



Attn: Trading and Market Making/Legal and Compliance/Operations/Systems
UNIFORM PRACTICE ADVISORY (UPC #22-18) 6/05/2018
Southeastern Grocers, LLC.

Notice has been received that the above Debtors' Amended Joint Prepackaged Chapter 11 Plan of Reorganization for Southeastern Grocers, LLC. and its Affiliated Debtors became effective on 5/31/2018. Pursuant to the Plan, holders of each Allowed Secured Notes Claim, on the Effective Date, or as soon as reasonably practicable thereafter, shall receive Cash in the full amount of its Allowed Secured Notes Claim and the Secured Notes shall be cancelled.

Holders of Allowed Unsecured Notes Claim, on the Effective Date and immediately following the funding of the Exit Facility, shall receive its Pro Rata share of one-hundred percent (100%) of the New Common Stock issued pursuant to the Plan and outstanding immediately following the Effective Date, subject to dilution only by (i) the New Common Stock issued (A) upon the exercise of the Warrant and (B) pursuant to the Management Incentive Plan, and (ii) other New Common Stock duly authorized and issued in accordance with the terms of Reorganized SEG's Amended Organizational Documents. Summary details of the distribution as provided by the Plan are provided below for your convenience; however, please consult the Company's bankruptcy filings for thorough details.¹

Issuer	Security Description	CUSIP of Original Securities	New Common Stock per \$1,000 Current PA of Original Securities	Cash per \$1,000 Current PA of Original Securities
BI-LO Holding Finance, LLC / BI-LO Holding Finance, Inc.	8.625% /9.375% Senior PIK Toggle Notes due 2018 (144A)	088609AA0	19.20952970	
	8.625% /9.375% Senior PIK Toggle Notes due 2018 (REG S)	U0900WAA5	19.20952970	
BI-LO LLC / BI-LO Finance Corp.	9.25% Senior Secured Notes due 2019 (144A)	088611AA6		1,026.97916667
	9.25% Senior Secured Notes due 2019 (REG S)	U0900QAA8		1,026.97916667

Members are reminded of their obligations under FINRA Rule 2111 if they continue to engage in transactions in the above security after the effective date.

¹ See e.g., *In re Southeastern Grocers, LLC, et al. Debtors*. No. 18-10700 (MFW) (Jointly Administered) Amended Joint Prepackaged Chapter 11 Plan of Reorganization of Southeastern Grocers, LLC. and its Affiliated Debtors.

Members are advised that deliveries in settlement of contracts in the OLD securities, which were executed prior to the announcement that the securities had been deemed worthless, shall be evidenced by either a) the OLD security; or b) a Letter of Indemnity which shall grant the purchaser any rights and privileges which might accrue to the holders of the physical securities. Such deliveries shall operate to close-out the contract and shall be settled at the existing contract price pursuant to Uniform Practice Code Rule 11530.

Questions regarding this notice should be directed to: FINRA Operations- 1-866-776-0800.