

**POLICIES AND PROCEDURES FOR COMPLAINTS REGARDING ACCOUNTING,  
INTERNAL ACCOUNTING CONTROLS, FRAUD OR AUDITING MATTERS  
OF BLACKHAWK NETWORK HOLDINGS, INC.**

(Adopted on March 28, 2013)

The following procedures have been adopted by the Audit Committee of the Board of Directors (the “Audit Committee”) of Blackhawk Network Holdings, Inc. (the “Company”) to govern the receipt, retention and treatment of complaints regarding the Company’s accounting, internal accounting controls or auditing matters, and to protect the confidential, anonymous reporting of employee concerns regarding questionable accounting or auditing matters.

**POLICY**

The Company is committed to full and accurate financial disclosure and to maintaining its books and records in compliance with all applicable laws, rules and regulations. The Company wishes to encourage employees and interested third-party vendors, customers and business partners to make us aware of any practices, procedures or circumstances that raise concerns about the integrity of our financial disclosures, books and records.

All employees and third parties making reports are asked to provide as much detail and supporting information as possible about their concerns in order to assist the investigative process. It is the policy of the Company to treat complaints about accounting, internal accounting controls, auditing matters or questionable financial practices (the “Accounting Complaints”) seriously and expeditiously.

Employees will be given the opportunity to submit for review by the Company confidential and anonymous Accounting Complaints regarding the following matters. The following is not an exhaustive list, and Accounting Complaints regarding matters not listed here may be submitted as well.

- fraud against investors, securities fraud, mail or wire fraud, bank fraud or fraudulent statements to the U.S. Securities and Exchange Commission (the “SEC”) or the investing public;
- violations of SEC rules and regulations or any other laws applicable to the Company’s financial accounting, maintenance of financial books and records, internal accounting controls and financial statement reviews or audits;
- fraud or deliberate error in the preparation, evaluation, review or audit of any financial statement of the Company;
- significant deficiencies in or intentional noncompliance with the Company’s internal accounting controls;

- misrepresentation or false statement regarding a matter contained in the financial records, financial reports or audit reports of the Company; and
- deviation from the full and fair reporting of the Company’s financial condition.

If requested by the employee, the Company will protect the confidentiality and anonymity of the employee to the fullest extent possible, consistent with the need to conduct an adequate review. Vendors, customers, business partners and other parties external to the Company will also be given the opportunity to submit Accounting Complaints; however, the Company is not obligated to keep Accounting Complaints from non-employees confidential or to maintain the anonymity of non-employees.

Accounting Complaints will be reviewed under Audit Committee direction and oversight by both the Company’s General Counsel and Vice President, Internal Audit (the “Internal Auditor”) or such other persons as the Audit Committee determines to be appropriate.

In the event complaints other than Accounting Complaints are reported, the General Counsel (or, in the event of the General Counsel’s extended absence, the Company’s Lead Counsel) will determine the appropriate manner in which to investigate such complaints.

The Company will abide by all laws that prohibit retaliation against employees who lawfully submit complaints under these procedures.

In the event that the Company contracts with a third party to handle complaints or any part of the complaint process, the third party will comply with these policies and procedures.

## **PROCEDURES**

### **Receipt of Accounting Complaints**

1. Telephone Hotline: Any person with an Accounting Complaint can call 1-877-778-5463 to submit his or her Accounting Complaint. Employees who call this number need not leave their name or other personal information and reasonable efforts will be used to conduct the investigation that follows from any employee call in a manner that protects the confidentiality and anonymity of the employee making the call. The intake phone call may be received by a third-party contractor specifically engaged to provide the hotline services or an internal person specifically designated to receive hotline calls. Among other things, the following information may be requested by the person receiving the call:
  - if the caller is an employee, the division of the Company in which the caller works and, if the caller is a non-employee, where such person is employed or such person’s relationship to the Company;
  - any relevant information concerning the allegations; and
  - name of the caller (unless an employee decides to remain anonymous).

The information from the call will be documented in a format acceptable to the Company and shall include at a minimum a written description of the information received concerning the Accounting Complaint allegations.

2. Written Complaints: Any person may submit a written Accounting Complaint to the following Web site: [www.reportit.net](http://www.reportit.net), or to the General Counsel and the Internal Auditor at the following address:

Blackhawk Network Holdings, Inc.  
6220 Stoneridge Mall Road  
Pleasanton, CA 94588  
Attn: General Counsel

and

Blackhawk Network Holdings, Inc.  
6220 Stoneridge Mall Road  
Pleasanton, CA 94588  
Attn: Vice President, Internal Audit

Employees submitting this information need not provide their name or other personal information and reasonable efforts will be used to conduct the investigation that follows from an Accounting Complaint from an employee in a manner that protects the confidentiality and anonymity of the employee submitting the Accounting Complaint.

### **Treatment of Accounting Complaints**

1. An Accounting Complaint made under these procedures shall be directed to both the General Counsel and the Internal Auditor. In the event of either the General Counsel's or the Internal Auditor's extended absence, the Chairperson of the Audit Committee shall be notified of the Accounting Complaint.
2. The General Counsel and the Internal Auditor shall review the Accounting Complaint, and the Internal Auditor shall lead the investigation of such complaint. The Internal Auditor may assign another employee, outside counsel, advisor, expert or third-party service provider to assist in investigating the Accounting Complaint. The Internal Auditor may direct that any individual assigned to assist with the investigation of an Accounting Complaint work at the direction of or in conjunction with the General Counsel or any other attorney in the course of the investigation.
3. The Internal Auditor will conduct an investigation of the Accounting Complaint and report his or her findings or recommendations to the General Counsel. The Internal Auditor also may recommend disciplinary or corrective action.
4. If determined to be necessary by the General Counsel, the Internal Auditor or the Audit Committee, the Company shall provide for appropriate funding, as determined by the General Counsel, the Internal Auditor or the Audit Committee, to obtain and pay for

additional resources that may be necessary to conduct the investigation, including without limitation, retaining outside counsel and/or expert witnesses.

5. At least once per each calendar quarter and whenever else as deemed necessary, the Internal Auditor shall submit a report to the Audit Committee and any other member of Company management that the Audit Committee directs to receive such report, that summarizes each Accounting Complaint made within the last 12 months and shows specifically: (a) the complainant (unless anonymous, in which case the report will so indicate), (b) a description of the substance of the Accounting Complaint, (c) the status of the investigation, (d) any conclusions reached by the Internal Auditor and (e) findings and recommendations.
6. At any time with regard to any Accounting Complaint, the General Counsel may specify a different procedure for investigating and treating such an Accounting Complaint, such as when the Accounting Complaint concerns pending litigation.

### **Access to Reports and Records and Disclosure of Investigation Results**

All reports and records associated with Accounting Complaints are considered confidential information and access will be restricted to members of the Audit Committee, the Company's legal department, employees of the Company or outside counsel involved in investigating an Accounting Complaint as contemplated by these procedures. Access to reports and records may be granted to other parties at the discretion of the Audit Committee.

Accounting Complaints and any resulting investigations, reports or resulting actions will generally not be disclosed to the public except as required by any legal requirements or regulations or by any corporate policy in place at the time.

### **Retention of Records**

All Accounting Complaints and documents relating to such Accounting Complaints made through the procedures outlined above shall be retained for at least five years from the date of the complaint, after which the information may be destroyed unless the information may be relevant to any pending or potential litigation, inquiry or investigation, in which case the information may not be destroyed and must be retained for the duration of that litigation, inquiry or investigation and thereafter as necessary.

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