



MARKET

In 1994 McDonald's opened its first restaurant in Egypt. Today over 40,000 customers are served under the Golden Arches at over 58 outlets throughout the country, everyday.

Since the idea of offering great food fast first occurred to McDonald's founders over 50 years ago, McDonald's has grown into a global restaurant to become the place where customers can enjoy their favourite meal wherever they are.

McDonald's Egypt is a 100% Egyptian company with 100% Egyptian investors and workforce. McDonald's Egypt is owned by the Manfoods Company of which Mr. Yasseen Mansour is President and Managing Director.

Over 90% of McDonald's products come directly from Egyptian suppliers that are required to adhere to strict quality and food safety standards.

McDonald's products are made to specifications and suppliers must sign off and comply with these specifications, ensuring that the highest food quality and safety procedures are in place throughout the production process. McDonald's commitment to food safety encompasses the entire supply chain - from raw materials to customer care.

As an employer of over 3,000 people, McDonald's indirectly supports and provides employment opportunities for over 10,000 families in Egypt. McDonald's invests in its staff's career development and job satisfaction so that they may realise their full potential and make a customer's experience delightful every time.

McDonald's employees learn what it takes to succeed and McDonald's implements training programmes which teach employees the skills they need to do their jobs well, whilst instilling McDonald's core values of a fair, open and supportive work environment into the way its business is conducted.



ACHIEVEMENTS

McDonald's Egypt has received a number of awards over the years, not only for operational excellence, but more importantly for dedicated involvement in community initiatives such as supporting education and children in need.

In 2007 McDonald's Egypt was awarded a 'Thank You Shield' by Caritas Egypt's, SETI Centre. The SETI Centre works towards the



rehabilitation of people with special needs and has done so for the past twenty years.

McDonald's Egypt received recognition for its efforts in partnering with Caritas and training people with special needs, providing them with job opportunities and currently employs over 40 in a number of its restaurants.

In the same year, McDonald's received recognition from Cairo University's Faculty of Commerce as a 'Golden Academic Sponsor' for sponsoring student development programmes initiated by the student union Vision Group and received a 'Certificate of Merit' from the Faculty of Economics and Political Science for providing training sessions for almost 400 students in different topics related to career advancement.

When it comes to providing the highest quality products to its customers McDonald's is no stranger to excellence. The coveted distinction of the Coca-Cola 'Golden Quality Award 2007' was recently awarded to McDonald's restaurants in Egypt. The award is one of the highest quality ratings worldwide and is only bestowed upon those who pass a stringently conducted audit by the Coca-Cola Company.

McDonald's pays attention to detail and ensures that its customers can enjoy their favourite meals with convenience and comfort.

In 2007, at the Middle East Development

Company's (MEDC) Development Awards, McDonald's Egypt was awarded first place for both 'MEA Best Store Design' and 'MEA Best Food Court Design'. In addition to this, Maadi City Centre awarded McDonald's Egypt with the 'Best Food Court Outlet Award' for 2007.

HISTORY

McDonald's is the leading global foodservice retailer with more than 30,000 local restaurants serving 52 million people in more than 100 countries each day. More than 70% of McDonald's restaurants worldwide are owned and operated by independent local men and women.

It is one of the world's most well-known and valuable brands and holds a leading share in the globally branded quick service restaurant segment of the informal eating-out market in virtually every country in which it does business.

Serving the world some of its favourite foods - World Famous French Fries, Big Mac, Quarter Pounder, Chicken McNuggets and Egg McMuffin, the rich history of McDonald's began with founder, Ray Kroc. The strong foundation that he built continues today with McDonald's vision and the commitment of talented executives to keep the shine on McDonald's arches for years to come.

Ray Kroc mortgaged his home and invested his entire life savings to become the exclusive distributor of a five-spindled milk shake maker called the Multimixer. Hearing about the McDonald's hamburger stand in California running eight Multimixers at a time, he packed up his car and



headed west. It was 1954 and he was 52 years old.

Ray Kroc had never seen so many people served so quickly when he pulled up to take a look. Seizing the day, he pitched the idea of opening up several restaurants to the brothers Dick and Mac McDonald, convinced that he could sell eight of his Multimixers to each and every one and opened the Des Plaines restaurant in 1955. No longer a functioning restaurant, the Des Plaines building is now a museum containing McDonald's memorabilia and artifacts, including the Multimixer.

PRODUCT

McDonald's food comes only from certified suppliers who are audited and inspected on a regular basis through the HACCP (Hazard Analysis and Critical Control Point Programme). The HACCP is used to identify the points of hazard on the production lines at its supplier's factories and at each different stage of the supply process. In each of McDonald's restaurants, products undergo 72 safety protocols ensuring that high food safety standards and processes meet and exceed the applicable governmental and municipal regulations on food safety. www.mcdonaldsegyp.com provides nutrition facts and education, menu planning tools, and wellbeing information.

RECENT DEVELOPMENTS

McDonald's Egypt recently opened a new branch in the scenic city of Aswan, the opening of which follows a number of newly opened restaurants in Nabq, Sharm El Sheikh, Dandy Mall, located on the Cairo-Alexandria Desert Road and McDonald's Shell station store in Sheikh Zayed - taking McDonald's Egypt restaurants to a grand total of 58.

Also new to the Egyptian market is McDonald's world famous McDonald's Breakfast menu including the ever popular Egg McMuffin, Sausage McMuffin and Hot Cakes, served with fresh Minute Maid orange juice - all of which are now available at all main branches of McDonald's in the morning.

PROMOTION

Last year McDonald's was "Bringing People Together Like Never Before" as Official Partners of the 2008 Olympic Games. McDonald's brought the Games to life for its customers and at the Games in Beijing continued its ongoing commitment to children by implementing its first-ever McDonald's Champion Kids programme,

which provided more than 200 children, two of which are Egyptian, with the opportunity to experience the 2008 Beijing Games first-hand. This once-in-a-lifetime journey gave the children a chance to attend Olympic events, meet athletes, visit the Olympic Village, see cultural sights and interact with other kids from across the globe.

McDonald's also celebrated its Olympic Champion Crew programme with 1,400 crew from China and around the world traveling to Beijing to experience the excitement of the Games, meet other crew and serve the world's best athletes, spectators and media at McDonald's four new Olympic venue restaurants.

Through the "It's What I Eat and What I do" campaign McDonald's is trying to help its customers meet their goals for balanced lifestyles. Around the world McDonald's restaurants are offering a variety of menu choices - from traditional sandwiches like the Big Mac, to meal sized salads, new chicken sandwiches and fresh fruit. It is also paying special attention to children by offering them fun ways in which to add more fruit, vegetables, calcium and other important nutrients to their diets.

The other side of the energy equation - energy expenditure - is equally important and McDonald's has a host of ways to help people put more physical activity into their daily lives. This includes the longstanding support that it offers local youth sports teams, sponsorship of



nine clubs in the Egyptian football league (since 2004) as well as the ever popular Ahly Club, and sponsorship of the Palm Hills Tennis Academy which seeks to build the future champions of Egyptian tennis.

Amongst other initiatives launched by McDonald's is a new website www.goactive.com, which links users to information about physical activity and their favourite sports stars, a new Ronald McDonald show and supporting walking as an activity by offering pedometers that track steps in a variety of ways.

McDonald's is also providing nutrition information in innovative ways - such as on tray-liners and websites - to help customers make choices that are right for them, working with experts to develop educational materials, programmes and events that promote balanced lifestyles.

BRAND VALUES

Out of McDonald's Egypt's ongoing commitment to develop the education of children in unfortunate areas, McDonald's Egypt launched its initiative for developing unplanned communities, starting off with Ezbet Khair Allah which lies in an area between Old Cairo and Dar El Salam. McDonald's aims to develop and restore pre-school nurseries therein, in cooperation with the "Peace and Plenty" (Kheir Wa Baraka) Association.

McDonald's Egypt also operates responsibly within the community and supports several charity organizations and projects such as the Awladi Orphanage, Bint Masr and Caritas Egypt.

McDonald's supported the national project to build the first hospital for children with cancer in Egypt; Hospital 57357. Since January 2001 as a pioneer partner of the National Cancer Institute, McDonald's has managed to raise a



total of EGP four million for the hospital to date; and continues to give its support to ensure that cancer patients can continue to receive the treatment they need.

McDonald's recently joined the United Nations World Food Programme (WFP), together with its corporate partners TNT and Unilever; to fight world hunger by sponsoring "Walk the World". On June 1st, 2008 for 24 hours across 24 time zones, Walk the World took place globally to raise funds for the 59 million children worldwide who attend primary school hungry. Under the auspices of the First Lady, Mrs. Suzanne Mubarak, the world's largest annual global fundraising event was inaugurated in Egypt; where approximately 1.5 million primary school children continue to need the support of the WFP's school meals programme.

Social responsibility also rests on the shoulders of each and every McDonald's restaurant, as each team is required to extend a helping hand to the surrounding community, whether it's by cleaning the streets or offering fun, laughter and giveaways through Ronald McDonald.

www.mcdonaldsegyp.com



Things you didn't know about McDonald's

McDonald's restaurants in Egypt serve more than 40,000 customers per day.

Today more than 90% of McDonald's products are supplied by Egyptian vendors that in turn support and provide employment opportunities for over 10,000 families in Egypt.

More than 2,000 safety, quality and inspection checks surround McDonald's food as it moves from farms to restaurants and 72 safety protocols are conducted every single day inside McDonald's restaurants.

The Big Mac is 40 years old - introduced system wide in 1968, the Big Mac was the brainchild of Jim Delligatti, one of Ray Kroc's earliest franchisees.

Since 1979 the Happy Meal has been making kids' visits to McDonald's that much more special. Clubs the world over collect Happy Meals toys and boxes. All Happy Meal toys are made exclusively for McDonald's by McDonald's own safety approved suppliers. They're not "off-the-shelf" toys or toys made by anyone else.

Superbrands