

## **Bloomin' Brands, Inc.**

### Code of Conduct

#### Summary of Changes

On February 9, 2021, the Board of Directors of Bloomin' Brands, Inc. (the "Company"), adopted a new Code of Conduct (the "Code"). The Code applies to all of the Company's employees, officers, and directors, including its principal executive officer, principal financial officer, and controller.

The Code replaces and supersedes the Company's original Code of Business Conduct and Ethics, and was adopted to, among other things: (i) reduce complexity and improve readability; (ii) provide additional clarity on acceptable and unacceptable behavior and actions, including through the use of practical hypothetical situations; and (iii) make other changes that are of a technical, administrative, and non-substantive nature. In addition, the Code contains:

- a "Message from our CEO" emphasizing the importance of complying with the Code and operating with honesty and integrity;
- frequently asked questions and answers; and
- tips and real-world scenarios to help guide the Company's employees, officers, and directors in complying with the Code.

The adoption of the Code did not relate to or result in any waiver, whether explicit or implicit, of any provisions of the Code of Business Conduct and Ethics.

The foregoing description of the Code is qualified in its entirety by reference to the full text of the Code, which is available for review or download in the Corporate Governance section of the Company's website at <https://investors.bloominbrands.com/corporate-governance>.