

SPROUT SOCIAL, INC.
2020 ANNUAL STOCKHOLDER MEETING
RULES OF CONDUCT

Welcome to the Sprout Social, Inc. 2020 Annual Meeting of Stockholders. This meeting is open to stockholders and guests, however a 16-digit control number is required to vote and ask questions during the meeting. In fairness to all participants and in the interest of an orderly and constructive meeting, we ask that you abide by the following Rules of Conduct.

1. **Authority to conduct the meeting.** The Chairman has the authority to conduct the meeting and rule on any questions or procedural matters that may arise. Any action taken by the Chairman of the meeting will be final and binding on all persons.
2. **Proposals.** The only business to be conducted at the meeting consists of the two proposals set forth in the Notice of Annual Meeting of Stockholders and in the Proxy Statement. Proposals will be taken up in the sequence indicated on the agenda.
3. **Voting.**
 - You do not need to vote at the meeting if you have already voted by telephone, Internet or mail. However, if you wish to change your vote, or if you have not previously voted, you may vote online during the meeting while the polls are open.
 - The polls will be opened and will remain open until they are closed. If any item of the official business of the meeting is not properly presented at the meeting, votes on that item will not be counted.
4. **Questions.**
 - Stockholders will have the opportunity to submit questions at the end of the annual meeting. Please submit your question by logging into the virtual annual meeting platform, typing your question into the “Ask a Question” field, and clicking “Submit.” Please provide your name, address (city and state) and organization, and, if applicable, the specific proposal to which your question relates. In order to facilitate responses and discussion, all questions should be succinct and limited to one topic.
 - During the Question & Answer session, we will answer questions pertinent to meeting matters as they come in and address those asked in advance, as time permits. Questions will be directed to the management team in the form they were submitted, except for the reasons provided below.
 - To ensure that as many stockholders as possible are able to ask questions during the meeting, each stockholder will be permitted no more than two questions.
 - Questions from multiple stockholders on the same topic or that are otherwise related may be grouped, summarized, and answered together.
 - The Question and Answer session will not exceed 15 minutes.
 - We do not intend to answer questions that are, among other things: (1) irrelevant to our business or to the business of the meeting; (2) related to material non-public information of Sprout Social; (3) related to personal grievances; (4) derogatory

references to individuals or that are otherwise in bad taste; (5) related to threatened or ongoing litigation; (6) repetitious statements already made by another stockholder; (7) in furtherance of the stockholder's personal or business interests; or (8) out of order or not otherwise suitable for the conduct of the meeting as determined by the Chairman or Corporate Secretary in their reasonable judgment.

5. **Individual concerns.** If there are any matters of individual concern to a stockholder and not of general concern to all stockholders, or if a question posed was not otherwise answered, such matters or questions may be raised separately after the meeting by contacting Sprout Social Investor Relations at investors@sproutsocial.com.

6. **Issues during the meeting.**

- Information addressing technical and logistical questions and issues, including technical support during the meeting and related to accessing the meeting's virtual platform, will be available www.virtualshareholdermeeting.com/SPT2020.
- In the event of disorder, technical malfunction, or other significant problem that disrupts the meeting, the Chairman may adjourn, recess or expedite the meeting or take such other action that the Chairman determines is appropriate in light of the circumstances. In such case, please stay connected to the meeting website for at least 15 minutes. If the meeting cannot be resumed, (i) all items of the official business of the meeting described in the proxy statement will be deemed to be properly before the meeting; (ii) all proxy and other votes received before the start of the interruption will be deemed to have been validly cast, and (iii) the official business of the meeting will be deemed to have been validly completed and the meeting adjourned immediately thereafter.

The violation of any of these rules will be considered cause for expulsion from the meeting.

Thank you for your cooperation and participation.