2017 SCORECARD

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COMPANY HIGHLIGHTS*

NUMBER OF EMPLOYEES

4,711

FISCAL YEAR NET SALES

$3.0B

DEPLETIONS WORLDWIDE

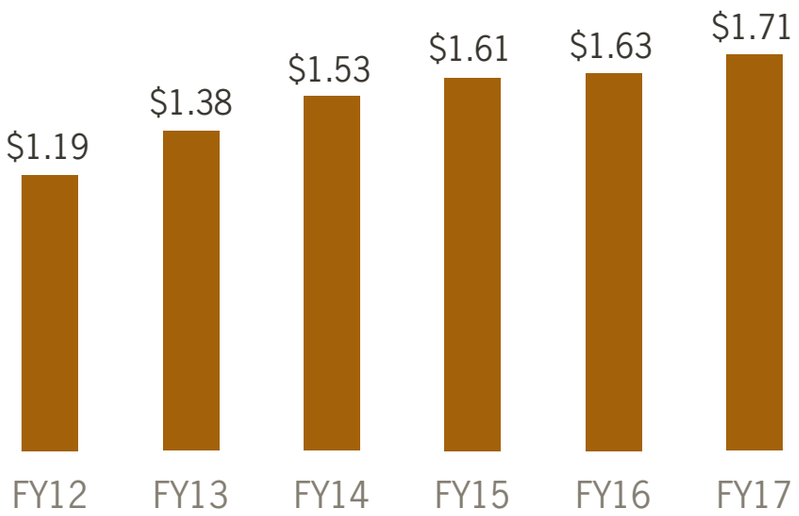
39.8M

9-liter cases

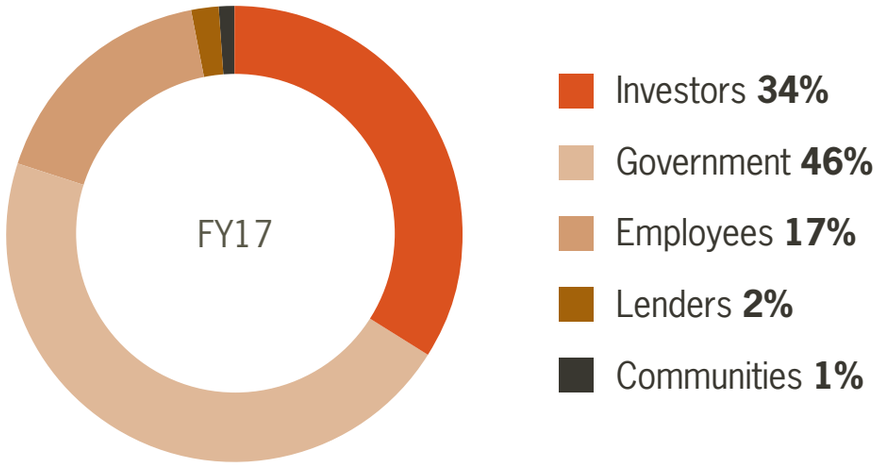
TOP 5 EMPLOYEE LOCATIONS

* In Fiscal 2017, we changed our presentation of excise taxes from the gross method (included in sales and costs) to the net method (excluded from sales). As a result, the amounts presented as "net sales" now exclude excise taxes. We believe the change in presentation to the net method is preferable because it is more representative of the internal financial information reviewed by management in assessing our performance and more consistent with the presentation used by our major competitors in their external financial statements.

REPORTED EARNINGS PER SHARE, DILUTED*



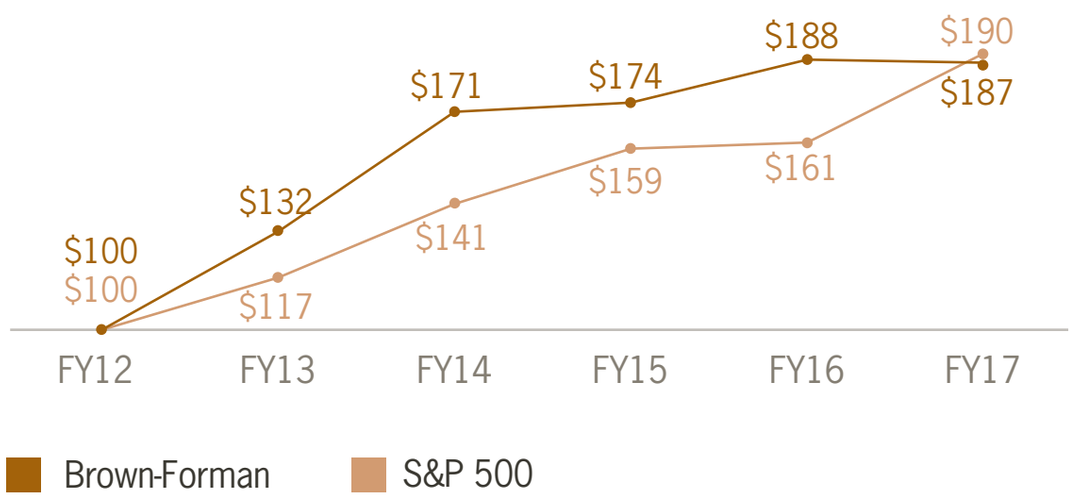
CASH DISTRIBUTED TO STAKEHOLDERS**



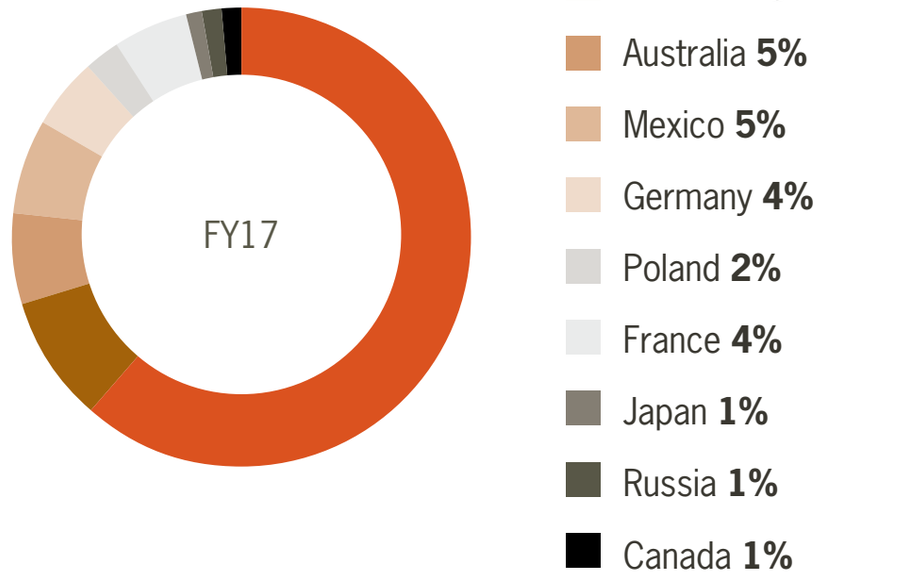
* Earnings per share have been adjusted for the 2-for-1 stock split in August 2016 and exclude the impact from Acquisitions & Divestitures.

** We create economic value for stakeholders, including shareholders and employees around the world. We also donate funds and time to the communities where we live, work, and do business, and generate revenue for our lenders and for governments through taxes. This chart illustrates the estimated percent of total cash distributed by stakeholder group in fiscal 2017. Numbers may not add to 100% due to rounding.

TOTAL SHAREHOLDER RETURN VS. INDEX*



TOTAL REVENUE BY REGION

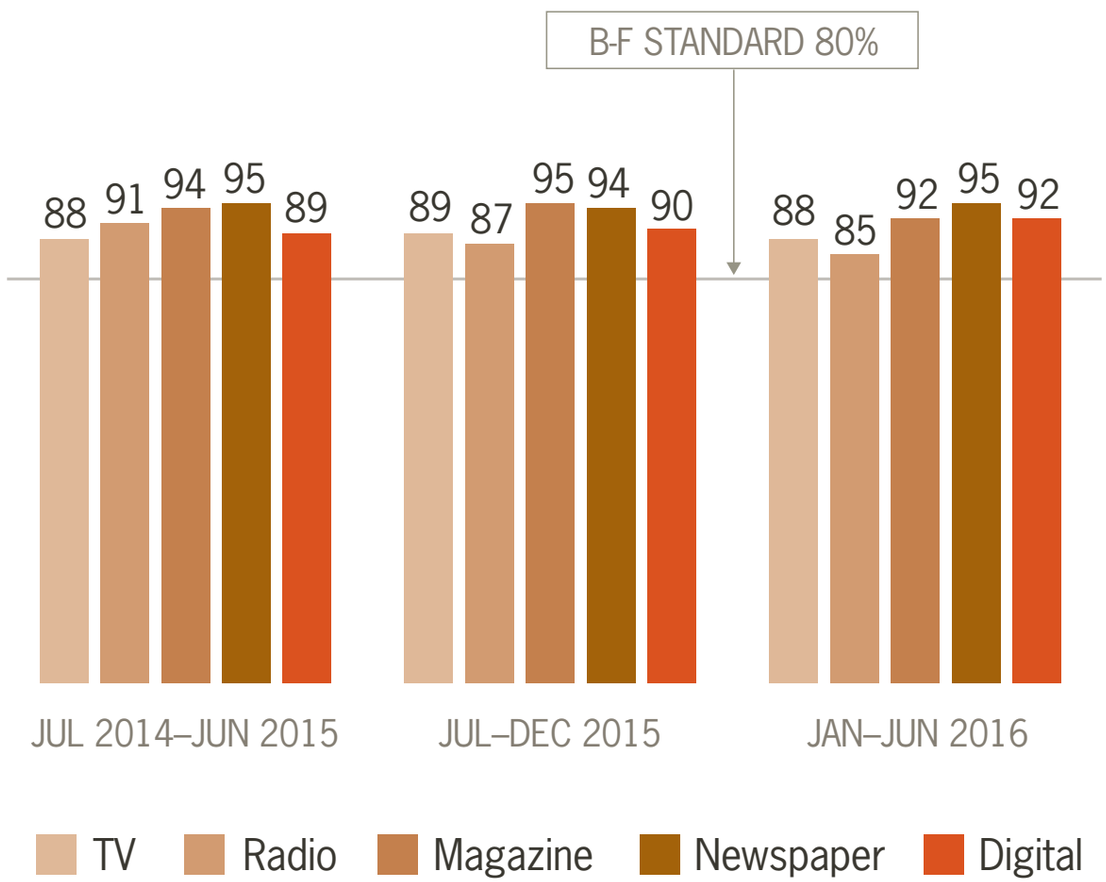


Read more about our company highlights here >

* $100 invested on 4/30/12 in stock or index, including reinvestment of dividends

ALCOHOL RESPONSIBILITY

MEDIA IMPRESSIONS LDA AND ABOVE, U.S.*



GLOBAL ADVERTISING COMPLAINTS COMPLAINTS UPHELD

2016 - 2017

	Complaints	Result
Belgium**		
2016	1	Corrected

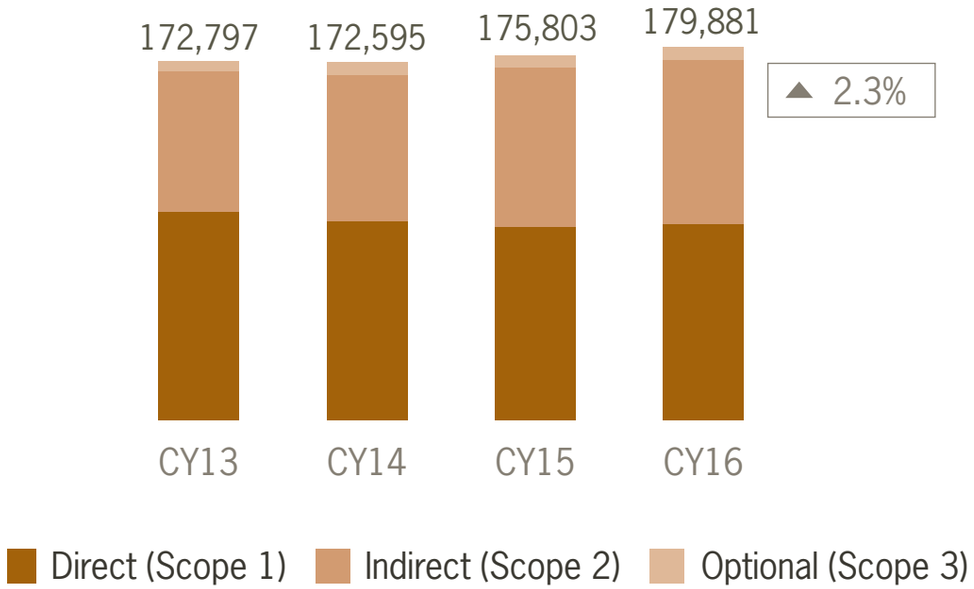
Read more about our commitment to alcohol responsibility here >

*The agency tracking media impressions changed in July 2014. Impression data from July 2014 forward will be reported in annual increments, rather than biannual.
**Belgium: Complaints filed through City of Antwerp. The complaint was regarding the placement of advertising material on a public lamp post. Although outdoor advertising is permitted in Belgium, it is not permitted to place them on structures owned by the local authority. Our local media agency took responsibility for the error.

ENVIRONMENTAL SUSTAINABILITY

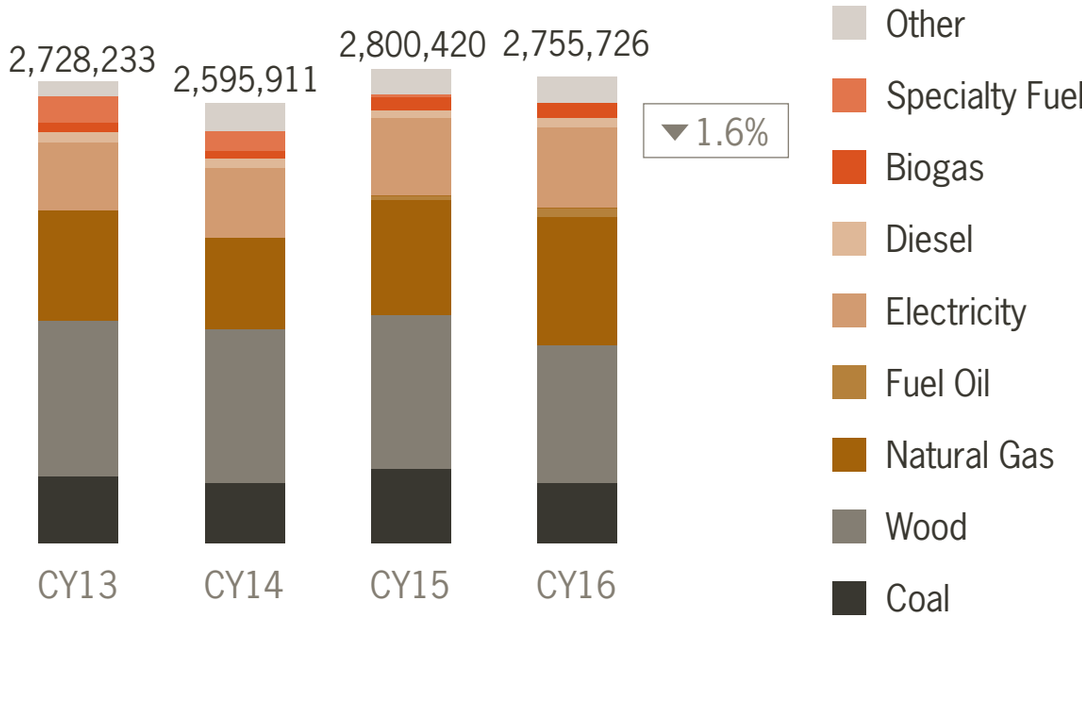
GREENHOUSE GAS EMISSIONS*

Metric tons CO_2e by Scope 1, Scope 2, and Scope 3



ENERGY**

Total usage, MMBTUs



Read more about our environmental sustainability here >

* More details of Brown-Forman's verified greenhouse gas inventories, from 2005- 2015, are available at The Climate Registry's public reports website at https://www.cris4.org and are verified Climate Registered by the organization. At the time of publishing this report, the calendar year 2016 greenhouse gas (GHG) emissions are undergoing verification.
Direct emissions include use of fuel for stationary and mobile uses, including coal, natural gas, and gasoline. Indirect emissions include use of electricity. Optional emissions are emissions associated with business travel. Percent change shown is from CY15 to CY16. While facilities continued to implement emissions reduction projects, GHG emissions increased due to significant production increases as new distillery and warehouse operations started. Additionally, one facility completed a fuel switch that resulted in cost and other environmental benefits, but increased GHG emissions. We are committed to continue pursuing options to reduce our footprint and meet our absolute reduction target.

Climate Registered™

** Energy usage is determined from either direct metering or utility invoices. Numbers may differ slightly from previous reports due to refining of data management systems. Other includes propane, gasoline and kerosene. While facilities continued to implement energy efficiency projects and process improvements, significant production increases across facilities resulted in increased energy use. Percent change is from CY2015 to CY2016.

TOTAL WATER USE*

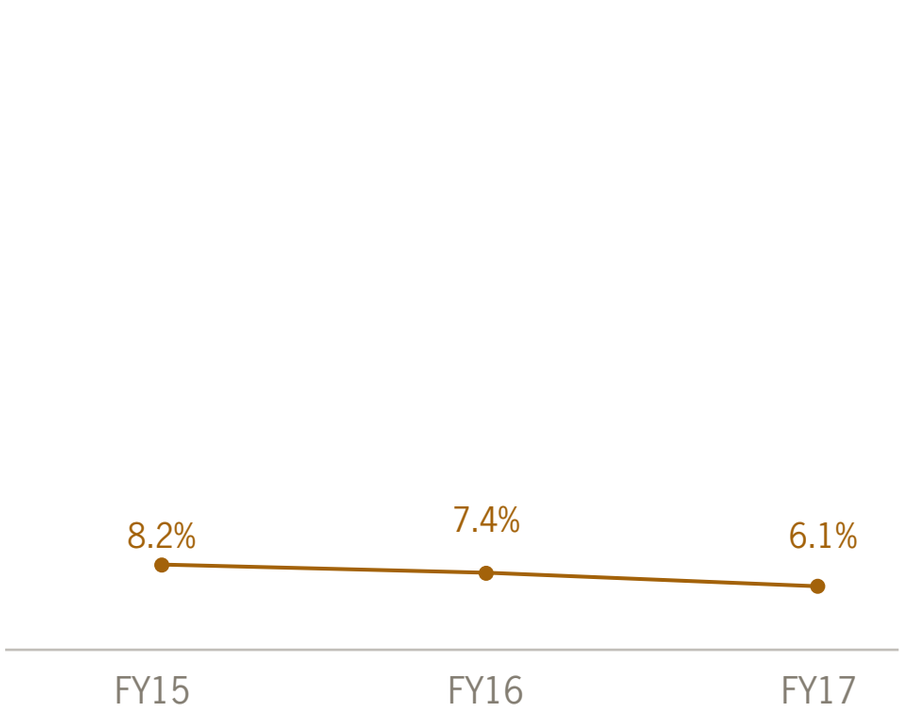
Gallons used, millions

Read more about our water use here >

*Water use includes production use in the US, Canada, and International owned production operations. Data excludes field offices and vineyard irrigation use. In CY2016 our absolute water use increased due to an increase in overall production, despite water efficiency projects and the use of recycled water. Percent change is from CY2015 to CY2016.

EMPLOYEE RELATIONS AND DIVERSITY

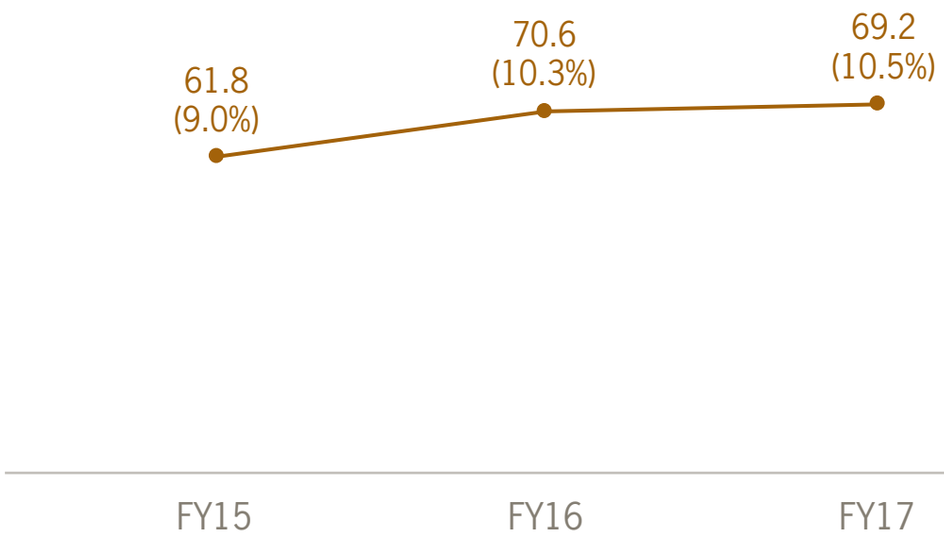
GLOBAL VOLUNTARY TURNOVER*



Read more about employee engagement here >

SUPPLIER DIVERSITY, U.S.**

$ (millions) spent with minority- and women-owned businesses (% of total procurement spend)

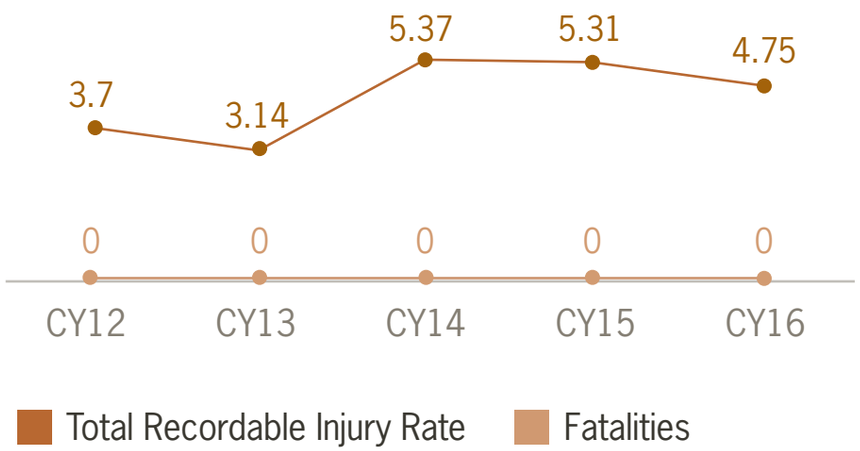


Read more about supplier diversity here >

* Numbers may not add to 100% due to rounding.
** Our goal is to source 16% of all our procurement from minority- and women-owned businesses by 2020.

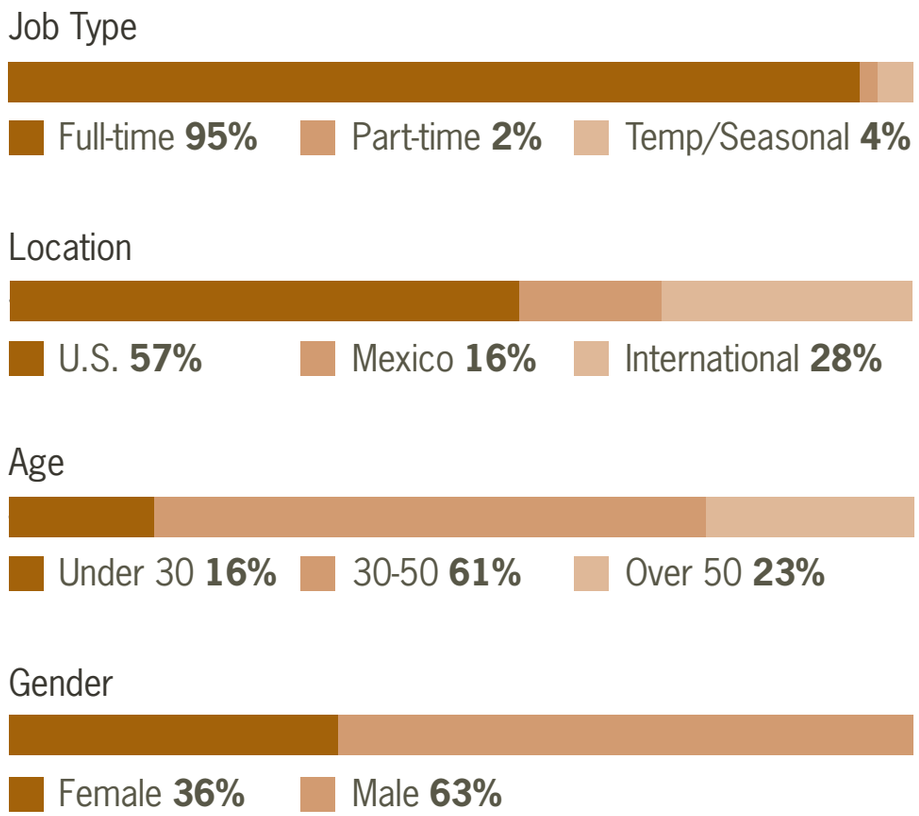
SAFETY*

Total incident rate per 100 full-time employees



Read more about health and safety here >

GLOBAL WORKFORCE**



Read more about diversity and inclusion here >

* Indicates any work-related accident involving global production and Louisville Corporate Personnel. Data indicates any work-related fatalities globally.
** Numbers may not add to 100% due to rounding.

GENDER AND RACIAL DIVERSITY BY LEVEL, U.S.*

Percentage of total employees

	MALE	FEMALE	WHITE	BLACK	HISPANIC	ASIAN	OTHER
Board	77	23	92.3	7.7	—	—	—
Executive Officers	62	38	87.5	—	12.5	—	—
Senior Managers/Directors	73	27	90	6.2	2.3	1.5	—
Managers/Directors	61	39	84.2	6.4	6.9	2.2	0.2
Lead/Sr. Professionals	48	52	82	4.9	6.1	4.9	2.0
Professionals	46	54	84.8	7.9	4.3	1.4	1.4
Entry-Level/Sr. Administrative	23	77	81.2	11.7	5.2	1.3	0.6
Administrative (Non-exempt)	7	93	80.0	10.0	6.7	—	3.3
Non-exempt	12	88	75.0	18.8	6.3	—	—
Hourly Production	83	17	81.7	11.7	6.0	0.1	0.6
Temporary/Seasonal	33	67	79.5	10.2	7.8	—	2.4

Read more about diversity and inclusion here >

* Diversity data is as of April 30, 2017. Numbers may not add to 100% due to rounding.

DIVERSITY BY JOB CATEGORY*

Percentage of total employees

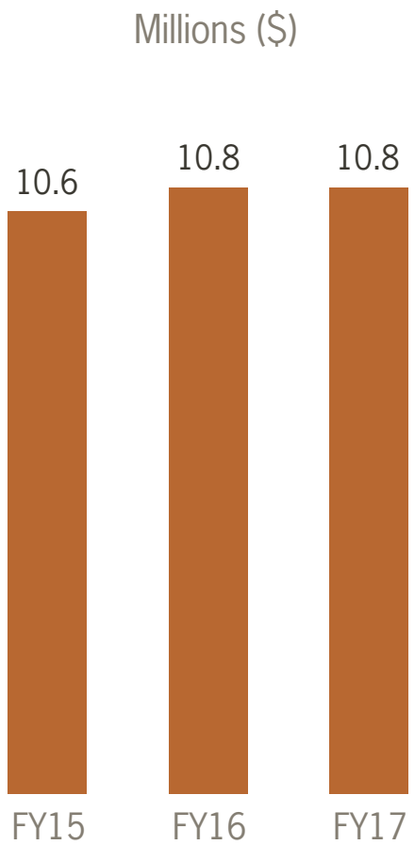
	MALE	FEMALE	WHITE	BLACK	HISPANIC	ASIAN	OTHER
Corporate, Sales & Marketing	50	50	82.7	7.7	5.1	2.9	1.6
Production/Hourly	76	24	82.3	10.5	6.1	0.3	0.9
Temporary/Seasonal	32	66	78.1	10.1	7.7	—	4.1
Total Company	64	36	82.2	9.5	5.8	1.2	1.3

Read more about diversity and inclusion here >

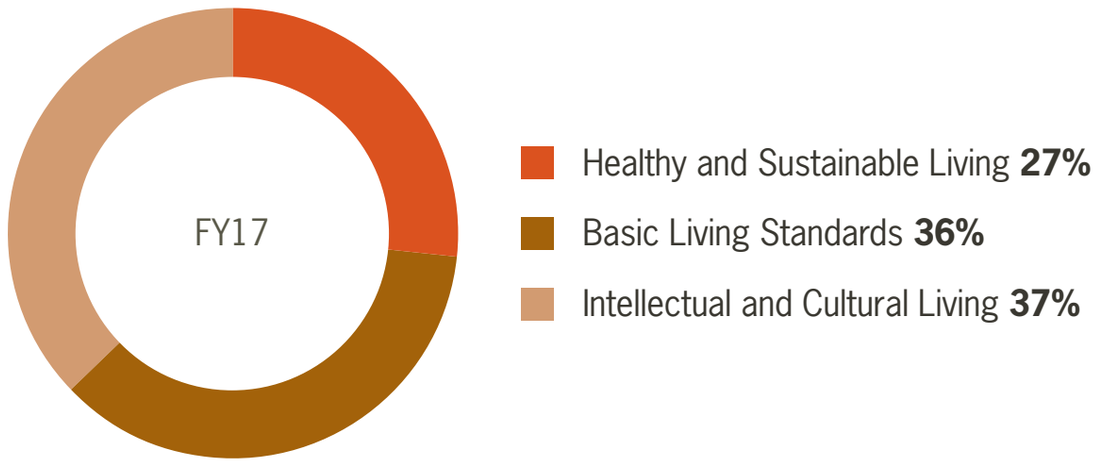
* Numbers may not add to 100% due to rounding. Unless otherwise noted, all data are for our fiscal year 2017, which ended April 30, 2017.

COMMUNITY INVOLVEMENT

TOTAL CASH CONTRIBUTIONS*



CHARITABLE CONTRIBUTIONS BY TYPE**



Read more about community involvement here >

*F17 total charitable contributions includes company led employee campaigns.
**Numbers may not add to 100% due to rounding.

This report contains statements, estimates, or projections that are "forward-looking statements" as defined under U.S. federal securities laws. Words such as "aim," "anticipate," "aspire," "believe," "continue," "could," "envision," "estimate," "expect," "expectation," "intend," "may," "plan," "potential," "project," "pursue," "see," "seek," "should," "will," and similar words identify forward-looking statements, which speak only as of the date we make them. Except as required by law, we do not intend to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. By their nature, forward-looking statements involve risks, uncertainties, and other factors (many beyond our control) that could cause our actual results to differ materially from our historical experience or from our current expectations or projections. These risks and other factors include, but are not limited to:

- Unfavorable global or regional economic conditions, and related low consumer confidence, high unemployment, weak credit or capital markets, budget deficits, burdensome government debt, austerity measures, higher interest rates, higher taxes, political instability, higher inflation, deflation, lower returns on pension assets, or lower discount rates for pension obligations.
- Risks associated with being a U.S.-based company with global operations, including commercial, political, and financial risks; local labor policies and conditions; protectionist trade policies or economic or trade sanctions; compliance with local trade practices and other regulations, including anti-corruption laws; terrorism; and health pandemics.
- Fluctuations in foreign currency exchange rates, particularly a stronger U.S. dollar.
- Changes in laws, regulations, or policies – especially those that affect the production, importation, marketing, labeling, pricing, distribution, sale, or consumption of our beverage alcohol products.
- Tax rate changes (including excise, sales, VAT, tariffs, duties, corporate, individual income, dividends, capital gains) or changes in related reserves, changes in tax rules (for example, LIFO, foreign income deferral, U.S. manufacturing and other deductions) or accounting standards, and the unpredictability and suddenness with which they can occur.
- Dependence upon the continued growth of the Jack Daniel's family of brands.
- Changes in consumer preferences, consumption, or purchase patterns – particularly away from larger producers in favor of smaller distilleries or local producers, or away from brown spirits, our premium products, or spirits generally, and our ability to anticipate or react to them; bar, restaurant, travel, or other on-premise declines; shifts in demographic trends; unfavorable consumer reaction to new products, line extensions, package changes, product reformulations, or other product innovation.
- Decline in the social acceptability of beverage alcohol products in significant markets.
- Production facility, aging warehouse, or supply chain disruption.
- Imprecision in supply/demand forecasting.
- Higher costs, lower quality, or unavailability of energy, water, raw materials, product ingredients, labor, or finished goods.
- Route-to-consumer changes that affect the timing of our sales, temporarily disrupt the marketing or sale of our products, or result in higher implementation-related or fixed costs.
- Inventory fluctuations in our products by distributors, wholesalers, or retailers.
- Competitors' consolidation or other competitive activities, such as pricing actions (including price reductions, promotions, discounting, couponing, or free goods), marketing, category expansion, product introductions, or entry or expansion in our geographic markets or distribution networks.
- Risks associated with acquisitions, dispositions, business partnerships, or investments – such as acquisition integration, or termination difficulties or costs, or impairment in recorded value.
- Inadequate protection of our intellectual property rights.
- Product recalls or other product liability claims; product counterfeiting, tampering, contamination, or product quality issues.
- Significant legal disputes and proceedings; government investigations (particularly of industry or company business, trade or marketing practices).
- Failure or breach of key information technology systems.
- Negative publicity related to our company, brands, marketing, personnel, operations, business performance, or prospects.
- Failure to attract or retain key executive or employee talent.
- Our status as a family "controlled company" under New York Stock Exchange rules.

For further information on these and other risks, please refer to the "Risk Factors" section of our annual report on Form 10-K and quarterly reports on Form 10-Q filed with the SEC.