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## **Beam Suntory Inc. Appoints InnerWorkings as Its Preferred Marketing Execution Provider**

### ***InnerWorkings to provide technology platform, global capabilities, and deep domain expertise***

CHICAGO--(BUSINESS WIRE)-- Beam Suntory Inc., the world's third-largest premium spirits company, has selected InnerWorkings, Inc. (NASDAQ: INWK) as its preferred provider to deliver brand and field optimization goals within the area of Point of Sale (POS) materials.

As part of the agreement, InnerWorkings will provide custom point-of-sale, branded merchandise, multiple eCommerce sites, warehousing and fulfillment services, as well as a large supporting infrastructure within Beam Suntory and across InnerWorkings' offices worldwide, to deliver an end-to-end POS marketing supply chain solution across Beam Suntory's expansive brand portfolio.

Beam Suntory will benefit from InnerWorkings' collaborative VALO® technology. By sharing successful marketing ideas across continents, departments, and regions, the technology platform will maximize Beam Suntory's brand impact and capture field-based efficiencies in all languages and currencies they require. VALO® also will provide real-time access to data and equip field personnel with tools to increase their speed to market - saving Beam Suntory money while retaining or improving quality and enhancing visibility.

"After a long and detailed evaluation process, we selected InnerWorkings based on the company's industry experience, global footprint, and technology tools," stated Jim Dionne, Global Director, Marketing & Indirect Procurement, at Beam Suntory. "InnerWorkings has the global marketing execution expertise we need to push our creative ideas into the marketplace and explore procurement efficiencies across borders as we evolve our relationship."

"Our deep experience inside and outside the spirits industry will help us bring innovation to Beam Suntory's marketing supply chain. We're excited to get started, as the opportunity is meaningful for both of our companies," stated Eric Belcher, CEO of InnerWorkings.

For more than a decade, InnerWorkings has solved the unique creative and logistical challenges of the world's premier spirits brands. By tapping InnerWorkings' global technology, unrivaled \$1 billion buying power, and award-winning ideas, leading global companies, now including Beam Suntory, achieve their premium goals, without resorting to luxury budgets.

### **About Beam Suntory Inc.**

As the world's third largest premium spirits company, Beam Suntory is Crafting the Spirits Brands that Stir the World. Consumers from all corners of the globe call for the company's brands, including the iconic Jim Beam and Maker's Mark bourbon brands and Suntory whisky Kakubin, as well as world-renowned premium brands including Knob Creek bourbon, Yamazaki, Hakushu and Hibiki Japanese whiskies, Teacher's, Laphroaig, and Bowmore Scotch whiskies, Canadian Club whisky, Courvoisier cognac, Sauza tequila, Pinnacle vodka, and Midori liqueur.

Beam Suntory was created in 2014 by combining the world leader in bourbon and the pioneer in Japanese whisky to form a new company with a deep heritage, passion for quality, innovative spirit, and commitment to Growing for Good. Headquartered in Deerfield, Illinois, Beam Suntory is a subsidiary of Suntory Holdings Limited of Japan. For more information on Beam Suntory, its brands, and its commitment to social responsibility, please visit [www.beamsuntory.com](http://www.beamsuntory.com) and [www.drinks mart.com](http://www.drinks mart.com).

### **About InnerWorkings, Inc.**

InnerWorkings, Inc. (NASDAQ: INWK) is the leading global marketing execution firm serving Fortune 500 brands across a wide range of industries. As a comprehensive enterprise solution, the Company leverages proprietary technology, an extensive supplier network, and deep domain expertise to streamline the production of branded materials and retail experiences across geographies and formats. With global headquarters based in Chicago, IL, InnerWorkings employs approximately 1,700 individuals and maintains 62 global offices in 37 countries. Among the many industries InnerWorkings serves are: retail, financial services, hospitality, consumer packaged goods, not-for-profits, healthcare, food & beverage, broadcasting & cable, and transportation. For more information visit: [www.inwk.com](http://www.inwk.com).

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