

## INVESTOR INFORMATION | Press Releases

# The First BURGER KING® Restaurant Opens in the Republic of Macedonia

SKOPJE, REPUBLIC OF MACEDONIA (September 9, 2011)- Burger King Corp. and TAB GIDA, the BURGER KING® franchisee in the country, announced today the opening of the first BURGER KING® restaurant in the Republic of Macedonia, at the TAV Alexander the Great Skopje airport.

José Cil, President of Burger King Corp. in Europe, Middle East and Africa (EMEA) said: "We are very pleased to announce the BURGER KING® brand's continued expansion in the EMEA region. This new market entry is part of our overall growth plan to increase our brand presence in existing European markets as well as in strategic new ones. We have closely studied the region with TAB GIDA and believe that now is the time to develop the brand in the Republic of Macedonia. We look forward to a long and successful future in the market."

TAB GIDA, the company's master franchisee in Turkey, will help deliver the BURGER KING® brand's world renowned flame-grilled burgers to the Republic of Macedonia. Additional BURGER KING® restaurants are expected to open throughout the country, with the second restaurant opening in the capital's city centre before the end of the year.

"We are very excited to continue our partnership and expansion with a globally recognized brand and market leader and expand the BURGER KING® business in the Republic of Macedonia," said Caner Dikici, CEO of TAB GIDA. "We are about to open our 400th restaurant in Turkey and, therefore, believe that, similar to our success in this market, the Republic of Macedonia also has a high potential for the BURGER KING® brand to grow and expand quickly."

President Gjorge Ivanov and Prime Minister Nikola Gruevski of the Republic of Macedonia visited TAV Alexander the Great airport to celebrate its opening, including the opening of the first BURGER KING® restaurant, on September 6.

The 80sq metre and 95 seat restaurant features the bold new design from Burger King Corp. incorporating modern, urban touches combined with the brand equities of flame grilling and fresh, high quality ingredients. A mural of the Skopje Bridge and Castle is on proud display in the Republic of Macedonia's first BURGER KING® restaurant.

BURGER KING® restaurant guests in the Republic of Macedonia will enjoy the brand's complete menu of flame-grilled products, including its flagship product of more than 50 years, the WHOPPER® sandwich. All BURGER KING® products will be served with the HAVE IT YOUR WAY® promise and customers can customize their meals according to their taste and nutritional needs. The HAVE IT YOUR WAY® philosophy is a hallmark of the BURGER KING® brand and unique throughout the quick service restaurant industry.

The BURGER KING® brand has expanded its presence throughout Central and Eastern Europe in the last five years with market entries into Slovakia, Luxemburg, Russia, Poland, the Czech Republic, Hungary, Bulgaria and Romania.

### ABOUT BURGER KING CORPORATION

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 more than 12,300 locations serving over 11 million guests daily in 78 countries and territories worldwide. Approximately 90 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. In October 2010, Burger King Corp. was purchased by 3G Capital, a multi-billion dollar, global investment firm focused on long-term value creation, with a particular emphasis on maximizing the potential of brands and businesses. For more information on 3G Capital, please go to <http://3g-capital.com>. To learn more about Burger King Corp., please visit the company's website at [www.bk.com](http://www.bk.com) or follow us on Facebook and Twitter.

### ABOUT TAB GIDA

Tab Gida C.O., which belongs to the ATA Holding Group, has the master franchising rights for the BURGER KING®, Sbarro and Popeyes brands in Turkey. Burger King started operating under the umbrella of Tab Gida in Turkey in 1995. In 2010, Tab Gida added Arby's to its portfolio. Today, there are 388 BURGER KING® restaurants throughout Turkey. There are also 79 Sbarros in 22 cities, 75 Popeyes in 21 cities and 26 Arby's restaurants. Tab Gida C.O. has received numerous awards and is one of the leading companies in its sector, representing several quick service restaurant brands.

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