

**THE LOVESAC COMPANY
CODE OF BUSINESS CONDUCT AND ETHICS**

Adopted September 2, 2020

1. Introduction

This Code of Business Conduct and Ethics (the “Code”) covers a wide range of business practices and procedures. It does not cover every issue that may arise, but it sets out basic principles to guide all directors, officers and associates of The Lovesac Company and its subsidiaries (collectively, “Lovesac” or the “Company”). All directors, officers and associates of Lovesac must conduct themselves accordingly and seek to avoid even the appearance of improper behavior. The Code should also be provided to and followed by Lovesac’s agents and representatives, including consultants.

If you violate the standards in the Code, you may be subject to disciplinary action, up to and including termination of employment. Violators may also be subject to criminal prosecution or civil lawsuits. *If you are in a situation that you believe may violate or lead to a violation of the Code, contact the Chief Financial Officer, the Chair of the Audit Committee, the Chair of the Nominating and Governance Committee, or our outside counsel, Shearman & Sterling, Attn: Kristina Trauger (“Outside Counsel”).*

If a law conflicts with a policy in the Code, you must comply with the law. If you have any questions about these conflicts, you should ask your supervisor how to handle the situation or you can contact the Chief Financial Officer. However, this Code supersedes all other codes of conduct, policies, procedures, instructions, practices, rules or written or verbal representations to the extent that they are inconsistent with the Code. We are committed to continuously reviewing and updating our policies and procedures. The Code, therefore, is subject to modification by the Board of Directors of the Company (the “Board”) or a committee thereof.

Nothing in this Code, in any Lovesac policies and procedures, or in other related communications (verbal or written) creates or implies an employment contract or term of employment or appointment for any person.

2. Purpose

The Code seeks to deter wrongdoing and to promote:

- Honest and ethical conduct, including the ethical handling of actual or apparent conflicts of interest between personal and professional relationships;
- Full, fair, accurate, timely and understandable disclosure in reports and documents that Lovesac files with, or submits to, the Securities and Exchange Commission (the “SEC”) and in other public communications made by Lovesac;
- Compliance with applicable governmental laws, rules and regulations; and
- The prompt internal reporting to an appropriate person or persons identified in the Code of violations of the Code and accountability for adherence to the Code.

3. Compliance with Applicable Laws, Rules and Regulations

Obeying the law is the foundation on which Lovesac's ethical standards are built. You must comply with applicable laws, rules and regulations. Although you are not expected to be experts on these laws, it is important to make the effort to understand the laws and company policies that apply to your specific job responsibilities, review educational materials provided to you and participate in all required training programs, and know enough to determine when to seek advice from supervisors or other appropriate personnel.

4. Compliance at Lovesac

Lovesac has established a structured compliance system to support legal and ethical actions throughout the Company. Compliance with this policy will be led by the Chief Financial Officer and the Nominating and Governance Committee, but the responsibility for compliance is shared by all associates. The Chief Financial Officer will be responsible for overseeing the Lovesac compliance system, including maintaining current policies, conducting training, auditing, monitoring, testing, communication, investigations and enforcement. The Chief Financial Officer will provide oversight for compliance strategy and keep the Board and the Nominating and Governance Committee informed of significant compliance issues, risks and trends.

5. Conflicts of Interest

A "conflict of interest" exists when a person's private interests interfere or conflict in any way with the interests of Lovesac, or impair, or could be perceived to impair a person's business judgment. Decisions should be made strictly on the basis of Lovesac's best interests, without regard to personal concerns. You should avoid situations that present potential conflicts of interest, either real or perceived, and should not engage in activities that would make it difficult or appear to make it difficult for you to perform your work objectively and effectively. Examples of when a conflict of interest or potential conflict of interest may arise include but are not limited to:

- When a director, officer or associate takes actions or has interests that may make it difficult to perform his or her work objectively and effectively.
- When a director, officer or associate, or a member of his or her family, receives improper personal benefits as a result of his or her position with Lovesac.
- When an associate works simultaneously for a competitor or, except on our behalf, a customer or supplier. You are not allowed to work for a competitor in any capacity.
- When a director, officer or associate serves as a member of the board of directors or advisory board of any company that competes with Lovesac.
- When a director, officer or associate invests in a customer, supplier, developer or competitor of Lovesac. In deciding whether to make such an investment, you should consider the size and nature of the investment, your ability to influence decisions of Lovesac or of the other company, your access to confidential information of Lovesac or of the other company, and the nature of the relationship between Lovesac and the other company.
- When a director, officer or associate conducts Lovesac business with a relative or significant other, or with a business with which a relative or significant other is

associated in any significant role. Relatives include spouse, sister, brother, daughter, son, mother, father, grandparents, aunts, uncles, nieces, nephews, cousins, step relationships and in-laws. Significant others include persons living in a spousal or familial fashion (including same sex) with an associate, officer or director.

Conflicts of interest should be avoided and, in all cases, must promptly be disclosed fully to the Chief Financial Officer or the Chair of the Nominating and Governance Committee. In the case of any director, the Chief Executive Officer or any other executive officer, disclosure must be made to the Chair of the Nominating and Governance Committee. Following such disclosure, the matter shall be considered by the full Board in order to determine what, if any, corrective action is required. In the case of any other associate, disclosure must be made to the Chief Financial Officer. Following such disclosure, the matter shall be considered by the Chief Financial Officer or shall be considered pursuant to guidelines approved by the Chief Financial Officer in order to determine what, if any, corrective action is required. Conflicts of interest may not always be clear-cut, so if you have a question, you should consult with higher levels of management or our Chief Financial Officer. If you become aware of a conflict or potential conflict, you should bring it to the attention of your supervisor or other appropriate personnel or consult the procedures described in Sections 22 and 23 of this Code.

6. Public Disclosure of Information

The federal securities laws require Lovesac to disclose certain information in various reports that the Company must file with or submit to the SEC. In addition, from time to time, Lovesac makes other public communications, such as issuing press releases.

Lovesac expects all directors, officers and associates who are involved in the preparation of SEC reports or other public documents to (a) ensure that the information disclosed in those documents is complete, fair, accurate, timely and understandable and (b) be familiar with and comply with the Company's disclosure controls and procedures and its internal control over financial reporting.

To the extent that you reasonably believe that questionable accounting or auditing conduct or practices have occurred or are occurring, you should report those concerns to the Chair of the Audit Committee.

7. Insider Trading

You are not permitted to use or share confidential information for stock trading purposes or for any other purpose, except the conduct of our business. All non-public information about Lovesac should be considered confidential information until it has been adequately disclosed to the public. Also, you may not trade in the securities of other companies about which you learn material, non-public information through the course of your employment with, or service to, Lovesac. "Material non-public information" includes information that is not available to the public at large that could affect the market price of Lovesac securities or another company's securities and that a reasonable investor would consider important in deciding whether to buy, sell or hold the securities. To use material non-public information for personal financial benefit or to "tip"

others who might make an investment decision on the basis of this information is not only unethical, but also illegal, and could result in criminal prosecution, in addition to the termination of your employment. In order to assist with compliance with laws against insider trading, the Company has adopted an Insider Trading Policy. A copy of this policy is included within the Associate Handbook. If you have any questions regarding the Company's Insider Trading Policy or as to whether information is material or has been adequately disclosed, please consult the Chief Financial Officer or Outside Counsel.

8. Corporate Opportunities

You are prohibited from taking for yourself (or for the benefit of friends or relatives) opportunities that are discovered through the use of corporate property, information or position without the informed prior consent of the Board. You may not use corporate property or information obtained through your position with Lovesac for improper personal gain, and you may not compete with Lovesac directly or indirectly. Furthermore, you owe a duty to Lovesac to advance its legitimate interests when such an opportunity arises.

9. Competition and Fair Dealing

Lovesac is committed to outperforming its competition fairly and honestly. Misappropriating proprietary information, possessing trade secret information that was obtained without the owner's consent, or inducing such disclosures by past or present associates of other companies is prohibited. You should endeavor to respect the rights of and deal fairly with Lovesac's customers, suppliers and competitors and their associates.

10. Antitrust and Competition Laws

Lovesac's company policy is to comply fully with both the letter and spirit of antitrust and competition laws. One general concept is that all companies should compete individually rather than enter into agreements with others to restrict competition. In order to avoid creating even the appearance of improper agreements, the Company prohibits:

- discussions or other contacts with competitors regarding price fixing, stabilization, or discrimination;
- discussions or other contacts with suppliers and customers about issues that could unfairly restrict trade, such as excluding competitors from the marketplace;
- discussions or other contacts with competitors regarding territories or markets in which competitive products will be sold, allocation of markets or customers, or limitations on the sale of products; and
- discussions or other contacts with others to boycott customers or suppliers.

Another general concept is that companies should not engage in unfair competitive practices. Each associate, officer, and director of the Company will deal fairly and honestly with customers, suppliers, partners, and competitors. No one will engage in any unfair dealing, which could include, but would not be limited to, the following: misrepresenting (affirmatively or by omission) material facts, abusing privileged or confidential information, obtaining market data and

other information from unauthorized sources, and making inaccurate or malicious statements about competitors or competitive products.

Many countries have antitrust or competition laws that vary significantly from U.S. laws. Antitrust and competition laws in other countries may regulate, among other things, distribution agreements; patent, copyright, and trademark licenses; territorial and other restrictions on resellers and licensees; rebates and discounts to customers; refusals to deal; and licensing and pricing policies generally. All customers within the same competitive market must generally be treated on a fair and equitable basis with respect to prices, terms, and trade promotion. Violation of antitrust and competition laws carry stiff financial penalties and sometimes jail sentences. Because the laws are complex, please consult the Chief Financial Officer or Outside Counsel before acting if you have any questions.

11. Gifts

The purpose of business entertainment and gifts in a commercial setting is to create good will and sound working relationships, not to gain unfair advantage with those with whom Lovesac does business. No gift or entertainment should ever be offered, given, provided or accepted by you unless it:

- is not a cash gift,
- is consistent with customary business practices,
- is not excessive in value,
- cannot be construed as a bribe or payoff, and
- does not violate any laws or regulations.

You should take particular care to avoid accepting any favor or anything of value which could reasonably be interpreted as influencing your judgment in performing your duties for Lovesac. Please discuss with your supervisors any gifts or proposed gifts that you are not certain are appropriate for receipt or for giving.

12. Discrimination and Harassment

The diversity of Lovesac's associates is a tremendous asset. Lovesac is firmly committed to providing equal opportunity in all aspects of employment (including without limitation hiring, promoting and terminating) and will not tolerate any illegal discrimination or harassment of any kind. Examples of such behavior include derogatory comments based on racial or ethnic characteristics and unwelcome sexual advances.

13. Health and Safety

Lovesac strives to provide its associates with a safe and healthy work environment. You are responsible for helping to maintain a safe and healthy workplace for all associates by following safety and health rules and reporting accidents, injuries and unsafe equipment, practices or conditions.

Violence and threatening behavior are not permitted. Associates should report to work in condition to perform their duties, free from the influence of illegal drugs or alcohol. The abuse of alcohol or illegal drugs in the workplace will not be tolerated and constitutes a violation of Company policy.

14. Financial Reporting and Record-Keeping

Lovesac requires honest and accurate recording and reporting of information in order to make responsible business decisions and to comply with the law. For example, associates who must report their hours worked should only report the true and actual number of hours worked (whether for purposes of individual pay or for purposes of reporting such information to customers). Lovesac also requires each director and associate to disclose any transaction or arrangement among such individual or any family member or affiliated entity of such individual, on the one hand, and any other director, associate or any family member or affiliated entity of such other individual, on the other hand, that in any way relates to or arises out of such individual's professional or working relationship with Lovesac.

Many associates regularly use business expense accounts, which must be documented and recorded accurately in accordance with the Company's policies. If you are not sure whether you may seek reimbursement for a certain expense, ask your supervisor or the Chief Financial Officer.

All of Lovesac's books, records, accounts and financial statements must be maintained in reasonable detail, must appropriately reflect Lovesac's transactions and must conform both to applicable legal requirements and to Lovesac's system of internal controls. Business transactions shall be reported promptly and accurately in order to permit the preparation of accurate financial and other records and shall be executed only by associates authorized to do so. Associates are prohibited from knowingly making untrue or misleading statements to our independent auditors or internal auditors or causing anyone else to do so, and no associate may seek to improperly influence, directly or indirectly, the auditing of our financial records. Data transmitted and/or stored electronically by the Company shall be protected from errors, disasters, misuse, unauthorized access and fraud.

No associate may create or participate in the creation of any records that contain false information or that are intended to mislead anyone or conceal anything that is improper. To ensure that records accurately and fairly represent all business transactions: all assets and transactions must be recorded in normal books and records; no unrecorded funds shall be established or maintained for any purpose; all expense reports must accurately reflect the true nature of the expense; and oral and written descriptions of transactions, whether completed or contemplated, provided to those responsible for the preparation or verification of financial records must be accurate. If an associate becomes aware of any improper accounting or financial reporting practice or any improperly recorded or documented transaction, he or she should report the matter immediately to the Chief Financial Officer or the Chair of the Audit Committee.

Business records and communications (including internal or external e-mails) very often become public, and you should avoid exaggeration, derogatory remarks, guesswork or inappropriate characterizations of people and companies that can be misunderstood or misconstrued. This policy applies equally to e-mail, internal memos and formal reports. You

should always remember that writings or images on your computer screen, screen savers, and pictures or videos you retain or view on your computer screen must comply with the Company's policies including, without limitation, harassment and discrimination. Records should always be retained or destroyed according to Lovesac's record retention policies. In accordance with those policies, in the event of litigation or governmental investigation, you must not delete or alter any e-mail that is directly or indirectly related to the subject of the litigation or investigation, or otherwise take any action that could be construed as an effort to obstruct the litigation or investigation. A director or associate who is found to have violated this policy could be subject to criminal penalties, among other things.

15. Document Retention

Lovesac has records retention and disposal procedures to ensure that Company records are maintained, stored, and, when appropriate, destroyed in accordance with Lovesac needs and in compliance with applicable legal, regulatory, environmental, tax, employment and trade requirements. You are expected to be familiar with the specific requirements applicable to your position. Regular document destruction must stop immediately if you are aware of a legal request for such documents or if Chief Financial Officer has issued a document hold notice. If an associate is unsure whether a document has been placed under a legal hold, such associate should preserve and protect that document while the Chief Financial Officer is contacted.

16. Confidentiality

You must maintain the confidentiality of confidential information entrusted to you by Lovesac, except when disclosure is authorized by Lovesac's established written policies or its Chief Financial Officer or required by laws or regulations. Confidential information includes all non-public information that might be of use to competitors, or harmful to Lovesac, if disclosed, and information that suppliers and other business partners have entrusted to us. The obligation to preserve confidential information continues even after employment ends. In connection with this obligation, every associate is required to execute a confidentiality and proprietary information agreement when he or she began his or her employment with Lovesac. Please contact the Chief Financial Officer if you need a copy of your signed confidentiality and proprietary information agreement or if you do not recall signing such an agreement at your hiring.

17. Protection and Proper Use of Lovesac Assets

You should endeavor to protect Lovesac's assets and ensure their efficient use. Any suspected incident of fraud or theft should immediately be reported for investigation. Lovesac equipment should not be used for non-Lovesac business, though limited incidental personal use is permitted.

Your obligation to protect Lovesac's assets includes protecting its proprietary information. Proprietary information includes intellectual property such as trade secrets, patents, trademarks and copyrights, as well as business or marketing plans, scientific and manufacturing ideas, designs, databases, records, salary information and any unpublished financial data and reports. Unauthorized use or distribution of such information would violate Lovesac policy and could also be illegal and result in civil or even criminal penalties.

18. Bribery and Corruption

Most countries have laws that forbid the making, offering, or promise of any payment or anything of value (directly or indirectly) to a government official, particularly when the payment is intended to influence an official act or decision to award or retain business. Most commonly, these rules apply to our interactions with government agencies that approve and regulate our products. In addition, the U.S. Foreign Corrupt Practices Act prohibits giving anything of value, directly or indirectly, to officials of foreign governments or foreign political candidates in order to obtain or retain business. Accordingly, no payment of money, gifts, services, entertainment or anything of value is to be offered or made available in any amount, directly or indirectly, for the purpose of influencing an official act or obtaining or retaining business, to any federal, state, local or foreign government official, or associate, candidate for public office, or political party.

Lovesac also prohibits “commercial bribery” that refers to the furnishing of something of value to an intermediary without his or her supervisor’s knowledge, with the intent to influence a third party’s commercial conduct. Accordingly, the Company prohibits any associate, consultant, middleman, or other agent acting on such individual’s behalf or on behalf of the Company from directly or indirectly engaging in commercial bribery.

The promise, offer or delivery of a gift, favor or other gratuity in violation of these rules may not only violate Lovesac policy, but could also be a criminal offense. Contact the Chief Financial Officer for additional information or with any concerns.

19. Trade Issues

In a global marketplace, our contact with various parties around the world increases daily. The U.S. and other countries where Lovesac products may be manufactured or sold have laws that restrict or prohibit doing business with certain countries and parties. Likewise, while most countries regulate international trade (imports and exports generally), many countries also restrict or prohibit transactions involving certain products and technology. The U.S. also has laws that regulate how companies must respond to boycotts enforced by one set of countries against another. Associates responsible for shipping or receiving goods, technology or services must be aware of import, export, anti-boycott, and other trade laws and how they apply. Associates must be alert to requests for any such information as they are common in documents such as letters of credit and shipping documents. Not only is furnishing the information illegal, but U.S. law requires the Company to report the mere request for such information. Please report any such requests to the Chief Financial Officer.

20. Government Requests for Information

Lovesac will cooperate fully with any government investigation. However, the Company should have the opportunity to be adequately represented in such investigations by its own legal counsel. Accordingly, if associates obtain information that would lead them to believe that a government investigation or inquiry is underway, this information should be communicated immediately to the Chief Financial Officer. From time to time, government regulators may contact associates directly in the course of an investigation. You are free to decide on your own whether you wish to speak with a government investigator. Any information you convey to the agency

must be truthful and accurate. No Lovesac associate will be retaliated against for conveying truthful and accurate information to a government agency, or for responding in good faith to an inquiry from a government agency. Lovesac urges you, before sharing any company information with a person who represents himself or herself to be affiliated with a government agency, to ensure and confirm that the person in fact holds an official government capacity.

21. Waivers of the Code

Waivers of the Code may only be granted by Lovesac's Chief Financial Officer; provided, however, that any waiver of the Code for executive officers or directors may be granted only by the Board of Directors. Any such waiver of the Code for executive officers or directors, and the reasons for such waiver, will be disclosed in Lovesac's public filings, as required by law or securities exchange regulations.

22. Reporting Illegal or Unethical Behavior

You are encouraged to talk to supervisors or other appropriate personnel about observed illegal or unethical behavior or when in doubt about the best course of action in a particular situation. Any associate who suspects a violation of this Code, or any law or regulation, should bring the matter to the attention of the Chief Financial Officer, the Chair of the Nominating and Governance Committee, and/or Chair of the Audit Committee as soon as possible. After receiving a report of an alleged prohibited action, the Company will investigate and take such action as it determines necessary to protect its best interest. In those cases where violations have occurred, disciplinary action will be taken, ranging from reprimand to termination. Violators may also be subject to criminal prosecution or civil lawsuits. It is the policy of Lovesac not to allow retaliation for reports of misconduct by others made in good faith by associates. You are required by Company policy to cooperate in internal investigations of misconduct.

You may, on an anonymous basis, submit a good-faith concern regarding questionable accounting or auditing matters without fear of dismissal or retaliation of any kind by contacting the Chair of the Audit Committee. Contact information is set forth in the Associate Handbook, on the Company's web site, and in the Company's proxy statements filed with the SEC.

23. Upholding the Standards - Our Commitment and Yours

We must all work to ensure prompt and consistent action against violations of the Code. However, in some situations it is difficult to know if a violation has occurred. Since we cannot anticipate every situation that will arise, it is important that we have a way to approach a new question or problem. These are the steps to keep in mind:

- Make sure you have all the facts. In order to reach the right solutions, we must be as fully informed as possible.
- Ask yourself: What specifically am I being asked to do? Does it seem unethical or improper? These questions will enable you to focus on the specific question you are faced with and the alternatives you have. Use your judgment and common sense; if something seems unethical or improper, it probably is.

- Clarify your responsibility and role. In most situations, there is shared responsibility. Are your colleagues informed? It may help to get others involved and discuss the problem.
- Discuss the problem with your supervisor. This is the basic guidance for all situations. In many cases, your supervisor will be more knowledgeable about the question and will appreciate being brought into the decision-making process. It is your supervisor's responsibility to help solve problems.
- Seek help from Lovesac resources.

In the rare case where it may not be appropriate to discuss an issue with your supervisor or where you do not feel comfortable approaching your supervisor with your question, discuss it with the Chief Financial Officer, the Chair of the Nominating and Governance Committee, and/or the Chair of the Audit Committee.

You may report legal or ethical violations on a confidential or anonymous basis and without fear of retaliation to the email address of any of these persons. These email addresses are included in the Associate Handbook. If your situation requires that your identity be kept secret, your anonymity will be protected to the greatest extent possible. In this regard, Lovesac encourages you to draft and send such an emailed report using a non-Company computer, to assist in the protection of your anonymity. Lovesac does not permit retaliation of any kind against associates for good-faith reports of ethical violations and you should never feel pressured to violate a law or policy. Any associate who retaliates against another associate for reporting problems will be subject to disciplinary action, which may include termination of employment. If an associate believes that he or she has been subjected to any action that violates this non-retaliation policy, he or she should report that action to the Chief Financial Officer or the Chair of the Nominating and Governance Committee. Always ask first, act later. If you are unsure of what to do in any situation, seek guidance.

24. Review of Code

The Board of Directors or the Nominating and Governance Committee shall at least annually review and reassess this Code and submit any recommended changes to the Board for its consideration.

ACKNOWLEDGMENT OF RECEIPT AND REVIEW

To be signed and returned to the Chief Financial Officer.

I, _____, acknowledge that I have received and read a copy of The Lovesac Company’s Code of Business Conduct and Ethics. I understand the contents of the Code, and I agree to comply with the policies and procedures set out in the Code.

NAME

PRINTED NAME

DATE