

Information is pulled directly from the April 27, 2018 Burger King FDD



Advertising Contribution

New Openings	Year 1 Advertising Contribution	Year 2 Advertising Contribution	Year 3 Advertising Contribution	Year 4 Advertising Contribution	Year 5 and After Advertising Contribution
Year 1 Openings	2.5%	2.5%	4%	4%	4%
Year 2 Openings	2.5%	2.5%	3.5%	4%	4%
Year 3 Openings	2.5%	2.5%	3.5%	3.5%	4%
Subsequent Term Years	4%	4%	4%	4%	4%

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