



McDonald's Europe

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McDonald's transfers to a Developmental Licensee (DL) structure in Croatia

Local entrepreneurs to enhance further growth of the McDonald's business

McDonald's Europe transfers all its 16 restaurants in Croatia to a Developmental Licensee (DL) structure as of April 1, 2010. The DLs to acquire the business and operate the McDonald's brand in Croatia are local business man Georg Gavrilovic and the former head of McDonald's operations in Croatia Robert Kujundzic. The DL structure is a form of franchising, which leverages the entrepreneurial spirit of independent business individuals to realize the full potential of the brand. This locally focused business model has been successfully used by McDonald's for 20 years in over 50 countries around the World.

The changes in business structure are designed to further drive long-lasting profitable and sustainable benefits for the Developmental Licensee, customers, employees, suppliers and the McDonald's brand by bringing the right skill set and financial resources together to accelerate the growth of the McDonald's brand.

"We believe that our business will be significantly enhanced by a strong local licensee in Croatia. Their track record of success, along with their proven local knowledge gives us real confidence they will continue to build our brand and business in the country." said Denis Hennequin, President of McDonald's Europe.

Bane Knezevic, President of McDonald's Western Division goes on to say. 'We are very impressed with both Georg Gavrilovic's and Robert Kujundzic's professional, structured and disciplined approach towards business. Mr Gavrilovic's knowledge of the Croatian retail and real estate markets coupled with Mr Kujundzic's experience with the McDonald's system make them very well qualified to become our McDonald's Developmental Licensees in Croatia.'

Currently the 16 McDonald's stores in Croatia serve more than 20,000 guests every day and are operated from the company head office in Zagreb. The market has been company owned and operated since the first restaurant was opened in 1996.

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McDonald's is the leading global foodservice retailer with more than 32,000 local restaurants in more than 100 countries worldwide. More than 50 out of over 100 markets currently operate in a DL structure. In Europe over 6,700 restaurants operate in 39 countries. More than 70% of our restaurants in Europe are owned and operated by independent business individuals and affiliates. Please visit our website at www.mcdpressoffice.eu to learn more about McDonald's Europe.

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