

## **POPEYES® BRAND TO LAUNCH IN BRAZIL**

*BK Brasil S.A, the company responsible for operating the BURGER KING® brand in Brazil, will soon launch the quick service restaurant chain, POPEYES®, in Brazil*

**Brazil / Oakville, ON – March 21, 2018** – BK Brasil S.A. (“BKB”), the master franchisee responsible for the administration and operation of the BURGER KING® brand in Brazil, and Restaurant Brands International Inc. (“RBI”) announced today a master franchise agreement to develop and grow the POPEYES® brand in Brazil. The agreement calls for BKB to open more than 300 POPEYES® restaurants in Brazil over the next ten years. This agreement was approved by the independent members of BKB’s Board of Directors.

“I’m so enthusiastic about this agreement. I believe that the great Louisiana heritage of POPEYES®, which mixes passion for food made with high quality ingredients and bold flavours, made slow but served fast, will be incredibly well received in Brazil,” said Alexandre Santoro, President of the POPEYES® brand. “We have chosen a partner who shares our beliefs and values and has an understanding of local tastes and preferences in Brazil, as well as many years of experience in the QSR industry.”

“We are so excited to launch and develop this amazing brand, which will bring a unique food proposition to Brazilian consumers. We hope to open the doors of our first POPEYES® restaurant very soon,” says Iuri Miranda, CEO of BKB. “This deal reinforces the trust RBI places on BKB and also highlights our company’s experience, as well as our team’s focus on delivering strong results.”

Chicken consumption in Brazil has been growing and is already higher than any other protein in the country, including beef and pork. This provides an exciting opportunity to introduce guests all over Brazil to the unique menu offerings of POPEYES®, including its famous fried chicken and food that features the diversity of Louisiana cuisine, including seafood options, sandwiches, traditional sides with bold Cajun seasonings and desserts.

The POPEYES® system operates over 2,800 locations in more than 25 countries worldwide, including the United States and Canada.

### **About POPEYES®**

Founded in New Orleans in 1972, POPEYES® 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 2,800 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](http://www.popeyes.com) or follow us on Facebook, Twitter and Instagram.

### **About BK Brasil S.A**

BK Brasil Operação e Assessoria a Restaurantes S.A. is the master franchisee of Burger King Corporation in Brazil and responsible for managing and developing the BURGER KING® brand in the country. The first BURGER KING® restaurant opened in Brazil in November 2004 and today there are over 700 locations. For more information, visit [www.burgerking.com.br](http://www.burgerking.com.br) or follow the brand on Facebook and Twitter.

**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](http://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 Brazil and RBI's expectations and belief regarding BKB's understanding of local tastes and preferences in Brazil 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.*

SOURCE Burger King Brasil S.A. and Restaurant Brands International Inc.

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