

## **BK BRASIL OPERAÇÃO E ASSESSORIA A RESTAURANTES S.A.**

CNPJ/ME No. 13.574.594/0001-96

NIRE No. 35.300.393.180

Public Company

### **RELEVANT FACT**

**BK Brasil Operação e Assessoria a Restaurantes S.A.** ("Company"), in compliance with the provisions of article 157, § 4, of Law 6,404, of December 15, 1976, and CVM Instruction 358/2002, hereby informs its shareholders and the market in general that the members of the Board of Directors, in a meeting held on this date, unanimously approved the beginning of the transition process in their presidency, choosing Ariel Grunkraut (Ariel), current Vice President of Sales, Marketing, and Technology, as successor to the current CEO, Iuri Miranda (Iuri).

One of the seven founding partners who created the Company in 2011, Ariel holds a degree in Business Administration and a specialization from Fundação Getúlio Vargas. As the head of the company's Sales department, he contributed to the Burger King brand presenting significant gains in market share over the last 10 years, increasing its market share five times between 2012 and 2021. He was responsible for the successful marketing strategy that transformed Burger King into Brazil's favorite fast food brand. He led historic campaigns for the brand in Brazil, having been recognized as one of the most outstanding marketing professionals of the year at the 2019 Caboré Award and elected by Forbes as one of the ten best CMOs in the country in 2020. Two years ago, he also took over the Technology department of the company, where he started an intense process of digitalization focused on the combination of data and creativity, and developed the first loyalty program in the fast food market in the country. As a result of this work, digital sales, which were non-existent in the Company's first year of operation, now represent one third of BK Brasil's total sales. In addition, through the intensive use of data and technology, he has been successful in personalizing offers and in implementing a new pricing and revenue management strategy, achieving, in recent quarters, the best gross margin in the Company's historical series. In addition to these achievements, the fact that Ariel embodies all the values of the Company's culture was decisive for the choice, especially with regard to the focus on results and the development of people.

BK Brasil is grateful for the commitment, determination, and entrepreneurial vision that Iuri has brought to the management of the Company and its brands in Brazil over the last 12 years. Under his command, the company grew from 47 to 945 stores, becoming the largest restaurant operator in Brazil and one of the largest in the world. The executive led crucial projects for the Company to reach this level, such as the IPO in 2017 and the arrival of the Popeyes brand in Brazil. Iuri hands over to the new CEO a business with estimated gross revenue of over BRL 4 billion for the Burger King and Popeyes brands, more than 15,000 employees, accelerated growth in sales and margin, in addition to significant potential for business expansion.

Iuri and Ariel are now starting to execute the succession plan, which will run until the end of 2022, with a view to ensuring a structured and successful transition.

Given his vast professional experience and knowledge of the Brazilian and international retail markets, it is the intention of the Company's current Board of Directors to invite Iuri to be part of the next list to be submitted to the General Shareholders' Meeting, for the 2023-2025 biennium.

The Company will keep its shareholders and the market informed of any relevant updates related to this change through its usual channels for disclosing periodic and occasional information, namely, the CVM website ([www.cvm.gov.br](http://www.cvm.gov.br)), B3 S.A. - Brasil, Bolsa, Balcão ([www.b3.com.br](http://www.b3.com.br)) and the Company ([www.burgerking.com.br/ri](http://www.burgerking.com.br/ri)).

Barueri, May 25, 2022

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**Gabriel Magalhães da Rocha Guimarães**  
Investor Relations Director