



BK CORPORATE RESPONSIBILITY

As a corporation, we define corporate responsibility as looking beyond a strong bottom line to consider the impact of everything we do. It's about doing the right thing as a corporate citizen in today's global marketplace while successfully meeting business goals and objectives.

To us, corporate responsibility isn't about a final destination; it's about an ongoing journey. We know our policies and procedures will evolve and change as the landscape in which we do business evolves and changes.

The better job we do at being responsible today, the better our business will be in the future. We know that from a pure business sense, it can help us manage risk, enhance employee morale and retention, strengthen brand loyalty, build goodwill in and strengthen the communities in which we operate and can directly affect the bottom line in terms of energy savings and waste reduction. We also know that it must be a way of thinking and fully embedded within our brand. That is why our approach is stakeholder-driven, focused on four key areas – Food, People, Environment and Corporate Governance.

OUR COMMITMENT TO FOOD



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For over 60 years, our restaurants have been serving high quality, great tasting and affordable food around the world. Our commitment to the food we serve is what defines us as a company and is at the center of our brand promise. Our brand promise empowers our guests to make educated choices in customizing their meals to fit their individual lifestyles.

We provide detailed nutrition information to our guests so they can make informed meal choices. We recognize that there will always be additional steps we can take to enhance our menu options and satisfy our guests. Our product innovation teams are constantly working to develop new options that provide a variety of great tasting food while meeting our guests' evolving lifestyle needs.

OUR COMMITMENT TO PEOPLE

We are dedicated to supporting and investing in our people – employees, franchisees, suppliers and restaurant guests – because they are the cornerstones of our business. We do all that we can to serve employees and guests alike. The BURGER KING McLAMORESM Foundation is but one way that we support our Burger King friends and family. In addition to the foundation, along with our franchisee community, we support numerous local and regional initiatives worldwide.

We continue to distinguish ourselves from our competitors by being an exceptional employer. One of



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Bold represents our determination to approach every situation with dynamic, innovative thinking.

Accountable means that we embrace the responsibility we have as a public company to deliver value for our shareholders and for our franchisees and to provide great service and products to our restaurant guests.

Empowered says that we vest individuals with the power and control to achieve their goals whether that person is our colleague, our franchisee, our supplier or our restaurant guest.

Meritocratic ensures that exemplary work reaps great rewards. And **Fun** exclaims that we work as a team and strive to make every Burger King touch point worldwide – more than 13,000 restaurants, our field teams and our Restaurant Support Centers – a place where people love coming to work every day.

OUR COMMITMENT TO THE ENVIRONMENT

The ongoing global debate regarding the role of business in sustainability has highlighted many of the challenges and expectations among all businesses, including the quick-service restaurant industry.

We continuously review our policies on animal welfare, sourcing and environmental impact to ensure that we remain good corporate citizens in the communities we serve.



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changes that will positively impact the environment without compromising operational standards. For example, we know that recycling and waste management are two of our biggest environmental challenges. We remain committed to working with suppliers to find ways we can reduce, reuse and recycle.

OUR COMMITMENT TO CORPORATE GOVERNANCE

Burger King Worldwide has a deep-rooted corporate governance and compliance program. Our codes and company policies encompass not only our core ethical principles, but also specific issues that our employees and business partners face on a day-to-day basis. Our goal is to continuously reinforce our policies and procedures to ensure compliance with the law as well as openness and accountability.

The core ethical and governance principles of BKC begin at the top. The board sets the tone by promoting an ethical culture that respects and values all employees and stakeholders and encourages compliance with all laws and company policies. As a condition of doing business within the Burger King system, every approved vendor must comply with the Code of Business Ethics and Conduct for Vendors. We've partnered with, and received recognition from, a variety of organizations that share our dedication to being a good corporate citizen and improving our communities around the world.

With thousands of restaurants and millions of guests around the world, we realize that even small changes we can make a big impact. By instituting best practices, and educating and working with our employees and our business partners, we will continue to take steps to make meaningful contributions to our communities around the globe.



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At the heart of our philanthropy program is the Burger King McLamoreSM Foundation.

The Burger King McLamoreSM Foundation is a 501(C) (3) not-for-profit public charity, whose global effort is aimed at supporting the advancement of education around the world. Inspired by Burger King[®] brand co-founder James W. McLamore, its mission is to make a positive impact in our communities by building brighter futures through education and providing hardship assistance to members of the Burger King[®] family. The Burger McLamoreSM Foundation also partners with select charitable organizations worldwide that share its mission of advancing education. The Burger King McLamoreSM Foundation is an integral part of the Burger King Worldwide corporate responsibility program and is governed by a board of directors consisting of our executives and franchisees.

For more information, visit the [Foundation's website](#).

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