

Wendy's materiality assessment and stakeholder engagement

A company's sense of purpose and long-term thinking is critical in identifying impact. In the fall of 2019, we began a materiality assessment to inform our strategy and to help prioritize our efforts in these areas moving forward. With executive sponsorship from our Chief Corporate Affairs & Sustainability Officer and our Chief Financial Officer, the materiality assessment allowed us to conduct thorough research and benchmarking, analyze industry and global standards and trends and engage a broad range of stakeholders to define and prioritize the topics that we believe may have a significant impact on Wendy's, or could be significantly affected by Wendy's operations.

We are excited to share these findings for the first time in this report. With the support of a global professional services firm, we engaged with nearly 1,000 diverse stakeholders including members of Wendy's board of directors, customers, employees, franchisees, shareholders, suppliers and non-governmental organizations (NGOs); identified Wendy's 24 most material topics; and validated the results of our materiality assessment with company leadership. We organized our efforts under our Food, People and Footprint framework, which enables us to align these focus areas within the context of our broader business strategy. This equates to eight priority topics: Packaging & Waste; Climate, Energy & Water; Food Safety & Quality; People & Ethics; Animal Care & Welfare; Nutrition; Data Security & Privacy and Traceability & Transparency.

