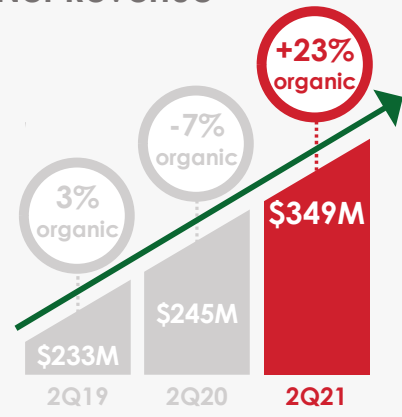


EARNINGS HIGHLIGHTS

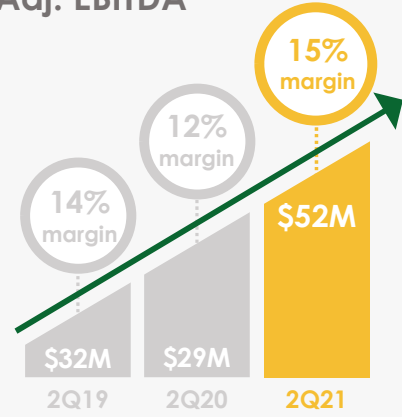


SECOND QUARTER 2021

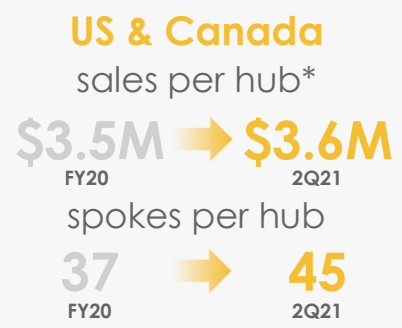
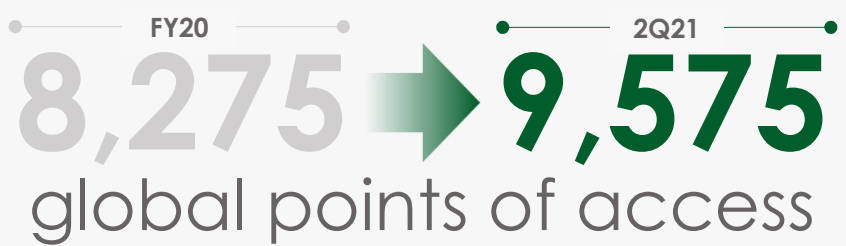
Net Revenue



Adj. EBITDA

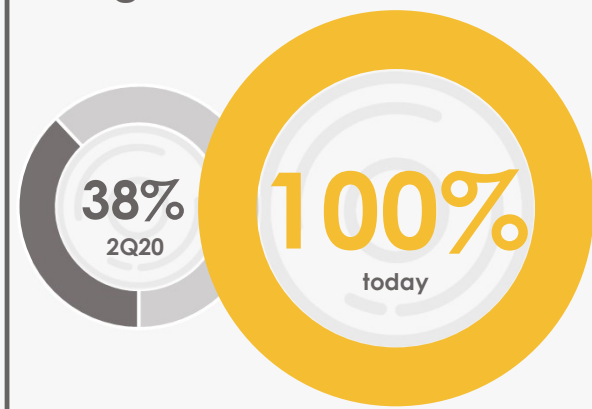


Hub & Spoke Model



73% global system company-controlled

Doughnuts Delivered Fresh



Note: U.S. only; reflects transformation from legacy DSD sales to fully DFD at end of 2Q21

200th
 Insomnia Cookies shop opened

19%
 shop sales via ecommerce

Note: represents the first half of 2021

+33%
 DFD avg. weekly sales per door, YoY

Note: U.S. only

1,527
 doughnut shops (378 Hot Light Shops)
30
 countries

Note: This document contains Non-GAAP financial measures. For full financial data and Non-GAAP reconciliations, please refer to the earnings release dated August 17, 2021, available at investors.krispykreme.com