6)**	**($1.6)**	**($0.9)**	**($1.2)**	**$1.6**	**$0.3**	**$0.5**

$MM [1]

Your home,
family,
planet, healthier.


Grove®
COLLABORATIVE