

# INVESTOR INFORMATION | Press Releases

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## THREE BURGER KING® RESTAURANTS TO OPEN IN SRI LANKA

### Burger King Worldwide, Inc. Diversifies Global Restaurant Portfolio With Master Franchise

**MIAMI - December 30, 2013** - Burger King Worldwide, Inc. (NYSE: BKW) announced the opening of three BURGER KING® restaurants in Sri Lanka by the brand's new master franchisee, Softlogic Restaurants (Pvt) Ltd, which is a subsidiary of Softlogic Holdings PLC. These restaurants, the first in Sri Lanka, opened on December 28, 2013 and are located in Rajagiriya, Mount Lavinia and Colpetty.

"Establishing the BURGER KING® brand's presence in Sri Lanka exemplifies our commitment to strengthen our global restaurant portfolio," said Elias Diaz Sese, president, BK AsiaPac Pte. Ltd. "We believe that Softlogic has the business knowledge to build a strong brand presence in this market and we look forward to offering the same flame-grilled flavor guests know and love at BURGER KING® restaurants."

"We are immensely excited to partner with the BURGER KING® brand, a globally recognized restaurant chain throughout the world. We have already seen tremendous interest generated among locals with anticipation of the restaurant openings and are pleased to offer these loyal customers that same flame-grilled flavor they know and love from BURGER KING® restaurants." said Ashok Pathirage, Chairman Softlogic Holdings PLC.

Over the next few months, Softlogic will work together with BK AsiaPac Pte. Ltd. to expand its supply chain infrastructure in Sri Lanka and execute a roll-out plan to establish further BURGER KING® restaurants across the country in 2014.

#### About SOFTLOGIC

Softlogic is one of the leading, dynamic organizations in Sri Lanka today, having expanded and diversified into the growth sectors of the Economy, in terms of Retail, Healthcare, ICT, Automobiles, Leisure and Finance, holding Authorized distributorships for some Key Global Brand names. Softlogic today, employs over 6,000 people within its offices located in Sri Lanka, Singapore and Australia.

#### About Burger King Worldwide

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 91 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.

#### 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 include statements regarding BKW's expectations regarding the ability of the master franchisee to develop the BURGER KING® brand's presence in Sri Lanka. These forward-looking statements may be affected by risks and uncertainties in BKW's business and market conditions. This information is qualified in its entirety by cautionary statements and risk factor disclosure contained in filings made by Burger King Worldwide, Inc. with the Securities and Exchange Commission, including BKW's annual report on Form 10-K for the year ended December 31, 2012. BKW wishes to caution readers that certain important factors may have affected and could in the future affect BKW's actual results and could cause BKW's actual results for subsequent periods to differ materially from those expressed in any forward-looking statement made by or on behalf of BKW, including the risk that the master franchisee will not be successful in opening BURGER KING® restaurants in Sri Lanka or that the opportunities to open restaurants in Sri Lanka will decline. BKW undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date hereof.

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