



TO: BBI Supplier Partners
FROM: Lissette Gonzalez, Executive Vice President, Chief Supply Chain Officer
Obeta Osolu, Sr. Director, Quality Assurance, Commercialization & Food Safety
DATE: January 29, 2024
RE: Share-ify (Bloomin' Brands Quality Assurance Platform)

Dear Supplier Community,

As many of you learned during our 2023 Supplier Summit, Bloomin' Brands, Inc. ("Bloomin' Brands") is partnering with Share-ify, a third-party quality assurance management platform, which will help ensure full compliance of brand standards for all Bloomin' Brands concepts worldwide. This system is a subscription-based platform that will be deployed to the entire supplier community as the gateway for all supplier onboarding activities and specification management. For those impacted, we will be moving away from the CMX-GQAC Platform, effective May 31, 2024.

The Share-ify platform will provide the following benefits:

- Master Data Management for all Suppliers/Distributors and Products, including specifications
- Standardized processes and workflows associated with product life-cycle
- Creation of actionable data to mitigate risk through compliance protocol enhancements, change management and traceability

You are receiving this communication as you have been identified as a core Bloomin' Brands supplier with products through our distribution partner Performance Food Group ("PFG"). You will be contacted by a representative of Share-ify in the coming weeks to help get you started. The list below contains examples of what will be needed to setup your account:

- Current Certificate of Insurance
- Acknowledgement of the Bloomin' Brands Supplier Code of Conduct
- Most recent third party GFSI audit & certificate (full audit report needs to include corrective action responses) for each facility that manufactures product for Bloomin' Brands
- HACCP/PC Plan and flow chart for the products supplied to Bloomin' Brands
- Product Specifications to be completed; further instructions will be made available during training that will be initiated through our dedicated Share-ify Support Team
- 24-Hour Emergency Contact Information for your company

Thank you in advance for your participation and your continued support of Bloomin' Brands.

Sincerely,

Lissette Gonzalez
Lissette Gonzalez
EVP, Chief Supply Chain Officer

Obeta Osolu

Sr. Director, Quality Assurance, Commercialization & Food Safety