

BURGER KING EUROPE ANNOUNCES A MASTER FRANCHISE AGREEMENT FOR THE NETHERLANDS

Oakville, ON – January 26, 2018 – Burger King Europe GMBH (“BKE”) and the newly-formed BKNL B.V. announced a master franchise agreement today, to expand the presence of the BURGER KING® brand in the Netherlands.

“We are excited about this agreement, which will help us grow the BURGER KING® brand in this important European market,” said José Cil, President of BURGER KING®. “We look forward to working with the BKNL B.V. team, who have significant restaurant and hospitality expertise, to increase the scale of our BURGER KING® business in the Netherlands.”

“To be able to grow and elevate an iconic, global brand like BURGER KING® in the Netherlands is an incredible opportunity,” said Laurens Meijer, Chairman of BKNL B.V. “We are confident that the great taste of our amazing flame-grilled burgers will resonate well with our Guests.”

Today, there are approximately 60 BURGER KING® locations in the Netherlands. This new agreement will further expand the BURGER KING® footprint in the Netherlands and strengthen its presence in Europe.

Terms of the transaction were not disclosed.

About BURGER KING®

Founded in 1954, BURGER KING® is the second-largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates over 16,000 locations in more than 100 countries and U.S. territories. The BURGER KING® brand is owned by Restaurant Brands International Inc. (TSX,NYSE:QSR), one of the world's largest quick service restaurant companies with more than \$29 billion in system sales and over 23,000 restaurants. Almost 100 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. To learn more about BURGER KING®, please visit BURGER KING® website at www.bk.com or follow them on Facebook, Twitter and Instagram.

About BKNL B.V.

BKNL B.V. is a newly-formed entity that will be operated by Meyer Beheer B.V. Meyer Beheer B.V. is a well-established food and beverage business that has successfully managed a wide variety of restaurant establishments and real estate throughout the Netherlands for more than 30 years. Through an active acquisition policy and the self-development of new restaurant formats, Meyer Beheer B.V., with its more than 1,500 motivated employees, has grown into a leading company in the hospitality industry.

Forward-Looking Statements

This press release includes forward-looking statements, which are often identified by the words "may," "might," "believes," "thinks," "anticipates," "plans," "expects," "intends" or similar expressions and reflect management's expectations regarding future events and operating performance and speak only as of the date hereof. These forward-looking statements include statements about BKE's expectations regarding the ability of BKNL B.V. to further develop and grow the BURGER KING® brand in the Netherlands by driving scale and market penetration. The factors that could cause actual results to differ materially from BKE's expectations are detailed in filings of Restaurant Brands International Inc. (“RBI”) with the U.S. Securities and Exchange Commission and with the securities regulatory authorities in each province and territory of Canada, such as its annual and quarterly reports and current reports on Form

8-K and include the following: risks related to RBI's ability to successfully implement its domestic and international growth strategy; and risks related to RBI's ability to compete domestically and internationally in an intensely competitive industry. Other than as required under U.S. federal securities laws or Canadian securities laws, we do not assume a duty to update these forward-looking statements, whether as a result of new information, subsequent events or circumstances, change in expectations or otherwise.

SOURCE Restaurant Brands International Inc.

For further information, please contact: media@rbi.com