

POPEYES® BRAND TO LAUNCH IN THE PHILIPPINES

Popeyes enters its first major master franchise development agreement in Asia

Oakville, ON – August 17, 2018 – Popeyes and Kuya J Holdings Group, Inc. (“Kuya J Group”), the owner and operator of Kuya J restaurants in the Philippines, announced today an exclusive master franchise agreement to develop and grow the Popeyes brand in the Philippines.

“We are very excited to sign our first major development agreement for the Popeyes brand in Asia. We believe that our passion for food at Popeyes will resonate well with guests in the Philippines,” said Alexandre Santoro, President of Popeyes. “Our partner, Kuya J Group, brings years of local expertise and a keen understanding of consumers in the Philippines.”

“We are proud to partner with Popeyes to launch and develop this great brand in the Philippines. The Philippines is a large and growing market, and we are looking forward to serving the high-quality food that Popeyes offers to the country’s more than 100 million people,” said Lowell L. Yu, Chairman of Kuya J Group.

Terms of the agreement were not disclosed.

About Popeyes®

Popeyes®, part of Restaurant Brands International, was founded in New Orleans in 1972 and has more than 40 years of history and culinary tradition. Popeyes distinguishes itself with a unique New Orleans style menu featuring spicy chicken, chicken tenders, fried shrimp, and other regional items. The chain’s passion for its Louisiana heritage and flavorful authentic food has allowed Popeyes to become one of the world’s largest chicken quick service restaurants with over 2,900 restaurants in the U.S. and around the world. To learn more about the Popeyes brand, please visit the Popeyes brand website at www.popeyes.com or follow us on Facebook, Twitter and Instagram.

About Kuya J Holdings Group, Inc.

Kuya J Group is one of the most successful food services groups in the Philippines. It owns and operates over 100 Kuya J Restaurants nationwide. Kuya J is widely patronized for its delicious Filipino dishes like its best selling crispy pata, kare-kare, caldereta and halo-halo. The group also owns and operates leading and award winning concept stores Isla Sugbu Seafood City, Tsay Cheng Chinese Cuisine, Majestic, and the heritage Grand Convention Center of Cebu among others.

About Restaurant Brands International Inc.

Restaurant Brands International Inc. (“RBI”) is one of the world's largest quick service restaurant companies with more than \$30 billion in system-wide sales and over 24,000 restaurants in more than 100 countries and U.S. territories. RBI owns three of the world's most prominent and iconic quick service restaurant brands – Tim Hortons®, Burger King®, and Popeyes®. These independently operated brands have been serving their respective guests, franchisees and communities for over 40 years. To learn more about RBI, please visit the company's website at www.rbi.com.

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 RBI's expectations and belief regarding the reception of the Popeyes® brand

in the Philippines and RBI's expectations and belief regarding Kuya J Group's understanding of local tastes and preferences in the Philippines and its ability to deliver strong results. The factors that could cause actual results to differ materially from RBI's expectations are detailed in filings of 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.