

WINGSTOP: 2026 RGM QUARTERLY INCENTIVE PLAN

The following bonus plan is designed to reward eligible employees for their leadership, achievement of certain goals, and for their continued service with the Company. If your restaurant excels and meets the defined goals, you will be eligible to earn an incentive. **The total reward payout for the Quarterly, QSC, and Kicker incentives is \$15,000/year.**

| 2026 RGM QUARTERLY INCENTIVE PLAN | | | | |
|--|-------------------------|------------------------|-------------------------|------------------------------|
| INCENTIVE PAYMENT | | | | |
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| [DISSATISFACTION] [SPEED OF SERVICE] [TRANSACTIONAL GROWTH] [DIRECT LABOR % vs. PLAN %] [THEORETICAL FOOD COST VARIANCE] | | | | |
| TARGET | TARGET | TARGET | TARGET | TARGET |
| ≤ 3% \$550 | ≤ 10:00 \$425 | > 3% \$425 | MADE % \$425 | < 1.25% \$425 |
| 3.01% - 5% \$300 | | 1 - 3% \$275 | | 1.25 – 1.50% \$275 |
| > 5% \$0 | >10:00 \$0 | MISSSED \$0 | MISSSED % \$0 | ABOVE 1.50% \$0 |

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BRAND SYSTEMS EXECUTION:

We are interested in ensuring that our store leaders are executing the Wingstop Brand Operating Systems during every shift. This is the single most important expectation of each RGM. This is best measured through our QSC program, which occurs quarterly. In 2026, the Company will continue to incentivize excellence in this area through the QSC Reward Payout. **RGMs will participate in the QSC rewards as a stand-alone component which does not impact the quarterly incentive payout (subject to change based on Brand strategy).**

| <u>Quarter</u> | <u>5 Stars < 5 Deviations</u> | <u>5 Stars Operational Excellence</u> | <u>4 Stars Exceed Expectations</u> | <u>3 Stars Meets Expectations</u> | <u>1 or 2 Stars Below Expectations or Unacceptable</u> |
|----------------|--------------------------------------|---|--|---------------------------------------|--|
| Q 1 – 4 | + \$1,000 | + \$500 | + \$250 | +\$0 | +\$0 |

- The QSC Reward Payout applies only to the quarter in which the QSC occurred.
- There is no payout for a re-evaluation visit required due to a failure.

INCENTIVE KICKERS:

The Company is also interested in rewarding sustained excellence across our stores. As such, **RGMs are also eligible to receive the following annual “kickers” in addition to the Quarterly Incentive & QSC Reward payouts:**

| Kicker Type: | Requirement: | Amount: |
|---------------------|---|----------------|
| “Top Gun” | RGM must achieve Top Gun for all four (4) quarters within the annual bonus period. | \$1,000/year |
| “Top 10” | RGM must achieve Top 10 store based on the YTD system scorecard restaurant ranking. | \$1,000/year |

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Kickers are paid out one time per year, along with the Q4 quarterly payout. An RGM must be in position for at least 12 months to be eligible for an annual kicker.

WINGSTOP INCENTIVE PLAN CONDITIONS & ELIGIBILITY:

An employee must satisfy several conditions to be eligible to earn a bonus. Specifically, the employee must have met the high standards below:

- Must be employed and considered active by the Company at the time of payout to be eligible to receive a bonus payout.
- Unit must have overall training rate of 95% certified in Flavor Lab to be eligible for quarterly payout. EXCEPTION: In the event a store does not meet Flavor Lab minimum % and receives a QSC, they are eligible for a QSC payout up to \$150 for 4 or 5 Stars.
- Area Coaches are eligible for up to 40% of the RGM bonus.
- Directors of Operations are eligible for up to 25% of the RGM bonus.
- The Company reserves the right to change or alter this incentive plan at any time and at its sole discretion.

Bonuses are provided to employees to reward them for the work they perform during each quarter, which contributes to the success of the Company. If an employee is promoted, transfers, or is on leave during a quarter, the employee will only be eligible for a pro-rated bonus based on the number of days the employee worked in a bonus-eligible position during the quarter.