



## McDonald's in Russia

### FACTS

- 245 McDonald's restaurants operate in Russia.
- Over 20 years of operation, McDonald's restaurants in Russia have served more than two billion customers.
- Over 20 years of operation, McDonald's in Pushkin Square has served more than 130 million customers.
- More than 950 000 customers are served in McDonald's restaurants in Russia on a daily basis, out of 12.9 million customers served per day in McDonald's restaurants across Europe.
- McDonald's in Pushkin Square is the number one McDonald's restaurant in Russia in terms of sales and number of customers served.
- Seven of McDonald's Russia restaurants are in the top 20 restaurants with highest guest counts worldwide.
- Russia is the fastest growing market for McDonald's in Europe in terms of number of stores.

### Development Plans

- McDonald's currently has 245 restaurants in more than 60 Russian cities and plans to open 40-45 stores annually between 2010 and 2012
- In 2009 new McDonald's restaurants opened in 20 cities including Moscow, St.Petersburg, Novgorod, Tver, Kazan, Samara, Cheboksary, Astrakhan, Penza, Ekaterinburg
- This is part of a broader strategy to invest \$1.2 billion in driving growth across Europe
- McDonald's currently has more than 6,600 restaurants in Europe and plans to open circa 250 stores in 2010

### Suppliers

- McDonald's in Russia has to date built up a local supply chain of 130 Russian suppliers. Having had to import 80% of their products when they first opened, 80% of their products are now locally sourced.
- More than 100,000 jobs have been created in the suppliers' companies to serve McDonald's in Russia.

### People

- The company employs more than 25 000 people.
- With each new opening, the company creates 100 jobs on average for local people.
- Most of McDonald's executives and all store managers began their careers as crew in McDonald's restaurants.

### Charity

- Over 20 years, more than 330 000 000 rubles have been donated to charities.
- Ronald McDonald House Charities (Russia) was founded in 1995 as a McDonald's initiative.

### Ronald McDonald Center

- Main legacy of the RMHC.
- Opened in 1996.
- Over 400 children a week.
- More than 69 000 children from 300 institutions of Moscow, Moscow region and other Russian regions participated in the RMC and McHappy Van Programs.

### Family Rooms

- RMHC opened 10 Family Rooms in medical institutions in different cities across Russia to offer comfort and support for families of children undergoing long term medical treatment. More than 34 000 children and their families have stayed there, benefiting from the home-away-from-home atmosphere.