

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 14A
(Rule 14a-101)

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of
the Securities Exchange Act of 1934 (Amendment No.)

Filed by the Registrant
Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to §240.14a-12

Build-A-Bear Workshop, Inc.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee paid previously with preliminary materials.
- Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11.
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Online

Go to www.envisionreports.com/BBW or scan the QR code – login details are located in the shaded bar below.



Votes submitted electronically must be received by 11:59 p.m., Eastern Time, on June 7, 2023.

Stockholder Meeting Notice

Important Notice Regarding the Availability of Proxy Materials for the Build-A-Bear Workshop, Inc. Stockholder Meeting to be Held on June 8, 2023

Under Securities and Exchange Commission rules, you are receiving this notice that the proxy materials for the annual stockholders' meeting are available on the Internet. Follow the instructions below to view the materials and vote online or request a copy. The items to be voted on and location of the annual meeting are on the reverse side. Your vote is important!

This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting. The 2022 Annual Report on Form 10-K and 2023 Proxy Statement are available at:

www.envisionreports.com/BBW

Easy Online Access – View your proxy materials and vote.



- Step 1:** Go to www.envisionreports.com/BBW.
- Step 2:** Click on **Cast Your Vote** or **Request Materials**.
- Step 3:** Follow the instructions on the screen to log in.
- Step 4:** Make your selections as instructed on each screen for your delivery preferences.
- Step 5:** Vote your shares.

When you go online, you can also help the environment by consenting to receive electronic delivery of future materials.



Obtaining a Copy of the Proxy Materials – If you want to receive a copy of the proxy materials, you must request one. There is no charge to you for requesting a copy. Please make your request as instructed on the reverse side on or before May 26, 2023 to facilitate timely delivery.



2 N O T



Stockholder Meeting Notice

Build-A-Bear Workshop, Inc.'s Annual Meeting of Stockholders will be held on June 8, 2023 at Build-A-Bear Workshop Headquarters, 415 South 18th Street, St. Louis, MO 63103, at 10:00 A.M. local time.

The Board of Directors recommends a vote FOR all nominees, FOR Proposals 2, 3, 5 and 6 and 1 YEAR on Proposal 4:

1. Election of Directors:
01 - Narayan Iyengar
02 - Lesli Rotenberg
2. To ratify the appointment of Ernst & Young LLP as independent registered public accounting firm for fiscal 2023
3. To approve, by non-binding vote, executive compensation
4. To recommend, by non-binding vote, the frequency of executive compensation advisory votes
5. To approve the Build-A-Bear Workshop, Inc. Amended and Restated 2020 Omnibus Incentive Plan
6. To transact such other business as may properly come before the meeting or any adjournments thereof

PLEASE NOTE – YOU CANNOT VOTE BY RETURNING THIS NOTICE. To vote your shares you must go online or request a paper copy of the proxy materials to receive a proxy card. If you wish to attend and vote at the meeting, please bring this notice with you. Directions to the location of the meeting are included with the proxy materials.



Here's how to order a copy of the proxy materials and select delivery preferences:

Current and future delivery requests can be submitted using the options below.

If you request an email copy, you will receive an email with a link to the current meeting materials.

PLEASE NOTE: You must use the number in the shaded bar on the reverse side when requesting a copy of the proxy materials.

- **Internet** – Go to www.envisionreports.com/BBW
- **Phone** – Call us free of charge at 1-866-641-4276.
- **Email** – Send an email to investorvote@computershare.com with "Proxy Materials Build-A-Bear Workshop, Inc." in the subject line. Include your full name and address, plus the number located in the shaded bar on the reverse side, and state that you want a paper copy of the meeting materials.

To facilitate timely delivery, all requests for a paper copy of proxy materials must be received by May 26, 2023.