

OUR SUPPLIER EXPECTATIONS:

KEY ATTRIBUTES IN SELECTING CERTIFIED DIVERSE SUPPLIER PARTNERS

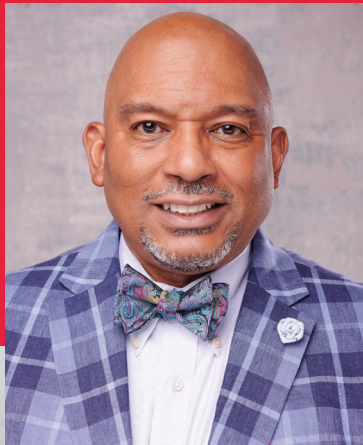
- Core competencies and ability to meet our needs
- Consistency in delivering the highest quality products and services at a competitive cost
- Proven track record, business processes and best practices within the industry
- Ability to achieve results and help us achieve our goals in a competitive marketplace
- A strong knowledge of our brand and a good understanding of our industry
- Ability to drive innovation, identify problems and design solutions
- Solid financial standing and strong references
- A high-quality assurance rating & the ability to provide required certifications
- Adaptability to our changing business needs
- Integrity and values that align with ours

WE ARE COMMITTED TO:

- Serving the highest quality food
- Our people, families and communities
- Diversity, equity and inclusion
- Being ethically, socially and environmentally responsible

TO REGISTER TO BECOME A SUPPLIER TO DENNY'S:

Visit our website: www.dennys.com



RANDY BROWN

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Business Diversity Program
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BUSINESS DIVERSITY STEERING COMMITTEE

Denny's established a Business Diversity Steering Committee. Its purpose is to assist in providing a business diversity program strategy and available opportunities for diverse suppliers throughout the organization. The Steering Committee includes the following:

Executive Sponsors:

Chief Executive Officer and President

Vice President, Chief Inclusion & Community Engagement Officer

Committee Members:

Sr. Manager, Business Diversity

Vice President, Human Resources

Deputy General Counsel

Vice President, Information Technology

Vice President, Franchise Operations

Vice President, Procurement

Senior Vice President, Chief Accounting Officer & Corporate Controller
at Denny's Corporation

Vice President, Product Innovation

WE'RE ALWAYS OPEN
Always Serving Your Favorites,
We're Proud to be America's Diner.



dennys.com



ALWAYS OPEN
TO GREAT PARTNERSHIPS

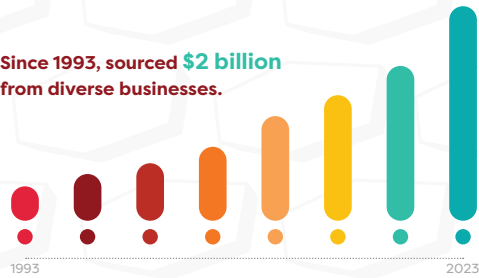


DENNY'S BUSINESS DIVERSITY BROCHURE

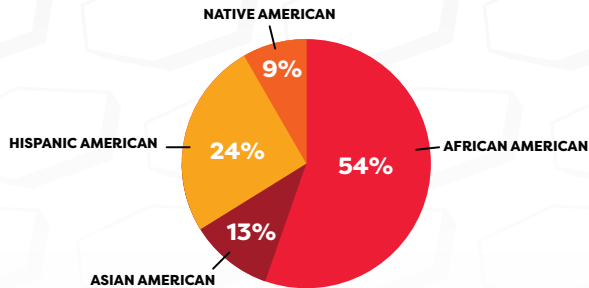
ALWAYS OPEN TO OUR COMMUNITY

Denny's is committed to increased business opportunities for diverse businesses in our purchasing process and across our brand. Our goal in business diversity is to make meaningful contribution to the economic growth of diverse businesses and communities. Leveraging diversity brings enhanced innovation and fresh new ideas to how we perform as a brand. That's why we recognize that successfully maintaining a robust, diverse supplier base requires intentionality, commitment, exceptional teamwork throughout our organization.

Since 1993, sourced \$2 billion from diverse businesses.



DIVERSITY SPEND BASED ON ETHNICITY



Our Strategic Partners:

National Minority Supplier Development Council
 Women's Business Enterprise National Council
 U.S. Pan Asian American Chamber of Commerce
 National LGBT Chamber of Commerce
 U.S. Hispanic Chamber of Commerce
 National Veterans Business Development Council
 Disability: IN



Since 1993, Denny's has spent more than \$2 billion with diverse businesses, awarded at least 10% of our supplier contracts to these suppliers. Denny's continues to identify potential businesses through partnerships and outreach.

OUR VISION

To be an intentional industry leader in creating a culture of inclusion consistent with our guiding principles; one that support all, employs all and buys from all to create healthier communities.

OUR MISSION

Our mission at Denny's is to establish beneficial business relationships with diverse suppliers who share our commitment to exceptional quality, excellent customer service, innovative ideas and competitive pricing.

OUR POLICY

Denny's is committed to the pursuit of business opportunities for diverse businesses in all aspects of our company. It is our policy to give full consideration to businesses having the capabilities and drive to meet our company's needs. As such, the company will:

- Make every reasonable effort to help certified diverse businesses demonstrate their ability to meet our company needs and standards.
- Ensure that diverse businesses fully comprehend our company's requirements and are able to bid appropriately.
- Identify and assist in development programs for existing and potentially qualified diverse and disadvantaged to supply products/services.

We at Denny's are constantly striving to identify qualified diverse businesses to support the needs of the company, because we see diversity as a business imperative. We will continue on a path of continuous improvements in an effort to stimulate economic growth in the communities we serve.

FOOD PRODUCTS WE BUY

- Beef, Pork, Poultry, Seafood, Bacon, Sausage, Ham, Deli Meats, Specialty Meats
- Bakery Items (Breads, Buns, Pies, etc.)
- Seasonings/Spices, Sweeteners, Flavorings, Oils, Margarines, Condiments, Salad Dressings
- Soups, Sauces, Jams/Jellies, Syrup, Creamers, Produce, Eggs, Ice Cream, Dairy
- Fruits and Vegetables, Pickles, Nuts, Toppings, Potato Products, Onion Rings
- Beverages (Coffee, Teas, Soft Drinks, Juices),
- Appetizers
- Specialty Foods, other items as needed

NON-FOOD PRODUCTS

- Janitorial Equipment, Suppliers and Services, Safety and First Aid Suppliers, Floor Mats
- Uniform Program, Name Badges, Menus, Office Supplies, Packaging, Tabletop items
- Chinaware, Glassware, Smallware, Flatware, Cookware, Lighting, Promotional items
- Paper and Plastic Products, Outside Printing and Forms, Other products and services as needed

PRODUCTS & SERVICES AS NEEDED TO SUPPORT THE FOLLOWING AREAS:

- Facilities, Construction, Real Estate
- Information Technology, Finance and Accounting
- Human Resources and Benefits
- Marketing and Creative Services

LEGAL AND RISK MANAGEMENT

- Operations, Training and Development
- Corporate Building Services

The above listing does not represent all product and service needs. Special projects, expansions and limited time offerings may require additional needs.

Diverse Businesses Represent 10% of our Total Spending