

# INSPIRE

## PURPOSE:

**IGNITE & NOURISH**  
*flavorful* EXPERIENCES

Inspire Brands is a multi-brand restaurant company whose portfolio includes more than 11,100 Arby's, Buffalo Wild Wings, SONIC Drive-In, Rusty Taco, and Jimmy John's restaurants worldwide. The company was founded in 2018 and is headquartered in Atlanta, Georgia.

We are creating a family of brands with maverick qualities, each with their own distinct positioning, guest experience, and product offering.

Inspire is designed to enable each individual brand to benefit from and build off the strengths of the other. By sharing best practices and making deep investments in areas that create advantage for the entire enterprise, Inspire will help its brands grow and succeed.

## VISION:

**INVIGORATE**  
**GREAT BRANDS**  
**SUPERCHARGE**  
 THEIR LONG-TERM GROWTH

## WE ARE:

### MAVERICKS

Doing what has never been done before

### ALLIES

Collaborating to win

### VISIONARIES

Having foresight and imagination

### ACHIEVERS

Getting it done, and having fun doing it

### GOOD CITIZENS

Elevating each other and the communities we serve

## Strategic Priorities

**Foster** a winning culture and organization

**Curate and Grow** a portfolio of distinct, highly-valued brands

**Deliver** extraordinary support to the brands that serve our guests

**Be** the partner of choice

## FACTS



\$14.6B in System Sales



11,100+ Restaurants



325,000+ Team Members



4<sup>th</sup> Largest Restaurant Company in the U.S.



16 Countries



\$15M Raised in 2019 for Philanthropy



1,400+ Franchisees



3,500+ Restaurants

8 Countries

80,000+ Team Members

\$4.0B System Sales



1,200+ Restaurants

10 Countries

77,000+ Team Members

\$3.8B System Sales



3,500+ Restaurants

46 States

90,000+ Team Members

\$4.7B System Sales



2,700+ Restaurants

43 States

79,000+ Team Members

\$2.1B System Sales