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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

**SCHEDULE 14A**

**Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934 (Amendment No. )**

Filed by the Registrant  Filed by a party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material under §240.14a-12

**BLOOMIN' BRANDS, INC.**

(Exact name of registrant as specified in its charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11

(1) Title of each class of securities to which transaction applies:

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(2) Aggregate number of securities to which transaction applies:

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(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

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(4) Proposed maximum aggregate value of transaction:

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(5) Total fee paid:

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Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

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(2) Form, Schedule or Registration Statement No.:

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(3) Filing Party:

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(4) Date Filed:

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**Online**



Go to [www.investorvote.com/BLMN](http://www.investorvote.com/BLMN) or scan the QR code – login details are located in the shaded bar below.

**Stockholder Meeting Notice** 1234 5678 9012 345

**Important Notice Regarding the Availability of Proxy Materials for the Bloomin' Brands, Inc. Stockholder Meeting to be Held on Friday, May 29, 2020**

Under Securities and Exchange Commission rules, you are receiving this notice that the proxy materials for the annual stockholders' meeting are available on the Internet. Follow the instructions below to view the materials and vote online or request a copy. The items to be voted on and location of the annual meeting are on the reverse side. Your vote is important!

**This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting. The proxy statement and Form 10-K are available at:**

[www.investorvote.com/BLMN](http://www.investorvote.com/BLMN)



**Easy Online Access – View your proxy materials and vote.**

- Step 1:** Go to [www.investorvote.com/BLMN](http://www.investorvote.com/BLMN).
- Step 2:** Click on the icon on the right to view meeting materials.
- Step 3:** Return to the investorvote.com window and follow the instructions on the screen to log in.
- Step 4:** Make your selections as instructed on each screen for your delivery preferences.
- Step 5:** Vote your shares.

**When you go online, you can also help the environment by consenting to receive electronic delivery of future materials.**



**Obtaining a Copy of the Proxy Materials - If you want to receive a copy of the proxy materials, you must request one. There is no charge to you for requesting a copy. Please make your request as instructed on the reverse side on or before May 19, 2020 to facilitate timely delivery.**



2 N O T

C O Y



## Stockholder Meeting Notice

The 2020 Annual Meeting of Bloomin' Brands, Inc. Stockholders will be held on Friday, May 29, 2020, 8:00 a.m. EDT, virtually via the internet at [www.meetingcenter.io/234854599](http://www.meetingcenter.io/234854599).

To access the virtual meeting, you must have the information that is printed in the shaded bar located on the reverse side of this form.

The password for this meeting is - **BLMN2020**

Proposals to be voted on at the meeting are listed below along with the Board of Directors' recommendations.

The Board recommends a vote **FOR** all nominees, **FOR** Proposals 2, 3 and 4 and **AGAINST** Proposals 5 and 6:

1. To be elected as Class II Directors with terms expiring in 2023:  
**01 - James R. Craigie**  
**02 - David J. Deno**
2. To ratify the appointment of PricewaterhouseCoopers LLP as the Company's independent registered certified public accounting firm for the fiscal year ending December 27, 2020.
3. To approve, on a non-binding advisory basis, the compensation of the Company's named executive officers.
4. To approve the Bloomin' Brands, Inc. 2020 Omnibus Incentive Compensation Plan.
5. To vote on a stockholder proposal requesting that the Company take action to declassify the Board.
6. To vote on a stockholder proposal requesting that the Board issue a report assessing how the Company could increase efforts to mitigate supply chain greenhouse gas emissions.

**PLEASE NOTE – YOU CANNOT VOTE BY RETURNING THIS NOTICE. To vote your shares you must go online or request a paper copy of the proxy materials to receive a proxy card.**



### Here's how to order a copy of the proxy materials and select delivery preferences:

Current and future delivery requests can be submitted using the options below.

If you request an email copy, you will receive an email with a link to the current meeting materials.

**PLEASE NOTE:** You must use the number in the shaded bar on the reverse side when requesting a copy of the proxy materials.

- **Internet** – Go to [www.investorvote.com/BLMN](http://www.investorvote.com/BLMN).
- **Phone** – Call us free of charge at 1-866-641-4276.
- **Email** – Send an email to [investorvote@computershare.com](mailto:investorvote@computershare.com) with "Proxy Materials Bloomin' Brands, Inc." in the subject line. Include your full name and address, plus the number located in the shaded bar on the reverse side, and state that you want a paper copy of the meeting materials.

To facilitate timely delivery, requests for a paper copy of proxy materials must be received by May 19, 2020.