

TIM HORTONS INC.
Board of Directors
Governance Guidelines
Adopted September 28, 2009
(Most Recently Revised: August 8, 2013)

The Board of Directors (the “Board”), as elected by the shareholders and, except for matters reserved to the shareholders by law or by the Corporation’s organizational documents, including the certificate of incorporation and by-laws, as the ultimate decision-making body of the Corporation, has adopted unanimously its *Principles of Governance – Philosophy, Role and Mission* (“Principles”). In order to give effect to those Principles, the Board also has adopted unanimously these Governance Guidelines (“Guidelines”) concerning its structure, membership, performance, operations, and management oversight. These Guidelines are general expressions of intent rather than a code of regulations; they are intended to be flexible and enabling rather than rigid and limiting. Although the Corporation is incorporated under and governed by the *Canada Business Corporations Act*, these Guidelines have also been prepared with consideration and effect given to the Sarbanes-Oxley Act of 2002, the Securities and Exchange Commission’s (“SEC”) regulations promulgated thereunder, the listing standards of the New York Stock Exchange (“NYSE”) and the Toronto Stock Exchange (“TSX”), and the rules and regulations of the Canadian securities regulatory authorities. Additionally, these Guidelines include certain other “best practice” provisions that reflect the dynamic and evolving process related to corporate governance matters.

The basic responsibility of each Director is to exercise his or her powers and discharge his or her duties honestly and in good faith with a view to the best interests of the Corporation. Directors are entitled to rely on the honesty and integrity of the Corporation’s executives and its outside advisors and auditors to the fullest extent permitted by law.

BOARD STRUCTURE

The Board shall, within the minimum and maximum number permitted under the Corporation’s articles, set the size of the Board at the number of Directors which is sufficient to provide for diversity of expertise and opinion and allow effective committee organization, yet small enough to enable efficient meetings and decision-making. As a general objective, subject to exceptions recommended by the Directors, it is the Board’s goal that a substantial majority of its members be independent Directors, that is, those who have no direct or indirect material relationship or business conflict with the Corporation and otherwise who meet: (a) the definition of an “independent” director under the listing standards of the NYSE and the rules of the Canadian securities administrators, and (b) other applicable requirements for Board or particular committee service under applicable securities and stock exchange laws, regulations and rules, the Corporation’s charter and by-laws, the Principles and these Guidelines (collectively, “Requirements”), in each case as affirmatively determined by the Board in its business

judgment. The Board will consider all relevant facts and circumstances in making independence determinations.

The Chief Executive Officer of the Corporation, if not also Chair of the Board, is expected to be a Director. The Board selects the Corporation's Chief Executive Officer and the Chair of the Board in a manner that it determines to be in the best interests of the Corporation. The Chair of the Board is responsible for facilitating a highly functioning and effective Board, providing overall leadership and encouraging open communications. Subject to the authority and discretion of the Board, the Chief Executive Officer is responsible for the general management of the business and affairs of the Corporation, with the objective of enhancing long-term shareholder value. The key responsibilities of the Chair and the Chief Executive Officer are set forth in position descriptions, as may be amended or revised by the Board from time to time.

The Board does not have a policy as to whether the role of the Chief Executive Officer and the Chair of the Board should be separate, and, if they are separate, whether the Chair of the Board should be selected from the independent Directors or be an employee of the Corporation. The Board does have a policy, described below, that if the Chair of the Board is not an independent Director, there will be a Lead Director appointed. The duties and responsibilities of the Lead Director are further described below. No senior manager other than the Chief Executive Officer is expected or entitled to be a Director solely by virtue of his or her present or past position as senior manager.

An independent Director whose principal position or responsibility at the time of election subsequently changes substantially is expected to tender his or her resignation for consideration by the Nominating and Corporate Governance Committee. Except with permission of the Board, a management Director who leaves the Corporation and who has no further employment relationship with the Corporation is expected to resign from the Board.

The committees of the Board are the Audit Committee, the Human Resource and Compensation Committee, the Nominating and Corporate Governance Committee, the Executive Committee, and such other committees as the Board may create and maintain from time to time. Committee membership assignments are determined by the Board, on recommendation of the Nominating and Corporate Governance Committee, taking account of Corporation needs, individual attributes, service rotation, and other relevant factors. Each Director serving on the Audit Committee, Human Resource and Compensation Committee, and Nominating and Corporate Governance Committee shall be an independent Director and otherwise satisfy the Requirements. Members of the Human Resource and Compensation Committee shall further be "non-employee" directors, as such term is defined in Rule 16b-3 under the Securities Exchange Act of 1934, and "outside directors," for purposes of Section 162(m) of the Internal Revenue Code of 1986, as amended. Members of the Audit Committee must also satisfy the heightened independence standards for service on audit committees established by the SEC and the rules of the Canadian Securities Administrators.

It is expected that, before accepting a position on the board of directors of another company, a Director will consider whether that service will compromise his or her ability to perform his or her present responsibilities to the Corporation. In addition, a Director shall consult with the Chair of the Nominating and Corporate Governance Committee in advance of accepting a position on the board of directors of another company to confirm that such new position does not create a conflict of interest with the Corporation or otherwise affect the Director's independence. No independent Director may serve on more than five boards of public companies (including the Board of the Corporation), without the prior approval of the Nominating and Corporate Governance Committee. Neither the Chief Executive Officer nor the Chair will accept a position on the board of directors of another public company without first consulting with and receiving the approval of the Board. Finally, no member of the Audit Committee may serve on more than three Audit Committees (including the Corporation's Audit Committee), without prior approval from the Board, which may be granted upon the Board's determination that such simultaneous service would not impair the ability of such Director to serve effectively on the Corporation's Audit Committee.

Each committee of the Board is charged to meet the responsibilities set forth in the Requirements and otherwise such duties as determined by the Board. The Board has approved written charters for the Audit, Human Resource and Compensation, and Nominating and Corporate Governance Committees that describe each committee's respective duties and responsibilities. These charters are available on the Corporation's website under the "Investor Relations Home" and the "Corporate Governance" tabs.

DIRECTOR SELECTION, ORIENTATION AND EVALUATION

Director selection and nomination for re-election are a responsibility of the Board, acting on the recommendation of the Nominating and Corporate Governance Committee, and giving attention to the following qualifications:

- High personal and professional ethics, integrity, practical wisdom and mature judgment;
- Board training or prior public company board service, and/or senior executive experience in business, government, or education;
- Expertise and skills that are useful to the Corporation and complementary to the background and experience of other Board members, as determined by the Board from time-to-time;
- Willingness to devote the required amount of time to carrying out the duties and responsibilities of Board membership;
- Commitment to serve on the Board over a period of several years to develop knowledge about the Corporation and its operations and provide continuity of Board members;

- Willingness to represent the best interests of the Corporation and objectively appraise management's performance;
- Board diversity, regional representation (as appropriate), and other relevant factors as the Board may determine;
- Tenure with the Board, past contributions to the Board, and/or whether advanced age may impact the expected continued capacity to serve as a Director; and
- Anticipated future needs of the Board.

Selection of candidates is on the bases of, first, Corporation needs, and, second, identification of persons responsive to those needs. Directors may consider, giving such weight as they deem appropriate, ancillary attributes such as energy, terms served, change in employment status, and other directorships.

No person shall qualify for service as a Director if he or she is a party to any compensatory, payment or other financial agreement, arrangement or understanding with any person or entity other than the Corporation, or has received any such compensation or other payment from or on behalf of any person or entity other than the Corporation, in each case in connection with candidacy or initial or continued service as a Director; provided that agreements setting forth indemnification and/or reimbursement of out-of-pocket expenses in connection with candidacy as a Director (but not, for the avoidance of doubt, in connection with service as a Director) and any pre-existing employment agreement a candidate has with his or her employer (not entered into in contemplation of the employer's investment in the Corporation or such employee's candidacy or initial or continued service as a Director), shall not be disqualifying under these Guidelines.

Upon the recommendation and under the supervision of the Nominating and Corporate Governance Committee, the Board establishes and maintains programs for the initial and periodic orientation of each Director in the obligations of directors generally and the business of the Corporation specifically, including operations, finance, franchise development and relations, real estate development and management, compliance and auditing, corporate business ethics, corporate organization, and other relevant matters. In addition, the Board supports and encourages the continuing education of its Directors in these areas. For Directors who have not previously served on the board of directors of a public corporation, such Directors must attend an external professional seminar relevant to public corporation board service within two years of their election or appointment to the Corporation's Board of Directors. Further, a Director who is appointed to the Audit Committee who has not previously served as a member of an audit committee of a publicly traded corporation or who has not otherwise had equivalent audit committee experience (*e.g.*, such equivalent experience would include presenting at and/or regularly attending public corporation audit committee meetings in the capacity of CEO, CFO, General Counsel, or equivalent), shall within a reasonable period of time following his or

her appointment, attend an educational session relevant to audit committee members from a reputable provider of board of director education.

The Directors expect that each of them will attend meetings of the Board and assigned committees and participate actively in the work of the Board. Except in compelling circumstances, any Director who during two consecutive full calendar years attended fewer than 75% of the total of (a) all Board meetings held during the period for which he or she has been a Director (including regularly scheduled, special and telephonic meetings) and (b) all meetings held by all committees on which he or she served (during the periods that he or she served) shall be asked to tender his or her resignation to the Board, and the Board shall consider relevant facts and circumstances and determine whether to accept or decline such tendered resignation. The Directors are invited and expected to attend the Annual Shareholders' Meeting.

The Directors expect that each independent Director will own shares in the Corporation and/or notional deferred share units tracking the value of the Corporation's common shares, with each independent Director's holdings valued at least three times his or her annual retainer (including the value of the equity portion of the retainer) received from the Corporation and in any event appropriate to his or her circumstances. Each independent Director will be expected to achieve these share ownership guidelines within five years of his or her initial election or appointment to the Board. "Achievement" of the share ownership guidelines shall occur when a Director holds the required level of common shares and/or deferred share units as determined by the greater of: (i) the acquisition price of the common shares or the value of the deferred share units upon grant, and (ii) the current market price of the Corporation's common shares (or the value of the deferred share units based on the current market price of the Corporation's common share). After the guideline is achieved and maintained for twenty (20) trading days, the guideline is deemed to be satisfied, as long as the number of shares and/or deferred share units held at the time the guideline is deemed achieved continues to be held by the Director, regardless of a subsequent drop in share price. However, if a Director sells shares, the Director must at the time of such sale meet the share ownership guidelines with his or her remaining shares and/or deferred share units, using the market price of the shares (or equivalent value of deferred share units at such time based on the current share price) on the date the sale is made, and will then again be deemed to satisfy the guideline regardless of a subsequent decline in share price.

As an alternative to term limits, prior to recommending to the Board that one or more current Directors be submitted to the shareholders for re-election, the Nominating and Corporate Governance Committee will review the performance of each person potentially standing for election or re-election, and make appropriate recommendations to the Board concerning that person's candidacy.

Not less than annually, the Nominating and Corporate Governance Committee will prepare a report to the Board concerning director orientation and evaluation. Additionally, the Board, with the assistance of the Nominating and Corporate Governance Committee, will conduct an annual performance self-evaluation to ensure that the Board

and its committees are functioning effectively. That annual review involves, among other things, the completion of questionnaires that have scaled questions designed to solicit responses related to the performance of individual Directors, the Chair, and the Lead Director. Additionally, the questionnaire will require that each Director provide written commentary on his or her assessment of the individual performance of other Board members, either on an individual or collective basis.

MAJORITY VOTING POLICY FOR ELECTION OF DIRECTORS

The Board is committed to the principle that thorough review and consideration should be undertaken if Director-nominees for election do not receive the vote of a majority of the shares voted in an uncontested election. To that end, the Board has adopted the following majority voting policy.

If a nominee for Director in an uncontested election of Directors does not receive the affirmative vote of at least the majority of the votes cast at any meeting for the election of Directors at which a quorum has been confirmed, the Director, duly elected as a matter of Canadian corporate law, shall nonetheless promptly tender his or her resignation to the Nominating and Corporate Governance Committee. For purposes of this majority voting policy, an “uncontested election” means any shareholder meeting called for, either alone or with other matters, the election of Directors, with respect to which (i) the number of Director-nominees for election is equal to the number of positions on the Board to be filled through the election to be conducted at such meeting and/or (ii) proxies are being solicited for such election of Directors solely by the Corporation. A “majority of the votes cast” means that the number of shares voted “for” a Director’s election exceeds 50% of the number of votes cast with respect to that Director’s election. Votes cast with respect to that Director’s election shall include votes to withhold authority, but shall exclude abstentions and failures to vote with respect to that Director’s election. In a contested election (*i.e.*, all circumstances other than an “uncontested election”), a plurality vote standard will continue to apply.

The Board shall nominate for election or re-election as Directors only candidates who agree to tender, promptly following such person’s failure to receive in an uncontested election the required vote for election or re-election at the next meeting at which such person would face election or re-election, an irrevocable resignation that will be effective upon Board acceptance of such resignation.

Forms of proxy for the vote at a shareholders’ meeting where Directors are to be elected will enable the shareholder to vote in favour of, or to withhold from voting, separately for each nominee, as the Corporation does not have slate voting.

The Nominating and Corporate Governance Committee shall consider the resignation and recommend to the Board the action to be taken with respect to such offered resignation, which may include: (i) accepting the resignation, (ii) maintaining the Director but

addressing what the Nominating and Corporate Governance Committee believes to be the underlying cause of the withheld votes, (iii) resolving that the Director will not be re-nominated in the future for election, or (iv) rejecting the resignation and explaining the basis for such determination. The Nominating and Corporate Governance Committee in making its recommendation, and the Board in making its decision, may consider any factors or other information that they consider appropriate and relevant, including but not limited to (i) the underlying reasons why shareholders withheld their votes from such Director (if ascertainable), (ii) any alternatives for curing the underlying cause of the withheld votes, (iii) the Director's tenure, (iv) the Director's qualifications, (v) the Director's past and expected future contributions to the Corporation and Board, including service in committee leadership positions, (vi) the overall composition of the Board, including relative mix of skills and experience, (vii) whether by accepting such resignation the Corporation would no longer be in compliance with any applicable law, rule, or regulation, or securities exchange listing or other governance requirements, and (viii) whether or not accepting the resignation is in the best interest of the Corporation and its shareholders.

The Board will act on the recommendation of the Nominating and Corporate Governance Committee within ninety (90) days from the date of the certification of the election results. Thereafter, a press release disclosing the Board's determination (and the reasons for rejecting the resignation, if applicable) shall promptly be issued and furnished to the SEC and the Canadian Securities Administrators.

Any Director who tenders his or her resignation pursuant to this provision shall not participate in the recommendation of the Nominating and Corporate Governance Committee or the decision of the Board with respect to his or her resignation.

If a majority of the members of the Nominating and Corporate Governance Committee do not receive the vote of at least the majority of the votes cast, then the independent Directors of the Board who received the vote of at least the majority of the votes cast shall appoint a special committee amongst themselves to consider the resignations and recommend to the Board whether to accept them. If the number of Directors who received the majority of the votes cast in the same election constitute three or fewer Directors, all Directors (including those failing to receive a majority of the votes cast) may participate in the determination of whether or not to accept the resignations.

If the Board accepts any tendered resignation in accordance with the foregoing policy, then the Board may (i) proceed to fill the vacancy through the appointment of a new Director, or (ii) determine not to fill the vacancy and instead decrease the size of the Board. If a Director's resignation is not accepted by the Board, such Director will continue to serve until the next annual meeting and until his or her successor is duly elected, or his or her earlier resignation or removal; or, the Director shall otherwise serve for such shorter time and under such other conditions as determined by the Board, considering all of the relevant facts and circumstances.

The foregoing majority voting policy shall be described in each management proxy circular issued by the Corporation relating to the election of Directors.

BOARD OPERATIONS

Independent Director compensation, both form(s) and amount(s), are determined by the Board, upon recommendation of the Human Resource and Compensation Committee, taking into account general and specific demands of Board and committee service, Corporation performance, comparisons with other organizations of similar size and complexity, competitive factors, other forms of compensation received by Directors, if any, and other factors which it deems relevant, all with the intent of aligning Directors' interests with the long-term interests of the Corporation's shareholders. Independent Director compensation arrangements should be simple, transparent and easy for the Corporation's shareholders to understand. A management Director receives no additional compensation for his or her service as a Director. The Human Resource and Compensation Committee will report to the Board not less than annually on independent Director compensation matters.

The independent Directors shall schedule and hold (unless waived by all independent Directors) regular executive sessions with only the independent members of the Board at every Board meeting. The independent Directors consider and provide feedback on the annual evaluation of the Chief Executive Officer's performance conducted by the Human Resource and Compensation Committee. The Human Resource and Compensation Committee reviews and approves the performance goals and other criteria on which the Chief Executive Officer is compensated, with the financial objectives aligned with the Board's expectations. The independent members of the Board establish, upon recommendation from the Human Resource and Compensation Committee, the level or amount of compensation for the Chief Executive Officer.

If the Chair of the Board is not an independent Director, the Chair of the Nominating and Corporate Governance Committee shall serve as Lead Director. The Lead Director shall also serve as a member of the Executive Committee. The Lead Director provides independent leadership to the Board and fosters an independent, cohesive Board culture committed to the maintenance and enhancement of the Corporation's corporate governance practices. As Chair of the Nominating and Corporate Governance Committee, the Lead Director works collaboratively with the Chair of the Board to facilitate the proper functioning and effectiveness of the Board and shall continue to also discharge independently all duties required as Chair of the Nominating and Corporate Governance Committee. The key responsibilities of the Lead Director are set forth in the Lead Director position description, as may be amended or revised by the Board from time to time. The key responsibilities include the following:

- Presides at executive sessions of the independent Directors, except where the principal matters to be considered are within the scope of authority of one of the other committee chairs;

- Provides leadership to the Board if circumstances arise in which the role of the Chair of the Board may be, or may be perceived to be, in conflict, and otherwise acts as chair of Board meetings when the Chair of the Board is not in attendance;
- Serves as a communication channel between the Board and the Chair of the Board by consulting with the independent Directors, from time-to-time, at the request of either party, and recommends, where necessary, to the other independent Directors that a special meeting of the Board be called;
- With the other members of the Nominating and Corporate Governance Committee, leads the Board and its committees with respect to compliance with corporate governance requirements, including but not limited to succession planning for the CEO role, the review of independence and conflict issues, and other key responsibilities.
- Reviews with the Chair of the Board and Corporate Secretary or Assistant Secretary the agenda matters and other items of importance for consideration by the Board at its regular, and if necessary, special meetings; and, works with the Chair of the Board so that the Board meetings provide adequate time for discussion of appropriate issues and so that appropriate information is made available to Directors, on a timely basis, including information regarding the strategies, plans, and performance of management;
- Coordinates with the Chair of the Board with respect to director orientation and education for Board members and acts as a mentor to new Board members;
- Oversees and facilitates the process of conducting and reporting results of the annual Board self-evaluation, including a general assessment of the Board's performance of its core functions;
- Recommends to the Chair the retention of outside advisors and consultants who report directly to the Board on board-wide issues, as opposed to a committee of the Board;
- Is available for consultation and communication with significant stockholders, as requested by the Chair or the Chief Executive Officer;
- Interviews all Board candidates and make recommendations to the Board regarding such candidates;
- Participates with the Human Resource and Compensation Committee in that committee's evaluation of the Chief Executive Officer's performance and discussion of the Chief Executive Officer's performance with him or her; and

- Conducts exit interviews with executive officers who are resigning with a view to determining whether their departure reflects issues, if any, with the Company or its senior management.

To facilitate the role of the Lead Director and the performance of his or her duties, the Lead Director is entitled to request materials and receive notice of and attend all meetings of the Board committees. In attending committee meetings where the Lead Director is not also a member of the committee, the Lead Director may attend as an *ex officio* member. In such capacity, the Lead Director shall not be entitled to committee attendance fees or to vote with respect to any matter decided by such committee.

Where the Chair of the Board is an independent Director, he or she shall also serve as Chair of the Nominating and Corporate Governance Committee and as a member of the Executive Committee. In recognizing the roles of Chair of the Board and Lead Director, the Board emphasizes that it is not intending to limit individual Board member responsibility or access and communication to management or to limit management access to individual Board member advice and counsel.

Each committee meets, as determined by its Chair with the concurrence of the Board, a sufficient number of times and for such durations as necessary to satisfy the Requirements and its responsibilities. The independent members of each committee shall schedule and hold (unless waived by all independent members of such committee) regular executive sessions with only the independent members of the committee at every committee meeting. Where the Chair of the Board is an independent Director and is not serving as an appointed member of any committee of the Board, he or she shall be an *ex officio* member of each such committee and be afforded the opportunity to participate in meetings of such committees, although he or she shall not be entitled to committee attendance fees or to vote with respect to any matter decided by a committee to which he or she is not an appointed member.

The Board, acting on its own initiative or on the recommendation of one or more of its committees or the officers of the Corporation, may engage experts or consultants where it deems the engagement to be necessary or appropriate to the fulfillment of its responsibilities.

Except as otherwise specified in the Requirements, it is the policy of the Corporation that all major decisions be considered by the Board acting as a whole and references herein to the Board generally are to its actions in that capacity. Except where a Requirement dictates to the contrary or as delegated to a committee in a written charter approved by the Board or otherwise by prior Board action, all decisions of any committee are subject to control and direction of the Board.

Subject to the Requirements and the approval of the Board and each committee Chair in matters within the purview of his or her committee, the Chair (and Lead Director, if applicable) and Chief Executive Officer set the agendas for meetings of the Board, with consideration given to input from the other Directors. The committee Chairs, with the

assistance of management, set the agendas for meetings of their committees. Upon the recommendation of the Chief Executive Officer, presentations on matters considered by the Board are made by officers or managers responsible for the operations or matters under consideration.

The Board, after consulting with counsel if necessary, determines on a case-by-case basis whether conflicts of interest or other matters exist that may affect a Director's independence, with the objective, among others, that the independent Directors maintain their independence and, when voting on an issue, are not conflicted with respect to that issue. The Board expects that each independent Director will disclose to the Chair of the Nominating and Corporate Governance Committee, actual or potential conflicts, and matters that may affect his or her independence, to further these objectives, and will recuse himself or herself from any discussion or decision on any matter in which the Director may have an actual or potential conflict of interest. In addition, not less than annually, each Director affirms the existence or absence of actual or potential conflicts, and other matters that may affect a Director's independence, and that affirmation is reported to the Nominating and Corporate Governance Committee.

MANAGEMENT OVERSIGHT

The Board considers its functions to include taking an active role in the oversight of strategic and business planning, reviewing management's performance against plans, and aligning compensation programs to match corporate performance, as well as advising and counseling senior management. In fulfilling these functions, Directors expect to communicate primarily with senior management but have direct access to all officers and employees of the Corporation.

Not less than annually, the Chief Executive Officer reports to the Board on strategic plans, objectives and planning processes (including potential risk exposures in connection with such strategic plans and objectives), long term and emergency senior management succession plans, performance of senior management, including an assessment of their potential to succeed him or her, relations with mission critical trading partners, business ethics, compliance with laws, and other matters as the Board may direct. The Corporation's succession planning process includes a review of the qualifications required for the Chief Executive Officer role, and a review of potential successors, with the input of the Chief Executive Officer, as measured against the desired qualifications. The Human Resource and Compensation Committee is responsible for reviewing management succession plans and overseeing the succession process; provided that, implementation of succession planning with respect to the Chief Executive Officer is the responsibility of the full Board and, with respect to the other executive officers, is the responsibility of the Chief Executive Officer, subject to Board approval of an executive officer appointment.

The Chief Executive Officer reports to the Board not less than quarterly on operations, earnings and profits, material and significant events, progress toward meeting periodic

performance and other goals, material transactions not in the ordinary course of business, and other matters as the Board may direct.

In advance of scheduled meetings of the Board and its committees, senior management selects, organizes and, to the extent reasonably possible, distributes material related to agenda items sufficiently in advance of meetings of the Board and its committees to provide Directors with adequate opportunity to prepare for discussion of those items. Directors are expected to review any materials provided by management and advisors in advance of meetings and to be prepared to discuss all scheduled items of business. In addition, minutes of each Board and committee meeting, to the extent practicable, shall be prepared by the Secretary and distributed to Directors for review within approximately 30 days of the meeting to which they relate.

The Directors and senior management may communicate between scheduled meetings upon the occurrence of events considered by either to be significant or noteworthy.

SHAREHOLDER COMMUNICATIONS

The Board (or a committee thereof) periodically reviews the Corporation's Disclosure Policy to address corporate communications with shareholders, employees, regulatory authorities and the media. It is the general policy of the Corporation that management speaks for the Corporation. Communications with shareholders, potential investors, customers, communities, trading partners, creditors, governments, and the public concerning corporate events and affairs are the responsibility of the Chief Executive Officer and his or her designees, giving due regard to the general oversight of the Board, the requirements of law, and the interests of the Corporation. The policy is not preclusive of Director communications with shareholders, but it is recommended that Directors generally not discuss the Corporation's business with outsiders unless specifically requested to do so by the Chief Executive Officer or the Board, and that management participate in any such communications, as appropriate.

Shareholders and other interested parties may communicate with the Board or one or more Directors by sending a writing addressed to the Board or to any one or more Directors in care of Secretary, Tim Hortons Inc., 874 Sinclair Road, Oakville, Ontario, Canada, L6K 2Y1, in an envelope clearly marked "Shareholder and/or Other Interested Party Communication – Direct to Board of Directors" or by indicating instead the name of the specific Director. The Secretary's office will forward all such correspondence unopened to the Chair of the Board, if he or she is an independent Director, to the Lead Director if the Chair is not an independent Director, to the independent Directors as a group, or to the Director specifically named on the outside of the envelope, as applicable.

GENERAL

The Board (or a committee thereof) also oversees the discharge by the Corporation of its responsibilities as a good corporate citizen, through oversight of the Corporation's sustainability and corporate responsibility program. The Board approves the

Corporation's *Standards of Business Practices* applicable to employees and officers of the Corporation. The Audit Committee monitors that its provisions are being met. The Board also approves the *Code of Business Conduct and Ethics* applicable to Directors of the Corporation. A waiver, if any, of any provision of the *Standards of Business Practices* for an executive officer, or of any provision of the *Code of Business Conduct and Ethics* for a Director, will be approved and disclosed in compliance with the listing standards of the New York Stock Exchange, the rules of the Canadian securities regulatory authorities and any other Requirements.

As stated in the Board's *Code of Business Conduct and Ethics*, Directors must maintain the confidentiality of information entrusted to them by the Corporation, except when disclosure is authorized by the Board or legally mandated. Confidential information is described in the *Standards of Business Practices* and includes all (a) non-public financial information or other material information about the Corporation, including business opportunities or other matters that are or could be beneficial to the Corporation; (b) proprietary competitive information that might be of use to competitors or may be harmful to the Corporation or its customers, if disclosed; (c) information about employees; or (d) other material, such as licensed software, that the Corporation is prohibited by law or contract from copying or disseminating.

Each of the Directors is committed to the principle that the effectiveness of the Board is dependent upon open, full, and candid discussion of issues in an atmosphere of mutual respect and collegiality.

Each Director has a fiduciary obligation to conduct himself or herself in the best interest of the Corporation and to exercise his or her business judgment accordingly.

These Guidelines are intended to be consistent with and are subject to applicable requirements of law and regulation, exchange rules, and formal actions of the shareholders and Directors of the Corporation.

It is the responsibility of the Chief Executive Officer to educate management of the Corporation on the role of the Board, the Principles and these Guidelines.

These Guidelines are reviewed by the Nominating and Corporate Governance Committee and Board periodically and, as appropriate, revised by the Board from time-to-time.

These Guidelines are, and any amendments thereto will be, displayed on the Corporation's website and a printed copy will be made available to any shareholder of the Corporation who requests such.