

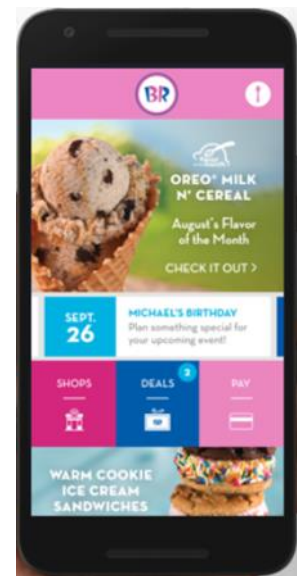
Digital Innovation



Mobile App:

In August 2016, Baskin-Robbins launched the sweetest app around for Apple and Android devices, making it even easier and more convenient for guests to get their ice cream fix. Key features include:

- **Want some Ice Cream with that App?** Users get a free regular scoop of ice cream when they download the app and sign up for mobile deals. (terms & conditions apply)
- **Get deals, coupons and more.** Guests can get access to coupons and promotions right from the app. Any time there is a special offer or flavor update, they will be one of the first to know about it.
- **Pay right from the app.** Users can add and manage their Baskin-Robbins cards right from the app. Then, all they have to do is scan their app at the register and they are good to go.
- **There is always a reason to celebrate!** Guests can stay on top of Baskin-Robbins events as well as their own. Users can keep track of their upcoming birthday parties, anniversaries, play dates and any other reasons they find to celebrate.
- **Send a Mobile Gift Card.** Users can send a mobile gift card to celebrate events like birthdays or anniversaries or as a sweet thank you gift. All they need to do is choose a design and send the card via email or text message.
- **Find a new favorite.** Guests can stay up to date with new flavors, seasonal treats, nutrition information and pink spoon ratings. They can also use the filters to search for products that are free of select allergens.
- **Locate the nearest Baskin-Robbins shop.** A detailed store locator makes it easy to find directions and information about local Baskin-Robbins locations, including shop hours, online cake ordering availability, product offerings and more.



Delivery:

- Launching in July 2017, ice cream lovers in nearly two dozen cities across the country can use DoorDash to have their favorite Baskin-Robbins ice cream treats delivered right to their doorstep.
- More than 600 Baskin-Robbins locations in 22 cities across the country are supported by DoorDash delivery, including Atlanta, Chicago, Dallas, Houston, Las Vegas, Los Angeles, Nashville, New York City, Phoenix, Sacramento, San Diego, San Francisco, Seattle and Washington DC.

- Residents in the participating cities can use the DoorDash app or website to order their favorite Baskin-Robbins products with just a tap or click without leaving home or work.

Online Ordering:

Guests can choose from a wide variety of treats to order online from Baskin-Robbins. This includes Classic Ice Cream Cakes, New! Piñata Cakes, Fudge Crunch Cakes, Ready Now Cakes, Polar Pizza® Ice Cream Treats, Pies, Candles and Pre-Packed Quarts.

Here is how guests can order the perfect dessert online:

1. Find the perfect Baskin-Robbins dessert for their occasion.
2. Customize and place their order online.
3. Pick up their order at their local Baskin-Robbins shop just 24 hours later.

To place a Baskin-Robbins order online, guests can visit www.BaskinRobbins.com/OnlineOrdering.