Annual Meeting of Stockholders

May 6, 2021,10:00 a.m. Central Time

RULES OF CONDUCT OF STOCKHOLDER MEETING

Welcome to the 2021 Annual Meeting of Stockholders (the "Annual Meeting" or the "Meeting") of Tractor Supply Company (the "Company"). The Fifth Amended and Restated By-Laws of the Company (the "By-Laws") provide that the Chairman of the Board of Directors (the "Chairman") shall preside at all meetings of stockholders and the Board of Directors may adopt rules, regulations and procedures for the conduct of any meeting of stockholders. The following have been established by the Board of Directors as rules of conduct of this Meeting. These rules shall be subject to application by the Chairman and to such further rulings by the Chairman as are necessary and advisable in her judgment for the orderly transaction of business at the Meeting. In the interest of an orderly Meeting and to be fair to all stockholders present virtually, we require you to honor the following Rules of Conduct:

1. The Agenda indicates the order in which matters are expected to be presented at the meeting. The business of the Meeting will, unless otherwise determined by the Chairman, follow the order shown in the Agenda.

2. The By-Laws provide that no business can be brought up for a vote unless proper notice has been given to all stockholders and applicable requirements have been met. Therefore, the only business to be conducted at the Meeting are the matters set forth in the Notice of 2021 Annual Meeting and Proxy Statement dated March 25, 2021.

3. If you have previously voted your shares in accordance with applicable requirements for the Meeting, there is no need to vote those shares again, unless you wish to change your vote. Only stockholders of record as of March 9, 2021 and beneficial holders who have obtained a legal proxy and requested a control number from Computershare may vote during this Meeting in accordance with the technology platform capabilities and applicable law.

4. The presenter of the stockholder proposal will have up to two minutes to present the proposal as desired and should restrict his or her comments to the proposal being presented.

5. Following presentation of each proposal, a brief Question and Answer period will be held during which we would intend to provide a forum for addressing stockholder questions submitted in advance of and during this Meeting in accordance with these rules, as time permits.

6. If you wish to submit a question during the Meeting, you may do so by visiting www.meetingcenter.io/215031089. In accordance with the technology platform, only stockholders of record and beneficial owners using Computershare-assigned control numbers are validated to submit questions during the Meeting. Other opportunities for stockholders to engage with the Company are outlined below.

7. To allow us to address questions from as many stockholders as possible, we will limit each stockholder to two questions.

8. Questions are welcome from all stockholders of record as of March 9, 2021 in accordance with the above. However, the purpose of the Meeting will be observed, and questions of general interest relating to Tractor Supply Company business, as reasonably deemed by the Chairman, will be considered. We will not be in a position to answer questions that are:

    a. not pertinent to Annual Meeting matters or the business of the company;
    b. related to non-public information of the Company;

c. related to personal grievances;
d. offensive or otherwise contain inappropriate language;
e. derogatory references to individuals or that are otherwise in bad taste;
f. repetitious statements already made by another stockholder;
g. related to pending or threatened litigation;
h. related to personnel matters;
i. suggestions about individual Company products or services or regarding doing business with or otherwise partnering with the company; or
j. not otherwise suitable for the conduct of the Annual Meeting as determined by the Chairman in her judgment.

9. Questions from multiple stockholders on the same or related topics may be grouped, summarized, and answered together.

10. Due to the number of items on today's agenda and the need to conclude the Meeting within a reasonable period of time, we cannot assure that every stockholder question will be addressed. If there are any matters of individual concern to a stockholder and not of general interest to Tractor Supply Company business, or if a question posed was not otherwise answered, such matters or questions may be raised separately after the Meeting by contacting Tractor Supply Company's Investor Relations team at (615) 440-4000.

11. All questions raised as to the procedure being followed at the Meeting shall be decided by the Chairman. The Chairman may consult with such persons as she deems appropriate in arriving at decisions regarding conduct of the Meeting. The meeting may be recessed or adjourned in accordance with applicable law and at the discretion of the Chairman or her designee.

12. If we encounter any technical difficulties and we are unable to proceed with the Meeting, please be advised that the Notice of the Annual Meeting has been properly served; a quorum is present; all proposals will be deemed to be properly presented before the Meeting; appointed proxies have cast all votes as set forth on the individual proxy cards; polls will be closed at 11 a.m. Central Time; and the Meeting will be adjourned. Final votes will be reported on Form 8-K.

13. The use of cameras, recording devices or other equipment to record, take screenshots of or rebroadcast this Meeting is prohibited without Tractor Supply Company's consent. Video or audio recording of the meeting is not permitted.

14. Attendees who fail to comply with these Rules of Conduct may be removed from the Meeting.

For technical assistance, please call 1-888-724-2416 (toll-free) and 1-781-575-2748 (international) or the technical support number that will be posted on the log in page for our Meeting. Thank you for your cooperation and for joining the Company at the Annual Meeting.