

UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA  
SAN JOSE DIVISION

RETAIL WHOLESALE DEPARTMENT STORE UNION  
LOCAL 338 RETIREMENT FUND, et al.,

Plaintiffs,

v.

STITCH FIX, INC., et al.,

Defendants.

Case No. 5:22-cv-04893-PCP

CLASS ACTION

Courtroom: Courtroom 8 - 4th Floor

Judge: Hon. P. Casey Pitts

**NOTICE OF (I) PENDENCY OF CLASS ACTION  
AND PROPOSED SETTLEMENT; (II) SETTLEMENT HEARING; AND  
(III) MOTION FOR ATTORNEYS' FEES AND LITIGATION EXPENSES**

**NOTICE OF PENDENCY OF CLASS ACTION:** Please be advised that your rights will be affected by the above-captioned securities class action ("Action") if you purchased or acquired the common stock of Stitch Fix, Inc. ("Stitch Fix" or the "Company") from June 9, 2020 through June 9, 2022, inclusive (the "Settlement Class Period"), and were damaged thereby ("Settlement Class").<sup>1</sup>

**NOTICE OF PROPOSED SETTLEMENT:** Please also be advised that the Court-appointed Lead Plaintiffs Retail Wholesale Department Store Union Local 338 Retirement Fund, Retail Wholesale Department Store Union Local 338 Health & Welfare Fund, Retail Wholesale Department Store Union Local 338 General Fund, and Retail Wholesale Department Store Union Local 338 Benefits Trust Fund (the "Local 338 Funds" or "Lead Plaintiffs"), on behalf of themselves and the Settlement Class, has reached a proposed settlement of the Action for **\$32,000,000** in cash ("Settlement").

**PLEASE READ THIS NOTICE CAREFULLY. This Notice explains important rights you may have, including the possible receipt of a payment from the Settlement. If you are a member of the Settlement Class, your legal rights will be affected whether or not you act.**

1. **Description of the Action and the Settlement Class:** This Notice relates to a proposed Settlement of claims in a pending securities class action brought by Lead Plaintiffs, on behalf of themselves and other members of the Settlement Class, against Stitch Fix and two of its former Chief Executive Officers, Katrina Lake and Elizabeth Spaulding (Ms. Lake and Ms. Spaulding are referred to as the "Individual Defendants" and, together with Stitch Fix, as "Defendants"). In the Action, Lead Plaintiffs allege that Defendants violated the federal securities laws by making materially false and misleading statements to investors during the Settlement Class Period concerning Stitch Fix's new business line called "Direct Buy" and whether Direct Buy was "additive," "incremental" and "complementary" to the Company's core business. A more detailed description of the Action is set forth in ¶¶ 11-24 below. As noted below, Defendants have denied and continue to deny all claims and allegations of wrongdoing asserted against them in the Action. The proposed Settlement, if approved by the Court, will settle claims of the Settlement Class, as defined in ¶ 32 below.

2. **Statement of the Settlement Class's Recovery:** Subject to Court approval, Lead Plaintiffs, on behalf of the Settlement Class, have agreed to settle the Action in exchange for a cash payment of \$32,000,000 ("Settlement Amount") to be deposited into an escrow account. The Net Settlement Fund (as defined below at ¶ 46) will be distributed to eligible Settlement Class Members in accordance with a plan of allocation approved by the Court. The plan of allocation being proposed by Lead Plaintiffs ("Plan of Allocation") is attached hereto as Appendix A.

3. **Estimate of Average Amount of Recovery Per Share:** Based on Lead Plaintiffs' damages consultant's estimate of the number of shares of Stitch Fix common stock eligible to participate in the Settlement, and assuming that all investors eligible to participate do so, the estimated average recovery (before deduction of any Court-approved fees and expenses) will be approximately \$0.17 per eligible share. **Settlement Class Members should note, however, that the foregoing is only an estimate.** Some Settlement Class Members may recover more or less than this amount per share depending on: (i) when and the price at which they purchased or acquired shares of Stitch Fix common stock; (ii) whether they sold their shares of Stitch Fix common stock; (iii) the total number and value of valid Claims submitted; (iv) the amount of Notice and Administration Costs; and (v) the amount of attorneys' fees and Litigation Expenses awarded by the Court.

<sup>1</sup> All capitalized terms not defined in this Notice have the meanings provided in the Stipulation and Agreement of Settlement dated February 6, 2026 ("Stipulation"). The Stipulation can be viewed at [www.StitchFixSecuritiesLitigation.com](http://www.StitchFixSecuritiesLitigation.com).

4. **Average Amount of Damages Per Share:** The Parties do not agree on the average amount of damages per share of Stitch Fix common stock that would be recoverable if Lead Plaintiffs prevailed in the Action. Among other things, Defendants do not agree with the assertion that they violated the federal securities laws or that any damages were suffered by any members of the Settlement Class as a result of Defendants' conduct.

5. **Attorneys' Fees and Expenses Sought:** Court-appointed Lead Counsel, Bernstein Litowitz Berger & Grossmann LLP, has prosecuted this Action on a wholly contingent basis and has not received any attorneys' fees (or payment of expenses) for its representation of the Settlement Class. For its efforts, Lead Counsel will apply to the Court for attorneys' fees for Plaintiffs' Counsel in an amount not to exceed 25% of the Settlement Fund.<sup>2</sup> Lead Counsel will also apply for payment of Litigation Expenses incurred in connection with the institution, prosecution, and resolution of the Action, in an amount not to exceed \$300,000, which amount may include a request for reimbursement of the reasonable costs and expenses incurred by Lead Plaintiffs directly related to their representation of the Settlement Class. If the Court approves the maximum amount of the foregoing fees and expenses, the estimated average cost per eligible share of Stitch Fix common stock will be approximately \$0.04 per share. **Please note that this amount is only an estimate.**

6. **Identification of Attorneys' Representatives:** Lead Plaintiffs and the Settlement Class are represented by Rebecca E. Boon, Esq. of Bernstein Litowitz Berger & Grossmann LLP, 1251 Avenue of the Americas, New York, NY 10020, 1-800-380-8496, settlements@blbglaw.com.

7. **Reasons for the Settlement:** For Lead Plaintiffs, the principal reason for the Settlement is the guaranteed cash benefit for the Settlement Class without the risk, delays, and increased costs inherent in further litigation. Moreover, the cash benefit provided under the Settlement must be considered against the risk that a smaller recovery—or indeed no recovery at all—might be achieved after further litigation, including summary judgment, trial and possible appeals. Defendants, who deny all allegations of wrongdoing or liability whatsoever and deny that Settlement Class Members were damaged, are entering into the Settlement solely to eliminate the burden, expense, uncertainty, risk, and distraction of further protracted litigation.

<b>YOUR LEGAL RIGHTS AND OPTIONS IN THE SETTLEMENT</b>	
<b>SUBMIT A CLAIM FORM POSTMARKED (IF MAILED), OR ONLINE, NO LATER THAN OCTOBER 7, 2026.</b>	This is the only way to be eligible to receive a payment from the Settlement.
<b>EXCLUDE YOURSELF FROM THE SETTLEMENT CLASS BY SUBMITTING A WRITTEN REQUEST FOR EXCLUSION SO THAT IT IS RECEIVED NO LATER THAN AUGUST 27, 2026.</b>	Get no payment from the Settlement. This is the only option that may allow you to ever bring or be part of any other lawsuit against Defendants or the other Defendants' Releasees concerning the Released Plaintiffs' Claims.
<b>OBJECT TO THE SETTLEMENT BY SUBMITTING A WRITTEN OBJECTION SO THAT IT IS FILED OR POSTMARKED NO LATER THAN AUGUST 27, 2026.</b>	Write to the Court about why you do not like the proposed Settlement, the proposed Plan of Allocation, and/or Lead Counsel's request for attorneys' fees and Litigation Expenses. This will not exclude you from the Settlement Class.
<b>GO TO A HEARING ON SEPTEMBER 24, 2026 AT 10:00 A.M. PACIFIC TIME</b>	Ask to speak in Court at the Settlement Hearing, at the discretion of the Court, about the proposed Settlement, the proposed Plan of Allocation, and/or Lead Counsel's request for attorneys' fees and Litigation Expenses. If you have filed a written objection and wish to appear at the hearing, you must also file a notice of intention to appear by August 27, 2026.
<b>DO NOTHING.</b>	Get no payment from the Settlement. You will, however, remain a member of the Settlement Class, which means that you give up any right you may have to sue about the claims that are being resolved by the Settlement and you will be bound by any judgments or orders entered by the Court in the Action.

These rights and options—and the deadlines to exercise them—are further explained in this Notice. **Please Note:** The date and time of the Settlement Hearing, currently scheduled for September 24, 2026 at 10:00 a.m. Pacific Time, is subject to change without further written notice to the Settlement Class. It is also within the Court's discretion to hold the hearing by video or telephonic conference. If you plan to attend the hearing, you should check [www.StitchFixSecuritiesLitigation.com](http://www.StitchFixSecuritiesLitigation.com) or with Lead Counsel to confirm no change to the date and/or time of the hearing has been made.

<sup>2</sup> "Plaintiffs' Counsel" means Lead Counsel and additional counsel for the Local 338 Funds, Friedman & Anspach.

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## WHY DID I GET THIS NOTICE?

8. The Court directed that this Notice be mailed to you because you or someone in your family or an investment account for which you serve as a custodian may have purchased or otherwise acquired Stitch Fix common stock during the Settlement Class Period. The Court has directed us to send you this Notice because, as a potential Settlement Class Member, you have a right to know about your options before the Court rules on the proposed Settlement. Additionally, you have the right to understand how this class action lawsuit may generally affect your legal rights. If the Court approves the Settlement and the Plan of Allocation (or some other plan of allocation), the Claims Administrator selected by Lead Plaintiffs and approved by the Court will make payments pursuant to the Settlement after any objections and appeals are resolved.

9. The purpose of this Notice is to inform you of the existence of this case, that it is a class action, how you might be affected, and how to exclude yourself from the Settlement Class if you wish to do so. It is also being sent to inform you of the terms of the proposed Settlement and of a hearing to be held by the Court to consider the fairness, reasonableness, and adequacy of the Settlement, the proposed Plan of Allocation, and the motion by Lead Counsel for an award of attorneys' fees and payment of Litigation Expenses (the "Settlement Hearing"). See ¶¶ 62-63 below for details about the Settlement Hearing, including the date and location of the hearing.

10. The issuance of this Notice is not an expression of any opinion by the Court concerning the merits of any claim in the Action, and the Court still has to decide whether to approve the Settlement. If the Court approves the Settlement and a plan of allocation, then payments to Authorized Claimants will be made after any appeals are resolved and after the completion of all claims processing. Please be patient, as this process can take some time to complete.

## WHAT IS THIS CASE ABOUT?

11. Stitch Fix is an online personal styling service. Stitch Fix's common stock trades on the Nasdaq Stock Market under the ticker symbol "SFIX." During the Settlement Class Period, the Company's core product was the "Fix," a box of five items of clothing or accessories curated by the Company's stylists. In this Action, Lead Plaintiffs allege that Defendants made materially false and misleading statements during the Settlement Class Period concerning Stitch Fix's new business line called "Direct Buy" and whether Direct Buy was "additive," "incremental" and "complementary" to the Fix.

12. On August 26, 2022, the Local 338 Funds brought a putative class action in the Court against Defendants, alleging violations of the Securities Exchange Act of 1934 (the "Exchange Act"). On May 22, 2023, the Court appointed the Local 338 Funds as Lead Plaintiffs for the Action and approved Bernstein Litowitz Berger & Grossmann LLP as Lead Counsel under the Private Securities Litigation Reform Act ("PSLRA").

13. On August 15, 2023, Lead Plaintiffs filed an Amended Class Action Complaint for Violations of the Federal Securities Laws (the "Amended Complaint"). The Amended Complaint asserted claims on behalf of all persons and entities who purchased or acquired

the common stock of Stitch Fix from December 8, 2020 through June 9, 2022, and were damaged thereby. The Amended Complaint alleged that Defendants made materially false and misleading statements or omissions concerning Stitch Fix’s new business line called “Direct Buy” and whether Direct Buy was “additive,” “incremental” and “complementary” to the Company’s core line of business.

14. On November 1, 2023, Defendants moved to dismiss the Amended Complaint asserting (among other things) that Lead Plaintiffs failed to sufficiently allege: (i) any actionable misrepresentation or omission or (ii) that Defendants acted with scienter in making any alleged misrepresentation or omission. Defendants also made a request for judicial notice of certain exhibits attached to their motion to dismiss. On December 22, 2023, Lead Plaintiffs filed their oppositions to Defendants’ motion to dismiss and the request for judicial notice. On February 6, 2024, Defendants filed replies in further support of their motion to dismiss and their request for judicial notice. The Court held oral argument on Defendants’ motion to dismiss the Amended Complaint on April 18, 2024.

15. On July 16, 2024, the Court granted Defendants’ motion to dismiss the Amended Complaint with leave to amend.

16. On September 13, 2024, Lead Plaintiffs filed the Second Amended Class Action Complaint for Violations of the Federal Securities Laws (the “SAC” or “Complaint”). The SAC asserted claims on behalf of all persons and entities who purchased or acquired the common stock of Stitch Fix from June 9, 2020 through June 9, 2022, inclusive (the “Settlement Class Period”) and were damaged thereby. Like the Amended Complaint, the SAC alleged that Defendants made materially false and misleading statements or omissions concerning Stitch Fix’s new business line called “Direct Buy” and whether Direct Buy was “additive,” “incremental” and “complementary” to the Fix. The Complaint asserted claims under Section 10(b) of the Exchange Act and SEC Rule 10b-5 against all Defendants, and claims under Section 20(a) of the Exchange Act against the Individual Defendants.

17. On November 8, 2024, Defendants moved to dismiss the Complaint asserting (among other things) that Lead Plaintiffs failed to sufficiently allege any actionable misrepresentation or omission or an inference of scienter. After full briefing on the motion, the Court held oral argument on March 27, 2025.

18. On July 9, 2025, the Court granted in part and denied in part Defendants’ motion to dismiss the Complaint. The Court sustained Lead Plaintiffs’ Section 10(b) claims with respect to four statements that Defendants made from December 2020 through September 2021 and dismissed all other alleged misstatements and dismissed Lead Plaintiffs’ Section 20(a) claims.

19. Defendants filed their answer to the Complaint on October 2, 2025.

20. Discovery in the Action commenced following the Court’s July 9, 2025 denial of Defendants’ motion to dismiss the SAC. Thereafter, the Parties negotiated and submitted a discovery schedule to the Court, held an initial meet and confer on September 22, 2025, and Lead Plaintiffs served Defendants with a first set of requests for production of documents on that same day.

21. The Parties began exploring the possibility of a settlement in the summer of 2025. The Parties agreed to engage in private mediation and retained Michelle Yoshida of Phillips ADR to act as mediator in the Action (the “Mediator”). On November 13, 2025, counsel for the Parties participated in a full-day mediation session before the Mediator. In advance of that session, the Parties negotiated and Defendants produced over 6,000 pages of internal Company documents to Lead Plaintiffs for the purpose of facilitating the mediation, and the Parties exchanged and submitted detailed mediation statements to the Mediator.

22. At the conclusion of the mediation, Ms. Yoshida made a mediator’s recommendation that the Parties settle the Action for \$32,000,000, which the Parties accepted. The agreement’s terms were memorialized in a term sheet executed on November 20, 2025 (the “Term Sheet”). The Term Sheet set forth, among other things, the Parties’ agreement to settle and release all claims against Defendants in the Action in return for a cash payment of \$32,000,000 for the benefit of the Settlement Class, subject to certain terms and conditions and the execution of a customary “long form” stipulation and agreement of settlement and related papers.

23. After additional negotiations regarding the terms of their agreement, the Parties entered into the Stipulation on February 6, 2026. The Stipulation, which sets forth the terms and conditions of the Settlement, can be viewed at [www.StitchFixSecuritiesLitigation.com](http://www.StitchFixSecuritiesLitigation.com).

24. On May 18, 2026, the Court preliminarily approved the Settlement, authorized notice of the Settlement to be provided to potential Settlement Class Members, and scheduled the Settlement Hearing to consider whether to grant final approval of the Settlement.

### WHY IS THIS CASE A CLASS ACTION?

25. In a class action, one or more persons or entities (in this case, Lead Plaintiffs) sue on behalf of persons and entities that have similar claims. Together, these persons and entities are a “class,” and each is a “class member.” Bringing a case, such as this one, as a class action allows the adjudication of many individuals’ similar claims that might be too small to bring economically as separate actions. One court resolves the issues for all class members at the same time, except for those who exclude themselves, or “opt out,” from the class.

### WHY IS THERE A SETTLEMENT?

26. Lead Plaintiffs and Lead Counsel believe that the claims asserted against Defendants have merit. They recognize, however, the substantial risks they would face in establishing liability and damages through the Court’s rulings on class certification, summary judgment, pre-trial motions, a trial, and appeals, as well as the length and expense to the Settlement Class of continued proceedings.

27. The risks of continued litigation concerned each main element of Lead Plaintiffs' claims. For example, there was a risk that the Court or jury might ultimately find that certain of the alleged misstatements were vague or aspirational statements unrelated to the introduction of Direct Buy to new customers that are not actionable under the securities laws. While Lead Plaintiffs believed that they had responses to this challenge, it presented a significant risk at future stages of the litigation. Further, Lead Plaintiffs also faced challenges in proving scienter—*i.e.*, that Defendants knowingly or recklessly deceived investors. There was a risk that the Court or jury could find that Defendants lacked scienter on a complete record at summary judgment or trial.

28. Lead Plaintiffs faced further significant risks related to proving loss causation and damages. Specifically, there was a material risk that the Court would eliminate from recovery one or more corrective disclosures at class certification, summary judgment, or trial. If the Court were to have eliminated the first corrective disclosure at any stage of the litigation, maximum recoverable damages would have been reduced substantially. There was also a meaningful risk that the Court or a jury would find that large portions of the stock price declines on the alleged corrective disclosure dates were due to factors unrelated to the alleged fraud—such as cost inflation, supply chain delays, and changing consumer preferences. Accordingly, the need to “disaggregate” fraud-related damages from the overall stock price declines on the corrective disclosure dates was likely to materially lower the amounts of potential recovery in this case

29. In light of these risks, the amount of the Settlement, and the immediacy of recovery to the Settlement Class, Lead Plaintiffs and Lead Counsel believe that the proposed Settlement is fair, reasonable, adequate, and in the best interests of the Settlement Class. Lead Plaintiffs and Lead Counsel believe that the Settlement provides a substantial benefit to the Settlement Class, as compared to the risk that the claims in the Action might produce a smaller recovery, or no recovery, after continued and costly litigation, possibly years in the future.

30. Each Defendant denies having engaged in any wrongdoing. Defendants have expressly denied and continue to deny each and all of the claims asserted against them in the Action, and deny that the Settlement Class was harmed or suffered any damages as a result of the conduct alleged in the Action. Defendants have agreed to the Settlement solely to eliminate the burden, expense, uncertainty, risk, and distraction of further protracted litigation. Defendants expressly deny that Lead Plaintiffs have asserted any valid claims as to any of them, and expressly deny any and all allegations of fault, liability, wrongdoing, or damages whatsoever. Accordingly, the Settlement may not be construed as or deemed to be evidence of, and is not, an admission or concession on the part of any Defendant of any wrongdoing, fault, liability, or damages whatsoever, or of any infirmity in the defenses Defendants have, or could have, asserted.

#### WHAT MIGHT HAPPEN IF THERE WERE NO SETTLEMENT?

31. If there were no Settlement and Lead Plaintiffs failed to establish any essential legal or factual element of its claims against Defendants, neither Lead Plaintiffs nor the other members of the Settlement Class would recover anything from Defendants. If Defendants were successful in proving any of their defenses, either at summary judgment, at trial, or on appeal, the Settlement Class could recover substantially less than the amount provided in the Settlement, or nothing at all.

#### HOW DO I KNOW IF I AM AFFECTED BY THE SETTLEMENT? WHO IS INCLUDED IN THE SETTLEMENT CLASS?

32. If you are a member of the Settlement Class, you are subject to the Settlement, unless you timely request to be excluded. The Settlement Class consists of:

**all persons and entities who purchased or acquired Stitch Fix common stock from June 9, 2020 through June 9, 2022, inclusive, and were damaged thereby.**

Excluded from the Settlement Class are: (i) Defendants; (ii) members of the Immediate Family of any Individual Defendant; (iii) any person who is, or was during the Settlement Class Period, an officer or director of Stitch Fix and any members of their immediate families; (iv) any affiliates or subsidiaries of Stitch Fix; (v) any entity in which any Defendant or any member of their immediate families has or had a controlling interest; and (vi) the legal representatives, heirs, agents, affiliates, successors, or assigns of any such excluded persons and entities. Also excluded from the Settlement Class are any persons and entities who or which submit a request for exclusion from the Settlement Class that is accepted by the Court. *See* “What If I Do Not Want To Be A Member Of The Settlement Class? How Do I Exclude Myself?” on page 8 below.

**PLEASE NOTE: Receipt of this Notice does not mean that you are a Settlement Class Member or that you will be entitled to a payment from the Settlement. If you are a Settlement Class Member and you wish to be eligible to receive a payment from the Settlement, you are required to submit a Claim Form and the required supporting documentation as set forth in the Claim Form postmarked (if mailed), or online at [www.StitchFixSecuritiesLitigation.com](http://www.StitchFixSecuritiesLitigation.com), no later than October 7, 2026**

#### HOW ARE SETTLEMENT CLASS MEMBERS AFFECTED BY THE ACTION AND THE SETTLEMENT?

33. As a Settlement Class Member, you are represented by Lead Plaintiffs and Lead Counsel. If you want to be represented by your own lawyer, you may hire one at your own expense.

34. If you are a Settlement Class Member and do not wish to remain a Settlement Class Member, you may exclude yourself from the Settlement Class by following the instructions in the section below entitled, “What If I Do Not Want To Be A Member Of The Settlement Class? How Do I Exclude Myself?” on page 8.

35. If you are a Settlement Class Member and you wish to object to the Settlement, the Plan of Allocation, or Lead Counsel’s request for attorneys’ fees and Litigation Expenses, you may present your objections by following the instructions in the section below entitled, “When And Where Will The Court Decide Whether To Approve The Settlement?” on page 9.

36. If you are a Settlement Class Member and you do not exclude yourself from the Settlement Class, you will be bound by any orders issued by the Court in the Action. If the Settlement is approved, the Court will enter a judgment (“Judgment”). The Judgment will dismiss with prejudice the claims against Defendants and will provide that, upon the Effective Date of the Settlement, Lead Plaintiffs and each of the other Settlement Class Members, on behalf of themselves, and their respective heirs, executors, administrators, predecessors, successors, and assigns, in their capacities as such (or any other person or entity asserting a claim or who could assert a claim on behalf of a Settlement Class Member), shall be deemed to have, and by operation of law and of the judgment shall have, fully, finally, and forever compromised, settled, released, resolved, relinquished, waived, and discharged each and every Released Plaintiffs’ Claim (as defined in ¶ 37 below) (including Unknown Claims) against Defendants and the other Defendants’ Releasees (as defined in ¶ 38 below), and shall forever be barred, enjoined, and precluded from commencing, instituting, prosecuting, or maintaining any or all of the Released Plaintiffs’ Claims against any of the Defendants’ Releasees, whether or not such Settlement Class Member executes and delivers a Claim Form, seeks or obtains a distribution from the Settlement Fund, is entitled to receive a distribution under the Plan of Allocation approved by the Court, or has objected to any aspect of the Stipulation or the Settlement, the Plan of Allocation, or Lead Counsel’s application for an award of attorneys’ fees or Litigation Expenses.

37. “Released Plaintiffs’ Claims” means all claims and causes of action of every nature and description, known or unknown (including Unknown Claims, defined below), suspected or unsuspected, contingent or non-contingent, accrued or unaccrued, liquidated or unliquidated, concealed or hidden, regardless of legal or equitable theory, whether direct, indirect, representative, class, or individual in nature, and whether arising from federal, state, foreign, or common law, (i) alleged by Lead Plaintiffs in the Action; or (ii) that have been, could have been, or in the future can or might be asserted in the Action or in any action or proceeding in any forum against Defendants’ Releasees arising from, or based upon, or relating in any way to (A) the factual predicate of the Action, including any of the allegations, facts, transactions, events, matters, occurrences, acts, disclosures, oral or written statements, representations, omissions, failures to act, filings, publications, disseminations, press releases, or presentations involved, set forth, alleged, referenced, or referred to in the Action, and (B) the purchase or acquisition of Stitch Fix common stock during the Settlement Class Period. This release does not cover, include, or release (i) any claims asserted in any shareholder derivative action, including *Schultz v. Lake*, No. 3:25-cv-06152-PCP (N.D. Cal.), *Wells v. Lake*, No. 4:25-cv-09732-PCP (N.D. Cal.), and *Horton v. Lake*, C.A. No. 2023-0337-KSJM (D. Ch.); (ii) any claims related to enforcement of the Settlement; or (iii) any claims of any person or entity who or which submits a request for exclusion from the Settlement Class that is accepted by the Court.

38. “Defendants’ Releasees” means Defendants and all other defendants previously named in this Action, and their respective current and former parents, affiliates, subsidiaries, divisions, controlling persons, associates, joint ventures, officers, directors, agents, successors, predecessors, assigns, assignees, partnerships, partners, general partners, limited partners, principals, members, trustees, trusts, employees, accountants, auditors, underwriters, investment or financial advisors, administrators, agents, community property, estates, Immediate Family members, heirs, executors, insurers, reinsurers, co-insurers, and attorneys, in their capacities as such, and any other entities in which Defendants (or other defendants previously named in this Action) have or had a controlling interest. For the avoidance of doubt, Defendants’ Releasees shall include defendants previously named in this Action, including Steven Anderson, Baseline Ventures LLC, Baseline Ventures 2009 LLC, Baseline Increased Exposure Fund, LLC, Baseline Cable Car, LLC, and Baseline Encore, L.P.

39. “Unknown Claims” means any Released Plaintiffs’ Claims which any Lead Plaintiff or any other Settlement Class Member does not know or suspect to exist in his, her, or its favor at the time of the release of such claims, and any Released Defendants’ Claims which any Defendant does not know or suspect to exist in her or its favor at the time of the release of such claims, which, if known by him, her, or it, might have materially affected his, her, or its decision(s) with respect to this Settlement, including the decision(s) to enter into this Settlement, execute this Stipulation, and agree to all the various releases set forth herein, or might have affected their decision not to object to this Settlement or not exclude themselves from the Settlement Class. Unknown Claims include, without limitation, those claims in which some or all of the facts composing the claim may be unsuspected, undisclosed, concealed, or hidden. With respect to any and all Released Claims, the Parties stipulate and agree that, upon the Effective Date of the Settlement, Lead Plaintiffs and Defendants shall expressly waive, and each of the other Settlement Class Members shall be deemed to have waived, and by operation of the Judgment or the Alternate Judgment, if applicable, shall have expressly waived, any and all provisions, rights, and benefits conferred by any law of any state or territory of the United States, or principle of common law or foreign law, which is similar, comparable, or equivalent to California Civil Code §1542, which provides:

A general release does not extend to claims that the creditor or releasing party does not know or suspect to exist in his or her favor at the time of executing the release and that, if known by him or her, would have materially affected his or her settlement with the debtor or released party.

Lead Plaintiffs, other Settlement Class Members, or Defendants may hereafter discover facts, legal theories, or authorities in addition to or different from those which any of them or their counsel now knows or believes to be true with respect to the subject matter of the

Released Claims, but they are, notwithstanding this potential, entering into the Stipulation and intend it to be a full, final, and permanent resolution of the matters at issue in this Action. Lead Plaintiffs and Defendants acknowledge, and each of the other Settlement Class Members shall be deemed by operation of law to have acknowledged, that the foregoing waiver was separately bargained for and a key element of the Settlement.

40. The Judgment will also provide that, upon the Effective Date of the Settlement, Defendants, on behalf of themselves, and their respective heirs, executors, administrators, predecessors, successors, and assigns, in their capacities as such (or any other person or entity asserting a claim or who could assert a claim on behalf of a Defendant), shall be deemed to have, and by operation of law and of the judgment shall have, fully, finally, and forever compromised, settled, released, resolved, relinquished, waived, and discharged each and every Released Defendants' Claim (as defined in ¶ 41 below) against Lead Plaintiffs and the other Plaintiffs' Releasees (as defined in ¶ 42 below), and shall forever be barred and enjoined from prosecuting any or all of the Released Defendants' Claims against any of the Plaintiffs' Releasees.

41. "Released Defendants' Claims" means all claims and causes of action of every nature and description, known or unknown (including Unknown Claims, defined below) whether arising under federal, state, common, or foreign law, that arise out of or are based upon the institution, prosecution, or settlement of the claims against Defendants. This release does not cover, include, or release (i) any claims relating to the enforcement of the Settlement; or (ii) any claims against any person or entity who or which submits a request for exclusion from the Settlement Class that is accepted by the Court.

42. "Plaintiffs' Releasees" means Lead Plaintiffs, all other plaintiffs in the Action, and all other Settlement Class Members, and their respective current and former parents, affiliates, subsidiaries, officers, directors, agents, successors, predecessors, assigns, assignees, partnerships, partners, trustees, trusts, employees, Immediate Family members, insurers, reinsurers, heirs, executors, administrators, and attorneys, in their capacities as such.

### HOW DO I PARTICIPATE IN THE SETTLEMENT? WHAT DO I NEED TO DO?

43. To be eligible for a payment from the Settlement, you must be a member of the Settlement Class and you must timely complete and return a Claim Form with adequate supporting documentation *postmarked (if mailed), or submitted online at [www.StitchFixSecuritiesLitigation.com](http://www.StitchFixSecuritiesLitigation.com), no later than October 7, 2026*. A Claim Form is included with this Notice, or you may obtain a copy from the website maintained by the Claims Administrator for the Settlement, [www.StitchFixSecuritiesLitigation.com](http://www.StitchFixSecuritiesLitigation.com), or you may request that a Claim Form be mailed to you by calling the Claims Administrator toll-free at 1-877-719-7072, or by emailing the Claims Administrator at [info@StitchFixSecuritiesLitigation.com](mailto:info@StitchFixSecuritiesLitigation.com). Please retain all records of your ownership of and transactions in Stitch Fix common stock, as they may be needed to document your Claim. The Parties and Claims Administrator do not have information about your transactions in Stitch Fix common stock.

44. If you request exclusion from the Settlement Class or do not submit a timely and valid Claim Form, you will not be eligible to share in the Net Settlement Fund.

### HOW MUCH WILL MY PAYMENT BE?

45. At this time, it is not possible to make any determination as to how much any individual Settlement Class Member may receive from the Settlement.

46. Pursuant to the Settlement, Defendants shall pay or cause to be paid a total of \$32,000,000 in cash. The Settlement Amount will be deposited into an escrow account. The Settlement Amount plus any interest earned thereon is referred to as the "Settlement Fund." If the Settlement is approved by the Court and the Effective Date occurs, the "Net Settlement Fund" (that is, the Settlement Fund less: (i) any Taxes; (ii) any Notice and Administration Costs; (iii) any Litigation Expenses awarded by the Court; (iv) any attorneys' fees awarded by the Court; and (v) any other costs or fees approved by the Court) will be distributed to Settlement Class Members who submit valid Claim Forms, in accordance with the proposed Plan of Allocation or such other plan of allocation as the Court may approve.

47. Approval of the Settlement is independent from approval of a plan of allocation. Any determination with respect to the Plan of Allocation set forth in Appendix A, or another plan of allocation, will not affect the Settlement, if approved.

48. Once the Court's order or judgment approving the Settlement becomes Final and the Effective Date has occurred, no Defendant, Defendants' Releasee, or any other person or entity who or which paid any portion of the Settlement Amount on Defendants' behalf are entitled to get back any portion of the Settlement Fund. Defendants shall not have any liability, obligation, or responsibility for the administration of the Settlement, the disbursement of the Net Settlement Fund, or the plan of allocation.

49. Unless the Court otherwise orders, any Settlement Class Member who fails to submit a Claim Form postmarked or received on or before October 7, 2026 shall be fully and forever barred from receiving payments pursuant to the Settlement but will in all other respects remain a Settlement Class Member and be subject to the provisions of the Stipulation, including the terms of any Judgment entered and the Releases given.

50. Participants in, and beneficiaries of, a Stitch Fix employee benefit plan covered by the Employee Retirement Income Security Act of 1974 ("ERISA Plan") should NOT include any information relating to their transactions in Stitch Fix common stock held through

the ERISA Plan in any Claim Form that they submit in this Action. They should include ONLY those shares that they purchased or acquired outside of the ERISA Plan. Claims based on any ERISA Plan's purchases or acquisitions of Stitch Fix common stock during the Settlement Class Period may be made by the plan's trustees.

51. The Court has reserved jurisdiction to allow, disallow, or adjust on equitable grounds the Claim of any Settlement Class Member.

52. Each Claimant shall be deemed to have submitted to the jurisdiction of the Court with respect to his, her, or its Claim.

53. Only Settlement Class Members, *i.e.*, persons and entities who purchased or acquired Stitch Fix common stock during the Settlement Class Period and were damaged as a result of such purchases or acquisitions, will be eligible to share in the distribution of the Net Settlement Fund. Persons and entities that are excluded from the Settlement Class by definition or that exclude themselves from the Settlement Class pursuant to request will not be eligible to receive a distribution from the Net Settlement Fund and should not submit Claim Forms.

54. **Appendix A to this Notice sets forth the Plan of Allocation for allocating the Net Settlement Fund among Authorized Claimants, as proposed by Lead Plaintiffs and Lead Counsel. At the Settlement Hearing, Lead Counsel will request the Court approve the Plan of Allocation. The Court may modify the Plan of Allocation, or approve a different plan of allocation, without further notice to the Settlement Class.**

**WHAT PAYMENT ARE THE ATTORNEYS FOR THE SETTLEMENT CLASS SEEKING?  
HOW WILL THE LAWYERS BE PAID?**

55. Lead Counsel has not received any payment for its services in pursuing claims against the Defendants on behalf of the Settlement Class, nor has Lead Counsel been reimbursed for its out-of-pocket expenses. Before final approval of the Settlement, Lead Counsel will apply to the Court for an award of attorneys' fees to Plaintiffs' Counsel in an amount not to exceed 25% of the Settlement Fund. At the same time, Lead Counsel also intends to apply for payment of Litigation Expenses in an amount not to exceed \$300,000, which amount may include a request for reimbursement of the reasonable costs and expenses incurred by Lead Plaintiffs directly related to their representation of the Settlement Class.

56. Lead Counsel's motion for attorneys' fees and Litigation Expenses will be filed by July 23, 2026. A copy of Lead Counsel's motion for attorneys' fees and Litigation Expenses will be available for review at [www.StitchFixSecuritiesLitigation.com](http://www.StitchFixSecuritiesLitigation.com) once it is filed. The Court will determine the amount of any award of attorneys' fees or Litigation Expenses. Such sums as may be approved by the Court will be paid from the Settlement Fund. ***Settlement Class Members are not personally liable for any such fees or expenses.***

**WHAT IF I DO NOT WANT TO BE A MEMBER OF THE SETTLEMENT CLASS?  
HOW DO I EXCLUDE MYSELF?**

57. Each Settlement Class Member will be bound by all determinations and judgments in this lawsuit, whether favorable or unfavorable, unless such person or entity mails or delivers a letter requesting exclusion addressed to: *Stitch Fix Securities Litigation*, EXCLUSIONS, c/o A.B. Data, Ltd., P.O. Box 173001, Milwaukee, WI 53217. The request for exclusion must be **received no later than August 27, 2026**. You will not be able to exclude yourself from the Settlement Class after that date. Each letter requesting exclusion must: (i) state the name, address, and telephone number of the person or entity requesting exclusion, and in the case of entities, the name and telephone number of the appropriate contact person; (ii) state that such person or entity "requests exclusion from the Settlement Class in *Retail Wholesale Department Store Union Local 338 Retirement Fund v. Stitch Fix, Inc.*, Case No. 5:22-cv-04893-PCP (N.D. Cal.):" (iii) state the number of shares of Stitch Fix common stock that the person or entity requesting exclusion (A) owned as of the opening of trading on June 9, 2020 and (B) purchased/acquired and/or sold during the Settlement Class Period (*i.e.*, from June 9, 2020 through June 9, 2022, inclusive), as well as the dates, number of shares, and prices of each such purchase/acquisition and/or sale; and (iv) be signed by the person or entity requesting exclusion or an authorized representative. A letter requesting exclusion shall not be valid and effective unless it provides all the information called for in this paragraph and is received within the time stated above, or is otherwise accepted by the Court.

58. If you do not want to be part of the Settlement Class, you must follow these instructions for exclusion even if you have pending, or later file, another lawsuit, arbitration, or other proceeding relating to any Released Plaintiffs' Claim against any of the Defendants' Releasees. Excluding yourself from the Settlement Class is the only option that may allow you to be part of any other current or future lawsuit against Defendants or any of the other Defendants' Releasees concerning the Released Plaintiffs' Claims. Please note, however, if you decide to exclude yourself from the Settlement Class, Defendants and the other Defendants' Releasees will have the right to assert any and all defenses they may have to any claims that you may seek to assert.

59. If you ask to be excluded from the Settlement Class, you will not be eligible to receive any payment from the Net Settlement Fund.

60. Stitch Fix has the right to terminate the Settlement if valid requests for exclusion are received from persons and entities entitled to be members of the Settlement Class in an amount that exceeds an amount agreed to by the Parties.

**WHEN AND WHERE WILL THE COURT DECIDE WHETHER TO APPROVE THE SETTLEMENT?  
DO I HAVE TO COME TO THE HEARING?  
MAY I SPEAK AT THE HEARING IF I DON'T LIKE THE SETTLEMENT?**

61. **Settlement Class Members do not need to attend the Settlement Hearing. The Court will consider any submission made in accordance with the provisions below even if a Settlement Class Member does not attend the hearing. You can participate in the Settlement without attending the Settlement Hearing.**

62. **Please Note:** The date and time of the Settlement Hearing may change without further written notice to the Settlement Class. In addition, the Court may decide to conduct the Settlement Hearing by video or telephonic conference, or otherwise allow Settlement Class Members to appear at the hearing by video or phone, without further written notice to the Settlement Class. **In order to determine whether the date and time of the Settlement Hearing have changed, or whether Settlement Class Members must or may participate by phone or video, it is important that you monitor the Court's docket and the website, [www.StitchFixSecuritiesLitigation.com](http://www.StitchFixSecuritiesLitigation.com), before making any plans to attend the Settlement Hearing. Any updates regarding the Settlement Hearing, including any changes to the date or time of the hearing or updates regarding in-person or remote appearances at the hearing, will be posted to [www.StitchFixSecuritiesLitigation.com](http://www.StitchFixSecuritiesLitigation.com). If the Court requires or allows Settlement Class Members to participate in the Settlement Hearing by telephone or video conference, the information for accessing the telephone or video conference will be posted to [www.StitchFixSecuritiesLitigation.com](http://www.StitchFixSecuritiesLitigation.com).**

63. The Settlement Hearing will be held on **September 24, 2026 at 10:00 a.m. Pacific Time**, before the Honorable P. Casey Pitts, United States District Court Judge for the Northern District of California, either in person in Courtroom 8, 4th Floor of the Robert F. Peckham Federal Building & United States Courthouse, 280 South First Street, San Jose, CA 95113, or by telephone or videoconference (in the discretion of the Court). At the Settlement Hearing, the Court will determine, among other things, (i) whether, for purposes of settlement only, the Action should be certified as a class action on behalf of the Settlement Class, Lead Plaintiffs should be appointed as the class representatives for the Settlement Class, and Lead Counsel should be appointed as class counsel for the Settlement Class; (ii) whether the Settlement on the terms and conditions provided for in the Stipulation is fair, reasonable, and adequate to the Settlement Class, and should be finally approved by the Court; (iii) whether the Action should be dismissed with prejudice against Defendants and the releases specified and described in the Stipulation (and in this Notice) should be granted; (iv) whether the proposed Plan of Allocation should be approved as fair and reasonable; and (v) whether Lead Counsel's motion for attorneys' fees and Litigation Expenses should be approved. The Court reserves the right to approve the Settlement, the Plan of Allocation, Lead Counsel's request for attorneys' fees and Litigation Expenses, and/or any other matter related to the Settlement at or after the Settlement Hearing without further notice to the members of the Settlement Class.

64. Any Settlement Class Member may object to the proposed Settlement, the proposed Plan of Allocation, or Lead Counsel's request for attorneys' fees and Litigation Expenses. You can ask the Court to deny approval by filing an objection. You cannot ask the Court to order a different settlement; the Court can only approve or reject the Settlement. If the Court denies approval of the Settlement, no settlement payments will be sent out and the Action will continue. If that is what you want to happen, then you should object.

65. Any objection to the proposed Settlement must be in writing. If you submit a timely written objection, you may, but are not required to, appear at the Settlement Hearing, either in person or through your own attorney. If you appear through your own attorney, you are responsible for hiring and paying that attorney. All written objections and supporting papers must: (a) clearly identify the case name and number (*Retail Wholesale Department Store Union Local 338 Retirement Fund v. Stitch Fix, Inc.*, Case No. 5:22-cv-04893-PCP (N.D. Cal.)); (b) be submitted to the Court either by filing them electronically or in person at any location of the United States District Court for the Northern District of California or by mailing them to the Class Action Clerk, United States District Court for the Northern District of California, Robert F. Peckham Federal Building & United States Courthouse, 280 South First Street, San Jose, CA 95113; and (c) be filed or postmarked on or before **August 27, 2026**.

66. Any objection must: (a) identify the name, address, and telephone number of the person or entity objecting; (b) state with specificity the grounds for the Settlement Class Member's objection, including any legal and evidentiary support the Settlement Class Member wishes to bring to the Court's attention and whether the objection applies only to the objector, to a specific subset of the Settlement Class, or to the entire Settlement Class; and (c) must include documents sufficient to prove membership in the Settlement Class, including the number of shares of Stitch Fix common stock that the objecting Settlement Class Member (i) owned as of the opening of trading on June 9, 2020 and (ii) purchased/acquired and/or sold during the Settlement Class Period, as well as the dates, number of shares, and prices of each such purchase/acquisition and sale. **You may not object to the Settlement, Plan of Allocation, or Lead Counsel's request for attorneys' fees and Litigation Expenses if you exclude yourself from the Settlement Class or if you are not Settlement Class Member.**

67. If you wish to appear and speak about your objection at the Settlement Hearing, you must state that you intend to appear at the hearing in your objection or send a letter stating that you intend to appear at the Settlement Hearing in *Retail Wholesale Department Store Union Local 338 Retirement Fund v. Stitch Fix, Inc.*, Case No. 5:22-cv-04893-PCP (N.D. Cal.) to the Clerk of Court at the address set forth in ¶ 65 above so that it is **filed or postmarked on or before August 27, 2026**. Persons who intend to object and desire to present evidence at the Settlement Hearing should include in their written objection or notice of appearance the identity of any witnesses they may call to testify and exhibits they intend to introduce into evidence at the hearing. Such persons may be heard orally at the discretion of the Court.

68. You may file a written objection without having to appear at the Settlement Hearing. You may not, however, appear at the Settlement Hearing to present your objection unless you first file and serve a written objection in accordance with the procedures described above, unless the Court orders otherwise.

69. **Unless the Court orders otherwise, any Settlement Class Member who does not object in the manner described above will be deemed to have waived any objection and shall be forever foreclosed from making any objection to the proposed Settlement, the proposed Plan of Allocation, or Lead Counsel's request for attorneys' fees and Litigation Expenses. Settlement Class Members do not need to appear at the Settlement Hearing or take any other action to indicate their approval.**

#### WHAT IF I DO NOTHING?

70. If you are a member of the Settlement Class and you do nothing, all of your Released Plaintiffs' Claims (*see* ¶ 37 above) against Defendants and the other Defendants' Releasees will be released, and you will not receive any payment from the Settlement because it is necessary that you submit a Claim Form in order to be eligible to share in the Settlement proceeds.

#### WHAT IF I BOUGHT SHARES OF STITCH FIX COMMON STOCK ON SOMEONE ELSE'S BEHALF?

71. If you purchased or acquired shares of Stitch Fix common stock from June 9, 2020 through June 9, 2022, inclusive, for the beneficial interest of persons or entities other than yourself, you must either (i) within seven (7) calendar days of receipt of this Notice, request from the Claims Administrator sufficient copies of the Notice and Claim Form (the "Notice Packet") to forward to all such beneficial owners and within seven (7) calendar days of receipt of those Notice Packets forward them to all such beneficial owners; or (ii) within seven (7) calendar days of receipt of this Notice, provide a list of the names, addresses, and e-mail addresses, if available, of all such beneficial owners to *Stitch Fix Securities Litigation*, c/o A.B. Data, Ltd., P.O. Box 173030, Milwaukee, WI 53217. If you choose the second option, the Claims Administrator will send a copy of the Notice Packet to the beneficial owners you have identified. Upon full compliance with these directions, nominees may seek reimbursement of their reasonable expenses actually incurred in complying with these directions by providing the Claims Administrator with proper documentation supporting the expenses for which reimbursement is sought. **Brokers, nominees, and their agents shall forward the Notice Packet to (or identify names, mailing addresses, and e-mail addresses of) all beneficial owners who purchased or acquired Stitch Fix common stock during the Class Period, regardless of whether or not those beneficial owners have enrolled in a claim-filing program with their broker or financial institution.** Reasonable expenses shall not exceed \$0.05 per mailing record provided to the Claims Administrator; \$0.05 per unit for each Notice Packet actually mailed plus postage at the rate used by the Claims Administrator; and \$0.05 per Notice Packet sent via email. Such properly documented expenses incurred by nominees in compliance with these directions shall be paid from the Settlement Fund, with any disputes as to the reasonableness or documentation of expenses incurred subject to review by the Court.

72. Copies of the Notice and the Claim Form may be obtained from the website for the Settlement, [www.StitchFixSecuritiesLitigation.com](http://www.StitchFixSecuritiesLitigation.com), by calling the Claims Administrator toll-free at 1-877-719-7072, or by emailing the Claims Administrator at [info@StitchFixSecuritiesLitigation.com](mailto:info@StitchFixSecuritiesLitigation.com).

#### CAN I SEE THE COURT FILE? WHO SHOULD I CONTACT IF I HAVE QUESTIONS?

73. This Notice contains only a summary of the terms of the proposed Settlement. For the full terms and conditions of the Settlement, please review the Stipulation at [www.StitchFixSecuritiesLitigation.com](http://www.StitchFixSecuritiesLitigation.com). Copies of any related orders entered by the Court and certain other filings in this Action will also be posted on the website, [www.StitchFixSecuritiesLitigation.com](http://www.StitchFixSecuritiesLitigation.com). The Stipulation and additional information regarding the Settlement can also be obtained by contacting Lead Counsel at the contact information set forth above, by accessing the Court docket in this case, for a fee, through the Court's PACER system at <https://ecf.cand.uscourts.gov>, or by visiting the office of the Clerk of the Court for the United States District Court for the Northern District of California, Robert F. Peckham Federal Building & United States Courthouse, 280 South First Street, San Jose, CA 95113, between 9:00 a.m. and 4:00 p.m., Monday through Friday, excluding Court holidays.

74. All inquiries concerning this Notice and the Claim Form should be directed to:

*Stitch Fix Securities Litigation*  
c/o A.B. Data, Ltd.  
P.O. Box 173030  
Milwaukee, WI 53217  
1-877-719-7072  
[info@StitchFixSecuritiesLitigation.com](mailto:info@StitchFixSecuritiesLitigation.com)  
[www.StitchFixSecuritiesLitigation.com](http://www.StitchFixSecuritiesLitigation.com)

Bernstein Litowitz Berger & Grossmann LLP  
Rebecca E. Boon, Esq.  
1251 Avenue of the Americas  
New York, NY 10020  
1-800-380-8496  
[settlements@blbglaw.com](mailto:settlements@blbglaw.com)  
[www.blbglaw.com](http://www.blbglaw.com)

**PLEASE DO NOT CALL OR WRITE THE COURT, THE COURT'S CLERK'S OFFICE,  
DEFENDANTS, OR DEFENDANTS' COUNSEL REGARDING THIS NOTICE.**

DATED: JUNE 9, 2026

BY ORDER OF THE COURT  
United States District Court  
Northern District of California

## APPENDIX A

### PROPOSED PLAN OF ALLOCATION OF THE NET SETTLEMENT FUND

75. The objective of the Plan of Allocation is to equitably distribute the Net Settlement Fund to those Settlement Class Members who suffered economic losses as a result of the alleged violations of the federal securities laws. The calculations made pursuant to the Plan of Allocation are not intended to be estimates of, nor indicative of, the amounts that Settlement Class Members might have been able to recover after a trial. Nor are the calculations pursuant to the Plan of Allocation intended to be estimates of the amounts that will be paid to Authorized Claimants pursuant to the Settlement. The computations under the Plan of Allocation are only a method to weigh the claims of Claimants against one another for the purposes of making *pro rata* allocations of the Net Settlement Fund.

76. The Plan of Allocation was created with the assistance of a consulting damages expert and reflects the assumption that Defendants' alleged false and misleading statements proximately caused the price of Stitch Fix common stock to be artificially inflated throughout the Settlement Class Period. In calculating the estimated artificial inflation allegedly caused by Defendants' alleged misrepresentations, Lead Plaintiffs' damages expert considered price changes in Stitch Fix common stock in reaction to certain public announcements allegedly revealing the truth concerning Defendants' alleged misrepresentations and material omissions, adjusting for price changes that were attributable to market or industry forces on those days, as well as to account for the risks related to disaggregating the amounts of certain declines that could be attributed to non-fraud related information.<sup>3</sup>

77. In order to have recoverable damages, the disclosure of the allegedly misrepresented information must be the cause of the decline in the price of Stitch Fix common stock. In this case, Lead Plaintiffs allege that Defendants made false statements during the Settlement Class Period (from June 9, 2020 through June 9, 2022), which had the effect of artificially inflating the price of Stitch Fix common stock. Lead Plaintiffs further allege that corrective information allegedly revealing the truth concerning Defendants' alleged misrepresentations and omissions was released to the market on March 8, 2021, December 7, 2021, March 8, 2022, and June 9, 2022, which had the effect of removing the artificial inflation from the price of Stitch Fix common stock on March 9, 2021, December 8, 2021, March 9, 2022, June 9, 2022, and June 10, 2022.

78. Recognized Loss Amounts under this Plan of Allocation are based primarily on the difference in the amount of alleged artificial inflation in the price of Stitch Fix common stock at the time of purchase or acquisition and at the time of sale, or the difference between the actual purchase/acquisition price and sale price (or average closing price during the 90-day period after the Settlement Class Period under the PSLRA). Accordingly, in order to have a Recognized Loss Amount under the Plan of Allocation, a Settlement Class Member must have held shares purchased or acquired during the Settlement Class Period through at least one of the dates where new corrective information was released to the market and partially removed the artificial inflation from the price of Stitch Fix common stock.

### CALCULATION OF RECOGNIZED LOSS AMOUNTS

79. Based on the formula stated below, a "Recognized Loss Amount" will be calculated for each purchase or acquisition of Stitch Fix common stock that is listed on the Claim Form and for which adequate documentation is provided. If a Recognized Loss Amount calculates to a negative number or zero under the formula below, that number will be zero.

80. For each share of Stitch Fix common stock purchased or acquired from June 9, 2020 through December 7, 2020, and:

- A. Sold before the close of trading on March 8, 2021, the Recognized Loss Amount will be \$0.00;
- B. Sold from March 9, 2021 through the close of trading on June 9, 2022, the Recognized Loss Amount will be **10% of the lesser of:** (i) the amount of artificial inflation per share on the date of purchase/acquisition as stated in Table A *minus* the amount of artificial inflation per share on the date of sale as stated in Table A; or (ii) the purchase/acquisition price *minus* the sale price;
- C. Sold from June 10, 2022 through the close of trading on September 7, 2022, the Recognized Loss Amount will be **10% of the least of:** (i) the amount of artificial inflation per share on the date of purchase/acquisition as stated in Table A; (ii) the purchase/acquisition price *minus* the average closing price from June 10, 2022 through the date of sale as stated in Table B below; or (iii) the purchase/acquisition price *minus* the sale price; or
- D. Held as of the close of trading on September 7, 2022, the Recognized Loss Amount will be **10% of the lesser of:** (i) the amount of artificial inflation per share on the date of purchase/acquisition as stated in Table A; or (ii) the purchase/acquisition price *minus* \$6.00.<sup>4</sup>

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<sup>3</sup> Specifically, for purposes of the Plan, the artificial inflation dissipated on March 9, 2021, following the initial alleged corrective disclosure on March 8, 2021, is assumed to be 65.8% of the total abnormal decline on that date, based on Lead Plaintiffs' damages expert's analysis of the portion of the decline on that date that could be attributed to non-fraud-related information.

<sup>4</sup> Pursuant to Section 21D(e)(1) of the Exchange Act, "in any private action arising under this title in which the plaintiff seeks to establish damages by reference to the market price of a security, the award of damages to the plaintiff shall not exceed the difference between the purchase or sale price paid or received, as appropriate, by the plaintiff for the subject security and the mean trading price of that security during the 90-day period beginning on the date on which the information correcting the misstatement or omission that is the basis for the action is disseminated to the market." Consistent with the requirements of the Exchange Act, Recognized Loss

**Note:** Recognized Loss Amount for shares purchased or acquired during the period from June 9, 2020 through December 7, 2020 is reduced above to 10% of the value they would otherwise calculate to (*i.e.*, be multiplied by 0.1) to reflect the fact that the Court had dismissed claims for shares purchased or acquired during that time period.

81. For each share of Stitch Fix common stock purchased or acquired from December 8, 2020 through June 9, 2022, and:
- A. Sold before the close of trading on March 8, 2021, the Recognized Loss Amount will be \$0.00;
  - B. Sold from March 9, 2021 through the close of trading on June 9, 2022, the Recognized Loss Amount will be ***the lesser of:*** (i) the amount of artificial inflation per share on the date of purchase/acquisition as stated in Table A *minus* the amount of artificial inflation per share on the date of sale as stated in Table A; or (iii) the purchase/acquisition price *minus* the sale price;
  - C. Sold from June 10, 2022 through the close of trading on September 7, 2022, the Recognized Loss Amount will be ***the least of:*** (i) the amount of artificial inflation per share on the date of purchase/acquisition as stated in Table A; (ii) the purchase/acquisition price *minus* the average closing price from June 10, 2022 through the date of sale as stated in Table B below; or (iii) the purchase/acquisition price *minus* the sale price; or
  - D. Held as of the close of trading on September 7, 2022, the Recognized Loss Amount will be ***the lesser of:*** (i) the amount of artificial inflation per share on the date of purchase/acquisition as stated in Table A; or (ii) the purchase/acquisition price *minus* \$6.00.

### **ADDITIONAL PROVISIONS**

82. **Calculation of Claimant's "Recognized Claim":** A Claimant's "Recognized Claim" will be the sum of his, her, or its Recognized Loss Amounts as calculated under ¶ 80 and ¶ 81 above.

83. **FIFO Matching:** If a Settlement Class Member made more than one purchase/acquisition or sale of Stitch Fix common stock during the Settlement Class Period, all purchases/acquisitions and sales will be matched on a First In, First Out ("FIFO") basis. Settlement Class Period sales will be matched first against any holdings at the beginning of the Settlement Class Period, and then against purchases/acquisitions in chronological order, beginning with the earliest purchase/acquisition made during the Settlement Class Period.

84. **"Purchase/Sale" Prices:** For the purposes of calculations under this Plan of Allocation, "purchase/acquisition price" means the actual price paid, excluding all fees, taxes, and commissions, and "sale price" means the actual amount received, not deducting any fees, taxes, and commissions.

85. **"Purchase/Sale" Dates:** Purchases or acquisitions and sales of Stitch Fix common stock will be deemed to have occurred on the "contract" or "trade" date as opposed to the "settlement" or "payment" date. The receipt or grant by gift, inheritance, or operation of law of Stitch Fix common stock during the Settlement Class Period shall not be deemed a purchase, acquisition, or sale of Stitch Fix common stock for the calculation of a Claimant's Recognized Loss Amount, nor shall the receipt or grant be deemed an assignment of any claim relating to the purchase or acquisition of Stitch Fix common stock unless (i) the donor or decedent purchased or otherwise acquired such Stitch Fix common stock during the Settlement Class Period; (ii) the instrument of gift or assignment specifically provides that it is intended to transfer such rights; and (iii) no Claim was submitted by or on behalf of the donor, on behalf of the decedent, or by anyone else with respect to shares of such shares of Stitch Fix common stock.

86. **Short Sales:** The date of covering a "short sale" is deemed to be the date of purchase or acquisition of the Stitch Fix common stock. The date of a "short sale" is deemed to be the date of sale of the Stitch Fix common stock. In accordance with the Plan of Allocation, however, the Recognized Loss Amount on "short sales" and the purchases covering "short sales" is zero.

87. In the event that a Claimant has an opening short position in Stitch Fix common stock, the earliest purchases or acquisitions of Stitch Fix common stock during the Settlement Class Period will be matched against such opening short position, and not be entitled to a recovery, until that short position is fully covered.

88. **Common Stock Purchased/Sold Through the Exercise of Options:** Option contracts are not securities eligible to participate in the Settlement. With respect to Stitch Fix common stock purchased or sold through the exercise of an option, the purchase/sale date of the security is the exercise date of the option and the purchase/sale price is the exercise price of the option.

89. **Market Gains and Losses:** The Claims Administrator will determine if the Claimant had a "Market Gain" or a "Market Loss" with respect to his, her, or its overall transactions in Stitch Fix common stock during the Settlement Class Period (that is, from June 9, 2020 through June 9, 2022, inclusive). For purposes of making this calculation, the Claims Administrator shall determine the difference

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Amounts are reduced to an appropriate extent by taking into account the closing prices of Stitch Fix common stock during the "90-day look-back period," June 10, 2022 through September 7, 2022. The mean (average) closing price for Stitch Fix common stock during this 90-day look-back period was \$6.00.

between (i) the Claimant's Total Purchase Amount<sup>5</sup> and (ii) the sum of the Claimant's Total Sales Proceeds<sup>6</sup> and the Claimant's Holding Value.<sup>7</sup> If the Claimant's Total Purchase Amount *minus* the sum of the Claimant's Total Sales Proceeds and the Holding Value is a positive number, that number will be the Claimant's Market Loss; if the number is a negative number or zero, that number will be the Claimant's Market Gain.

90. If a Claimant had a Market Gain with respect to his, her, or its overall transactions in Stitch Fix common stock during the Settlement Class Period, the value of the Claimant's Recognized Claim will be zero, and the Claimant will in any event be bound by the Settlement. If a Claimant suffered an overall Market Loss with respect to his, her, or its overall transactions in Stitch Fix common stock during the Settlement Class Period but that Market Loss was less than the Claimant's Recognized Claim, then the Claimant's Recognized Claim will be limited to the amount of the Market Loss.

91. **Determination of Distribution Amount:** If the sum total of Recognized Claims of all Authorized Claimants who are entitled to receive payment out of the Net Settlement Fund is greater than the Net Settlement Fund, each Authorized Claimant shall receive his, her, or its *pro rata* share of the Net Settlement Fund. The *pro rata* share will be the Authorized Claimant's Recognized Claim divided by the total Recognized Claims of all Authorized Claimants, multiplied by the total amount in the Net Settlement Fund.

92. If the Net Settlement Fund exceeds the sum total amount of the Recognized Claims of all Authorized Claimants entitled to receive payment out of the Net Settlement Fund, the excess amount in the Net Settlement Fund will be distributed *pro rata* to all Authorized Claimants entitled to receive payment.

93. If an Authorized Claimant's Distribution Amount calculates to less than \$10.00, no distribution will be made to that Authorized Claimant. Those funds will be included in the distribution to Authorized Claimants whose Distribution Amount is \$10.00 or more.

94. After the initial distribution of the Net Settlement Fund, the Claims Administrator will make reasonable and diligent efforts to have Authorized Claimants cash their distribution checks. To the extent any monies remain in the Net Settlement Fund after the initial distribution, if Lead Counsel, in consultation with the Claims Administrator, determines that it is cost-effective to do so, the Claims Administrator, no less than six (6) months after the initial distribution, will conduct another distribution of the funds remaining after payment of any unpaid fees and expenses incurred in administering the Settlement, including for such distribution, to Authorized Claimants who have cashed their initial distributions and who would receive at least \$10.00 from such distribution. Additional distributions to Authorized Claimants who have cashed their prior checks and who would receive at least \$10.00 on such additional distributions may occur thereafter if Lead Counsel, in consultation with the Claims Administrator, determine that additional distributions, after the deduction of any additional fees and expenses incurred in administering the Settlement, including for such distributions, would be cost-effective. At such time as it is determined that further distribution of funds remaining in the Net Settlement Fund is not cost-effective, the remaining balance will be contributed to the Bluhm Legal Clinic Complex Civil Litigation and Investor Protection Center at the Northwestern Pritzker School of Law.

95. Payment pursuant to the Plan of Allocation, or such other plan of allocation as may be approved by the Court, will be conclusive against all Authorized Claimants. No person shall have any claim against Lead Plaintiffs, Plaintiffs' Counsel, Lead Plaintiffs' damages or consulting experts, Defendants, Defendants' Counsel, or any of the other Plaintiffs' Releasees or Defendants' Releasees, or the Claims Administrator or other agent designated by Lead Counsel arising from distributions made substantially in accordance with the Stipulation, the plan of allocation approved by the Court, or further Orders of the Court. Lead Plaintiffs, Defendants, and their respective counsel, and all other Defendants' Releasees, shall have no responsibility or liability whatsoever for the investment or distribution of the Settlement Fund or the Net Settlement Fund; the Plan of Allocation (or other plan of allocation approved by the Court); the determination, administration, calculation, or payment of any Claim or nonperformance of the Claims Administrator; the payment or withholding of Taxes; or any losses incurred in connection therewith.

96. The Plan of Allocation stated herein is the plan that is being proposed to the Court for approval by Lead Plaintiffs after consultation with its damages expert. The Court may approve this plan as proposed or it may modify the Plan of Allocation without further notice to the Settlement Class. Any Orders regarding any modification of the Plan of Allocation will be posted on the case website, [www.StitchFixSecuritiesLitigation.com](http://www.StitchFixSecuritiesLitigation.com).

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<sup>5</sup> The "Total Purchase Amount" is the total amount the Claimant paid (excluding all fees, taxes, and commissions) for all shares of Stitch Fix common stock purchased or acquired during the Settlement Class Period.

<sup>6</sup> The Claims Administrator shall match any sales of Stitch Fix common stock during the Settlement Class Period first against the Claimant's opening position in Stitch Fix common stock (the proceeds of those sales will not be considered for purposes of calculating market gains or losses). The total amount received (not deducting any fees, taxes and commissions) for sales of the remaining shares of Stitch Fix common stock sold during the Settlement Class Period is the "Total Sales Proceeds."

<sup>7</sup> The Claims Administrator shall ascribe a "Holding Value" of \$6.34 to each share of Stitch Fix common stock purchased or acquired during the Settlement Class Period that was still held as of the close of trading on June 9, 2022.

**TABLE A**  
**Estimated Artificial Inflation in Stitch Fix Common Stock**  
**from June 9, 2020 through and including June 9, 2022**

<b>Date Range</b>	<b>Artificial Inflation Per Share</b>
June 9, 2020 – March 8, 2021	\$23.53
March 9, 2021 – December 7, 2021	\$8.21
December 8, 2021 – March 8, 2022	\$2.56
March 9, 2022 – June 8, 2022	\$1.55
June 9, 2022	\$0.89
June 10, 2022 and later	\$0.00

**TABLE B**  
**90-Day Look-Back Table for Stitch Fix Common Stock**  
**(Closing Price and Average Closing Price: June 10, 2022 – September 7, 2022)**

<b>Date</b>	<b>Closing Price</b>	<b>Average Closing Price Between June 10, 2022 and Date Shown</b>	<b>Date</b>	<b>Closing Price</b>	<b>Average Closing Price Between June 10, 2022 and Date Shown</b>
6/10/2022	\$6.34	\$6.34	7/26/2022	\$5.71	\$5.79
6/13/2022	\$6.34	\$6.34	7/27/2022	\$5.96	\$5.80
6/14/2022	\$6.22	\$6.30	7/28/2022	\$5.96	\$5.80
6/15/2022	\$6.81	\$6.43	7/29/2022	\$5.97	\$5.81
6/16/2022	\$6.15	\$6.37	8/1/2022	\$5.86	\$5.81
6/17/2022	\$6.08	\$6.32	8/2/2022	\$6.29	\$5.82
6/20/2022	\$6.08	\$6.29	8/3/2022	\$6.47	\$5.84
6/21/2022	\$5.86	\$6.24	8/4/2022	\$6.48	\$5.85
6/22/2022	\$5.77	\$6.18	8/5/2022	\$6.39	\$5.87
6/23/2022	\$6.02	\$6.17	8/8/2022	\$7.27	\$5.90
6/24/2022	\$6.18	\$6.17	8/9/2022	\$6.58	\$5.92
6/27/2022	\$5.82	\$6.14	8/10/2022	\$6.91	\$5.94
6/28/2022	\$5.51	\$6.09	8/11/2022	\$7.20	\$5.97
6/29/2022	\$5.38	\$6.04	8/12/2022	\$7.36	\$6.00
6/30/2022	\$4.94	\$5.97	8/15/2022	\$7.12	\$6.02
7/1/2022	\$4.90	\$5.90	8/16/2022	\$8.56	\$6.07
7/4/2022	\$4.90	\$5.84	8/17/2022	\$8.14	\$6.12
7/5/2022	\$5.27	\$5.81	8/18/2022	\$7.81	\$6.15
7/6/2022	\$5.19	\$5.78	8/19/2022	\$6.67	\$6.16
7/7/2022	\$5.46	\$5.76	8/22/2022	\$5.78	\$6.15
7/8/2022	\$5.42	\$5.74	8/23/2022	\$5.67	\$6.14
7/11/2022	\$5.16	\$5.72	8/24/2022	\$5.91	\$6.14
7/12/2022	\$5.14	\$5.69	8/25/2022	\$5.99	\$6.14
7/13/2022	\$5.84	\$5.70	8/26/2022	\$5.54	\$6.13
7/14/2022	\$5.68	\$5.70	8/29/2022	\$5.45	\$6.11
7/15/2022	\$5.56	\$5.69	8/30/2022	\$5.34	\$6.10
7/18/2022	\$5.89	\$5.70	8/31/2022	\$5.02	\$6.08
7/19/2022	\$6.23	\$5.72	9/1/2022	\$4.90	\$6.06
7/20/2022	\$6.60	\$5.75	9/2/2022	\$4.93	\$6.04
7/21/2022	\$6.65	\$5.78	9/5/2022	\$4.93	\$6.03
7/22/2022	\$6.10	\$5.79	9/6/2022	\$5.10	\$6.01
7/25/2022	\$5.96	\$5.80	9/7/2022	\$5.20	\$6.00