Preferred Site Criteria

Combo Locations

- Daytime Population:
  - Minimum 10,000 within a 5 minute drive-time (suburban)
- Residential Population:
  - Minimum 15,000 within a 5 minute drive-time (suburban)
  - Minimum 25,000 within a 9 minute drive-time (suburban)
- Minimum traffic count: 20,000 ADT
- Building Size: 1,800 - 2,200 sq. ft.
- AM side of the road
- Drive-thru
- Freestanding, shared pad or end-cap located in mixed use “major tenant” community shopping center w/national or regional tenants
- High visibility from major arteries
- Strong vehicular visibility - prototypical signage & no obstructions that may impact customer reaction time
- Easy ingress and egress (no more than 2 turns in and out)
- Minimum of one (1) parking space for every two (2) seats + 10 employee spaces

Freestanding, End Cap & In-Line

<table>
<thead>
<tr>
<th>Residential Population*</th>
<th>Median Income</th>
<th>Employee Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-min</td>
<td>9-min</td>
<td>11-min</td>
</tr>
<tr>
<td>Central City</td>
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<td>n/a</td>
</tr>
<tr>
<td>Urban (no front yard)</td>
<td>18,000</td>
<td>90,000</td>
</tr>
<tr>
<td>Suburban (front yard)</td>
<td>9,000</td>
<td>n/a</td>
</tr>
</tbody>
</table>

- Minimum 20,000 ADT
- Building Size: Preferred 1,500 - 1,800 sq. ft.
- Superior real estate position to competition
- AM side of the road
- Drive-thru
- Strong pedestrian visibility (Central Business District/Urban)
- Strong vehicular visibility - prototypical signage & no obstructions that may impact customer reaction time
- Easy ingress & egress (no more than 2 turns in or out)
- Minimum of (1) parking space for each table with a minimum of 18 seats (Suburban/Rural)
Gas/Convenience

- Located on a roadway with a minimum 10,000 ADT
- Building Size: Min. 1000 sq. ft. (when sharing space with a gas/convenience operator)
- Interior space: Min. 400 sq. ft.
- Sufficient cold and dry goods storage space, which may be shared with the gas/convenience operator
- Ability to share pylon and building signage for quick brand identification
- High pedestrian traffic during all business hours - suburban, rural, urban
- Minimum of (12) parking spaces (when sharing space with a gas/convenience operator)
- Drive-thru window preferred
- Well-defined delivery areas

<table>
<thead>
<tr>
<th></th>
<th>Residential Population*</th>
<th>Median HH Income</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5-min</td>
<td>9-min</td>
</tr>
<tr>
<td>Urban (no front yard)</td>
<td>45,000</td>
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<tr>
<td>Suburban (front yard)</td>
<td>13,000</td>
<td>35,000</td>
</tr>
</tbody>
</table>

*includes a unique population of 40k in new markets

- Prominent End-cap (1,200 -1500sq ft. / 20 ft. frontage) with strong visibility
- Drive thru locations preferred
- Availability of exterior patio seating
- Minimum 250K SF Retail in immediate trade area:
- Located in vibrant power center, open-air mall, dominant “daily needs” grocery/drug anchored neighborhood center entertainment / life style center with high level of activity
- Superior real estate position to competition
- Minimum 25,000 Average Daily Traffic
- Easy ingress & egress (no more than 2 turns in or out) with ample parking contiguous with site, minimum 1 stall for every 150 sq. ft.

Trade area and site selection is part art and science. Although there are a number of standard factors that Dunkin’ Brands takes into account in assessing whether to approve development of a Dunkin’ Donuts or Baskin Robbins restaurant in a particular trade area or at a particular site, each trade area and site has unique characteristics and requires a level of individual assessment.