



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

**CIRCLE K SIGNS AGREEMENT ON 20 FRANCHISE SITES IN ONTARIO, CANADA
MCDUGALL ENERGY IS FIRST TO TAKE ADVANTAGE OF FULL-FRANCHISE OFFER**

LAVAL, Québec, January 30, 2018– Alimentation Couche-Tard Inc. (“Couche-Tard”) (TSX: ATD.A ATD.B), one of the world’s largest convenience store retailers with over 15,000 stores globally, recently announced new full-service franchise offerings with its Circle K brand in Ontario, Canada. McDougall Energy Inc. is the first company to take advantage of this opportunity signing an agreement on 20 sites to open within the next five years.

Circle K entered the Ontario franchise market to foster the growth of the brand and complement Couche-Tard’s nearly 10,000 stores in North America, including over 2,200 in Canada. McDougall Energy is a privately-owned Canadian business, which has been serving energy customers for over 70 years including through its expanding network of retail fuel dealers in Ontario and British Columbia, Canada.

“We believe McDougall Energy will be an excellent partner in our growth in the Ontario market,” added Matt McCure, Vice President, Circle K Worldwide Franchise. “McDougall Energy has proven itself as a successful owner of dealer networks, and will help drive traffic to the Circle K brand and its popular products for customers on the go in the Ontario province.”

“As a company looking for continued growth, it is a natural fit for us to partner with Circle K,” stated Darren McDougall, President of McDougall Energy. “We are pleased to be aligning with the success and experience that comes with Circle K and to expand our dealer network with a leading brand in Canadian convenience stores.”

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About Alimentation Couche-Tard Inc.

Couche-Tard is the leader in the Canadian convenience store industry. In the United States, it is the largest independent convenience store operator in terms of the number of company-operated stores. In Europe, Couche-Tard is a leader in convenience store and road transportation fuel retail in the Scandinavian countries (Norway, Sweden and Denmark), in the Baltic countries (Estonia, Latvia and Lithuania), and in Ireland and also with an important presence in Poland.

As of October 15, 2017, and following the Holiday stores acquisition, Couche-Tard’s network comprised 9,987 convenience stores throughout North America, including 8,657 stores with road transportation fuel dispensing. Its North American network consists of 19 business units, including 15 in the United States

covering 48 states and 4 in Canada covering all 10 provinces. Approximately 100,000 people are employed throughout its network and at its service offices in North America. In addition, through CrossAmerica Partners LP, Couche-Tard supplies road transportation fuel under various brands to more than 1,200 locations in the United States.

In Europe, Couche-Tard operates a broad retail network across Scandinavia, Ireland, Poland, the Baltics and Russia through ten business units. As of October 15, 2017, Couche-Tard's network comprised 2,750 stores, the majority of which offer road transportation fuel and convenience products while the others are unmanned automated fuel stations which only offer road transportation fuel. Couche-Tard also offers other products, including stationary energy, marine fuel, aviation fuel and chemicals. Including employees at branded franchise stores, approximately 25,000 people work in its retail network, terminals and service offices across Europe.

In addition, under licensing agreements, more than 1,800 stores are operated under the Circle K banner in 14 other countries and territories (China, Costa Rica, Egypt, Guam, Honduras, Hong Kong, Indonesia, Macau, Malaysia, Mexico, the Philippines, Saudi Arabia, the United Arab Emirates and Vietnam), which brings the worldwide total network to more than 15,700 stores.

For more information on Alimentation Couche-Tard Inc. or to consult its quarterly Consolidated Financial Statements and Management Discussion and Analysis, please visit: <http://corpo.couche-tard.com>.

About McDougall Energy Inc.

McDougall Energy Inc. ("McDougall Energy") is a Canadian, privately owned, family business which has been serving energy customers for over 70 years. McDougall Energy is a marketer and distributor of heating oil, propane, gasoline, diesel fuel and commercial lubricants, as well as an Esso™ retailer. McDougall Energy is proud to be named one of Canada's Best Managed Companies six years in a row. Now in its third generation of ownership, the energy company serves communities throughout various regions across Canada. The company is headquartered in Sault Ste. Marie, Ontario. To learn more about McDougall Energy, visit <http://www.mcdougallenergy.com>.

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Forward-Looking Statements

The statements set forth in this press release, which describe Couche-Tard's objectives, projections, estimates, expectations or forecasts, may constitute forward-looking statements within the meaning of securities legislation. Positive or negative verbs such as "will", "plan", "evaluate", "estimate", "believe", "expect" and other related expressions

are used to identify such statements. Couche-Tard would like to point out that, by their very nature, forward-looking statements involve risks and uncertainties such that its results, or the measures it adopts, could differ materially from those indicated or underlying these statements, or could have an impact on the degree of realization of a particular projection. Major factors that may lead to a material difference between Couche-Tard's actual results and the projections or expectations set forth in the forward-looking statements include the effects of the integration of acquired businesses and the ability to achieve projected synergies, fluctuations in margins on motor fuel sales, competition in the convenience store and retail motor fuel industries, exchange rate variations, and such other risks as described in detail from time to time in documents filed by Couche-Tard with securities regulatory authorities in Canada. Unless otherwise required by applicable securities laws, Couche-Tard disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. The forward-looking information in this press release is based on information available as of the date of the release.