



## **ABOUT THE COMPANY**

Bloomin' Brands, Inc. is a company of restaurants, not a restaurant company. All of our brands were founded by people who have a genuine passion for food and a desire to share hospitality with others.

Headquartered in Tampa, Florida, Bloomin' Brands, Inc. is one of the world's largest casual dining companies with approximately 100,000 Team Members and close to 1,500 restaurants throughout 48 states, Puerto Rico, Guam and 22 countries.

## **HISTORY**

In the late 1980s, four friends, who were all veterans of the hospitality industry, had the dream of opening their own restaurant. They wanted a place with a casual atmosphere and a strong focus on quality food and service.

To differentiate themselves, they decided an Australian theme fit the relaxed, friendly and fun image they wanted for their new restaurant. With a "No Rules, Just Right" mentality that takes food very seriously, but without taking themselves too seriously, and operating under the premise that nothing stands in the way of pleasing the customer, they opened their first Outback Steakhouse restaurant in March 1988 in Tampa, Florida. Outback Steakhouse quickly became known as a place that served a great steak at a reasonable price by people who genuinely cared about the comfort, well-being and joy of their guests.

Since then, the company has grown to include Carrabba's Italian Grill, Bonefish Grill and Fleming's Prime Steakhouse & Wine Bar. Together, these unique, founder-inspired restaurants, that deliver exceptional quality and welcoming hospitality, make up Bloomin' Brands, Inc.

In 2012, Bloomin' Brands, Inc. became a publicly traded company on NASDAQ under the ticker symbol "BLMN."

## BRANDS



To create our bold flavors, we start fresh every day. Our Australian-inspired restaurant is internationally known for award-winning steaks, the Bloomin' Onion and a wide variety of chicken, ribs and seafood. Our menu also features new creations and grilled classics – such as the Hearts of Gold Mahi and Wood-Fire Grilled Steak – that are made from scratch daily using only the highest quality ingredients, and prepared just the way you like it. Our warm, inviting and casual environment is perfect for coming together to enjoy a good, wholesome meal.



Offering authentic Italian cuisine passed down from our founders' family recipes, we use only the best ingredients to prepare fresh and handmade dishes cooked to order in a lively exhibition kitchen. Featuring a wood-burning grill inspired by the many tastes of Italy, our customers enjoy signature dishes, including Chicken Bryan, Pollo Rosa Maria and Chicken Marsala in a warm, festive atmosphere that feels like home.



Known as the “fresh fish experts,” we specialize in market-fresh fish from all over the world. Our fish is prepared over a wood-burning grill and then paired with original sauces or toppings made from only the freshest ingredients. We offer an innovative, seasonal menu and specials that feature the highest-quality, freshest ingredients. Expect a polished, casual experience with a big-city bar that offers bar fresh cocktails and an affordable, interesting wine list that are designed to indulge your senses, regardless of the occasion.



The ultimate steakhouse destination for food and wine lovers seeking a stylish, lively and memorable dining experience. Offering nationally renowned Prime beef and steakhouse fare, as well as an award-winning wine program that features 100 wines by the glass, we believe that a steakhouse can be sophisticated yet comfortable and not overpriced. Our gracious service and dedication to excellence turn evenings out into memorable times.

## **EXECUTIVE OFFICERS/CONCEPT PRESIDENTS**

Elizabeth (Liz) Smith, Chairman of the Board of Directors and Chief Executive Officer

Christopher (Chris) Brandt, EVP, Chief Brand Officer

Pablo Brizi, SVP, Chief Human Resources Officer

David (Dave) Deno, EVP, Chief Financial and Administrative Officer

Juan Guerro, SVP, Chief Global Supply Chain Officer

Donagh Herlihy, EVP, Digital and Chief Information Officer

Joseph (Joe) Kadow, EVP, Chief Legal Officer

Suk Singh, EVP, Chief Development Officer and Franchising

Skip Fox, President, Fleming's Prime Steakhouse & Wine Bar

Michael (Mike) Kappitt, President, Carrabba's Italian Grill

Patrick (Pat) Murtha, President, Bloomin' Brands International

Gregg Scarlett, President, Bonefish Grill

Jeffrey (Jeff) Smith, President, Outback Steakhouse

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