

Inspire Brands Completes Acquisition of Dunkin' Brands

- *Becomes second-largest restaurant company in the U.S. by system sales and locations*
- *Inspire now encompasses: \$26 billion in system sales; nearly 32,000 restaurants in 60+ countries; 600,000+ company and franchise team members; 3,200+ franchisees*

ATLANTA – December 15, 2020 – Inspire Brands, Inc. (“Inspire”) today announced the completion of its \$11.3 billion acquisition of Dunkin' Brands Group, Inc. (“Dunkin' Brands”).

With the addition of Dunkin' and Baskin-Robbins, Inspire now encompasses nearly 32,000 restaurants across more than 60 countries generating \$26 billion in annual system sales, making it the second-largest restaurant company in the U.S. by both system sales and locations. Inspire's family of brands includes Arby's®, Baskin-Robbins®, Buffalo Wild Wings®, Dunkin'®, Jimmy John's®, Rusty Taco®, and SONIC Drive-In®.

“We are very excited to welcome the Dunkin' and Baskin-Robbins brands into the Inspire family. Dunkin' and Baskin-Robbins are category leaders and two of the most iconic restaurant brands in the world,” said Paul Brown, Co-founder and Chief Executive Officer of Inspire. “This is an incredible moment in our journey as a company. I want to thank all our team members, franchisees and suppliers whose hard work helped make this possible.”

The acquisition of Dunkin' Brands furthers Inspire's goal of bringing together a family of highly differentiated and complementary brands. Both Dunkin' and Baskin-Robbins will benefit by leveraging the capabilities and best practices of Inspire's shared services platform. Additionally, both brands will also benefit Inspire by adding a highly talented team, strong franchisee network, large and loyal customer base, scaled international platform, as well as a robust consumer packaged goods licensing capability.

Dave Hoffmann, formerly CEO of Dunkin' Brands will report to Paul Brown as Senior Advisor and will help navigate the integration into Inspire. Scott Murphy will assume the role of Head of the Inspire Beverage-Snack Category and President, Dunkin', reporting directly to Paul Brown. Jason Maceda will assume the role of President, Baskin-Robbins reporting to Scott Murphy. Both will join the Inspire Executive Team.

“We are excited to reach this important milestone together with our incredible franchisees, licensees, employees, and suppliers,” said Dave Hoffmann. “Over the past few years, we have accomplished much to be proud of including the execution of our strategic plans that led to the transformation of our two beloved, iconic brands. We are confident that Inspire's proven stewardship of franchised restaurant concepts and best-in-class capabilities will drive further growth for both Dunkin' and Baskin-Robbins around the world.”

About Inspire Brands

Inspire Brands is a multi-brand restaurant company whose portfolio includes nearly 32,000 restaurants across more than 60 countries. The Inspire family of brands includes: Arby's, Baskin-Robbins, Buffalo Wild Wings, Dunkin', Jimmy John's, Rusty Taco, and SONIC Drive-In. The company was founded in 2018 and is headquartered in Atlanta, Georgia. Inspire is majority-owned by affiliates of Roark Capital. For more information, visit [InspireBrands.com](https://www.InspireBrands.com).

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