

NEXT STEPS

With thousands of restaurants and millions of guests around the world, we realize that by instituting small changes we can make a big impact. We recognize that we will be better able to realize our goals and objectives if we continue to do the right thing as a responsible corporate citizen in today's global marketplace. 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 in the areas of food, people, environment and corporate governance. This is our promise to our stakeholders: shareholders, employees, guests, franchisees, vendors and suppliers and the planet.

- ◆ Work with top BKC leadership in various BURGER KING® geographies to develop regionally specific health statements that address the needs of the area.
- ◆ Incorporate more Sodium Task Force food initiatives in the U.S., as well as globally.
- ◆ Continue to work with our Nutrition Advisory Panel to create innovative and healthy options for consumers.
- ◆ Establish nutritional panels in other countries modeled after our U.S. Nutrition Advisory Panel.
- ◆ Continue to increase our diverse franchisee and supplier base.
- ◆ Expand domestic partner benefits and launch adoption assistance benefits.
- ◆ Expand employee volunteerism programs.
- ◆ Expand the BK™ Family Fund globally.
- ◆ Expand the local community affairs programs to partner with national philanthropic organizations.
- ◆ Design an environmentally-friendly restaurant that maximizes energy efficiency.
- ◆ Educate our franchisees on environmental standards and encourage them to develop environmentally-friendly programs.
- ◆ Continue to incorporate recycled content in our paper purchases.
- ◆ Implement environmentally-friendly packaging policies wherever possible.
- ◆ Work to LEED certify the Restaurant Support Center headquarters in Miami, Fla.
- ◆ Create an internal program that encourages all employees to make a concerted effort to reduce waste and save energy whenever possible.
- ◆ Create and maintain a supplier database capturing their sustainable programs so we can better understand our system's green initiatives and share best practices.
- ◆ Identify and search for chicken suppliers that have controlled atmosphere killing (CAK) capabilities.
- ◆ Increase the purchase of cage-free eggs and pork from gestation stall-free facilities.
- ◆ Move closer to Global Reporting Initiatives (GRI) standards.
- ◆ Work toward alignment with the Dow Jones Sustainability Index.