



Press release

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## **Company Reports Five Years Of Consecutive Sales Growth, 62% Increase In New Restaurants, QSR Leadership In Twelve Countries And Seven New Country Entries**

# **Burger King International Celebrates Five Years Of Significant Milestone Achievement As It Opens Its 3000<sup>th</sup> International Restaurant**

Hamburg (Germany), 11<sup>th</sup> April mese 2003 - Burger King International celebrated the opening of its 3000<sup>th</sup> BURGER KING® restaurant today and announced significant year-end results for 2002 with revenues of USD 2.6 billion.

The Company's year-end figures top an impressive five-year growth history at Burger King International: Five years of consecutive sales growth, restaurant portfolio growth of 62 %, market leadership in 12 countries in the Quick-Service-Restaurant industry, seven new country entries.

"The 3,000<sup>th</sup> BURGER KING® restaurant opening in our international markets is symbolic in that it underscores our achievement of strategic milestones resulting in very strong performance," said Chief Executive Officer Brad Blum. "Our operational excellence and customer focused service reflects the strength of the BURGER KING® brand and the desire for flame-grilled burgers and HAVE IT YOUR WAY® choices by customers around the world."

We will continue to focus on quality, innovation, operational excellence and differentiation of our flame-grilled products as we look toward new levels of customer satisfaction, revenue growth and overall excellence in 2003."

BURGER KING® International 3000<sup>th</sup> restaurant is a franchised X Drive-thru operation in the outskirts of Hamburg, Germany. The X, XL, XXL – restaurant building range is a state-of-the-art construction, recently introduced by BURGER KING® in Europe. Its main features are the primary use of steel and glass, which gives it a very modern, fresh, bright & friendly appearance.

### **About Burger King Corporation**

Burger King Corporation and its franchisees operate more than 11,400 restaurants in all 50 US states and 57 countries and territories around the world, with 91% of BURGER KING® restaurants owned and operated by independent franchisees. Since the company's founding in Miami in 1954, the BURGER KING® brand has become recognised for the great taste of FLAME-GRILLING, HAVE IT YOUR WAY® and the WHOPPER®. In fiscal year 2002, ending June 30, 2002, the BURGER KING® system had system-wide sales of \$11.3 billion. Burger King Corporation is owned by the equity sponsor group comprised of Texas Pacific Group, Goldman Sachs Capital Partners and Bain Capital.



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The geographic regions covered by Burger King International are, all Burger King markets outside of North America, incl. Greater Europe, The Middle East, Latin America, Asia and the Pacific. Burger King International's market leadership is held in: Puerto Rico, Turkey, Kuwait, Jordan, Bahamas, Dominican Republic, Costa Rica, Honduras, El Salvador, Jamaica, Ecuador and Bolivia.

Burger King International's new market entries: Austria, Italy, Portugal, Lebanon, Jordan, Kuwait and Bahrain. To learn more about the BURGER KING® system, please visit the company's website at [www.burgerking.com](http://www.burgerking.com).