

September 27, 2022



Grove Co. Continues Retail Expansion with Entry Into Thousands of More Stores

Leading sustainable CPG company's plastic-free household products are now on shelves at 2,200 additional stores

SAN FRANCISCO--(BUSINESS WIRE)-- Grove Collaborative Holdings, Inc. (NYSE: GROV) ("Grove" or "the Company"), a leading sustainable consumer products company and Certified B Corp, today announced a notable retail expansion for Grove Co., its flagship home care brand, with its first drugstore retailer. As the Company continues to drive omni-channel growth, Grove, which is committed to become 100% plastic-free by 2025, has added its product assortment of zero plastic waste cleaner concentrates, dish soaps, and dishwasher detergent packs to 2,200 additional stores.

On the heels of the brand's recent expansion into Kohl's, Meijer and Giant Eagle, and amid the continued success of its first major retail partnership with Target, the Company has more than doubled its retail door count since early 2021. This retail expansion is the latest milestone in the Company's ongoing journey to help more consumers adopt a sustainable lifestyle by providing greater access to high-performing and plastic-free products across the country.

"By growing our distribution, we're making it easier for consumers to shop for planet-friendly, high-performing products that do not rely on plastic packaging," said Stuart Landesberg, co-founder and CEO of Grove Collaborative. "Across the country, as consumers continue to see environmental crises manifest, consumers want zero plastic and sustainable products everywhere. Our latest retail expansion is a testament to our ongoing growth as an omni-channel company, and it is an important milestone for Grove as we continue on our path to transform the consumer products industry into a positive force for human and environmental good."

Grove sees significant long-term opportunity for the business, with retail being critical to the Company's omni-channel strategy, as retail currently accounts for 90% of purchases in the categories in which Grove competes. Grove Co. has seen success with Target, where it was the no. 1 launch in the Hand, Dish and Cleaners category in 2021, and this year doubled its product assortment in both the retailer's physical stores and on Target.com. Also this year, Grove Co. entered Kohl's, Giant Eagle and Meijer, adding more than 700 doors across the three retailers.

Since its launch in 2016, Grove has provided millions of U.S. households with sustainable alternatives to conventional household products. More than 28 billion pounds of plastic packaging is created every year in the U.S., but less than 9% of plastic is recycled, no matter how much we put into our recycling bins. Grove is teaming up with retailers and industry leaders to innovate away from plastic and make products with sustainable

packaging, safer ingredients and superior performance more readily available to consumers.

About Grove Collaborative Holdings, Inc.

Launched in 2016 as a Certified B Corp, Grove Collaborative Holdings Inc. (NYSE: GROV) (“Grove”) is transforming consumer products into a positive force for human and environmental good. Driven by the belief that sustainability is the only future, Grove creates and curates more than 150 high-performing eco-friendly brands of household cleaning, personal care, laundry, clean beauty, baby and pet care products serving millions of households across the U.S. each year. With a flexible monthly delivery model and access to knowledgeable Grove Guides, Grove makes it easy for everyone to build sustainable routines.

Every product Grove offers — from its flagship brand of sustainable home care essentials, Grove Co., plastic-free, vegan personal care line, Peach Not Plastic, and zero-waste pet care brand, Good Fur, to its exceptional third-party brands — has been vetted against Grove’s strict standards to be beautifully effective, supportive of healthy habits, ethically produced and cruelty-free. Grove Collaborative is a public benefit corporation on a mission to move Beyond Plastic™ and in 2021, entered physical retail for the first time at Target stores nationwide. Grove is the first plastic neutral retailer in the world and is committed to being 100% plastic-free by 2025.

For more information, visit www.grove.com.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20220927005362/en/>

Investors

Alexis Tessier

ir@grove.co

Media

ICR Inc.

GrovePR@icrinc.com

Source: Grove Collaborative, Inc.