

# INVESTOR INFORMATION | Press Releases

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## AXEL SCHWAN APPOINTED GLOBAL CHIEF MARKETING OFFICER, BURGER KING WORLDWIDE, INC.

### Appointment Next Step in Long-Term Leadership Succession Plan

Miami, FL- October 17, 2013 - Burger King Worldwide, Inc. (NYSE: BKW) today announced that effective January 1, 2014 Axel Schwan will assume the role of Executive Vice President, Global Chief Marketing Officer, Burger King Worldwide (CMO). Current CMO Flavia Faugeres will step down on January 1, 2014. This transition is part of a long-term strategic plan put in place by the BKW leadership team.

Currently serving as Vice President, Marketing and Communications, Europe, Middle East and Africa (EMEA), Mr. Schwan has been an integral part of the company's global marketing team since May 2011. Schwan was previously Marketing Director for Germany, Austria and Switzerland (DACH). Under his direction, the EMEA region outperformed the competition in 2013 as a result of strategically executed broad-based marketing initiatives, including new product introductions, advertising and social campaigns.

Schwan has more than 13 years of experience as a restaurateur and brand innovator. Before joining BKW, Mr. Schwan served in various positions including managing partner, marketing director and marketing manager at other privately-held and consumer brand companies.

While Schwan plans to draw upon his vast marketing and brand experience, the company's strategy will remain the same and be focused on delivering superior products and a positive guest experience in an inviting dining environment.

"We are fortunate to have someone with Axel's strong track record leading the global marketing team during the next important and exciting phase of our global brand initiatives," said Daniel Schwartz, chief executive officer. "This transition will be seamless and I, along with the rest of our leadership team, remain confident in our ability to maintain the momentum we have created for the BURGER KING® brand globally. We are well-positioned for the future and we all extend our thanks and gratitude to Flavia for getting us where we are today."

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#### ABOUT BURGER KING WORLDWIDE, INC.

Founded in 1954, BURGER KING® (NYSE: BKW) is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates in over 13,000 locations serving more than 11 million guests daily in 89 countries and territories worldwide. Approximately 99 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 Worldwide, please visit the company's website at [www.bk.com](http://www.bk.com) or follow us on Facebook and Twitter.

#### About 3G Capital

3G Capital is a global investment firm focused on long-term value, with a particular emphasis on maximizing the potential of brands and businesses. The firm and its partners have a strong history of generating value through operational excellence, board involvement, deep sector expertise and an extensive global network. 3G Capital works in close partnership with management teams at its portfolio companies and places a strong emphasis on recruiting, developing and retaining top-tier talent. 3G Capital's main office is in New York City. For more information on 3G Capital, please go to <http://www.3g-capital.com>.

## Forward-Looking Statements

This press release contains forward-looking statements, including statements regarding our expectations and belief about the ability of the new management team to position the BURGER KING® brand for long-term profitable growth; and our expectations and belief regarding our ability to maintain the momentum of the BURGER KING® brand globally.

These forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Important factors could cause actual events to differ materially from those expressed or implied by these forward-looking statements. These factors include, but are not limited to, those risks factors set forth in our filings with the Securities and Exchange Commission. Neither we nor any other person assumes responsibility for the accuracy or completeness of any of these forward-looking statements as predictions of future events.

You should not rely upon forward-looking statements as predictions of future events. We do not undertake any responsibility to update any of these forward-looking statements to conform our prior statements to actual results or revised expectations.

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