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McDonald's® Corporation announces a transfer to a Developmental Licensee (DL) structure in The Baltics

Maltese Developmental Licensee branches out to The Baltics

20 December 2007 - McDonald's Corporation today announced that all its 19 restaurants in Estonia, Latvia and Lithuania are transferring to a Developmental Licensee (DL) structure. The DL structure is a form of franchising which has been used by McDonald's for almost 20 years to enable regional ownership and grow the brand.

With more than 50 countries currently using the DL structure, McDonald's Corporation sees this move as another opportunity to leverage the entrepreneurial spirit of independent business men and women to realize the full potential of our brand.

President of McDonald's Europe, Denis Hennequin explains:

"Our warmest congratulations go out to Melo Hili, who already has an established track record of his success as a Developmental Licensee in Malta.

"One of our core aims throughout our European operations is to preserve local relevance and, in turn, provide the uniquely-McDonald's experience our customers expect. What better way to do this than giving opportunities to businessmen like Melo, enable them to deploy their business acumen and harness their expertise in growth regions such as The Baltics."

The transfer to a DL structure will provide a reinvigorated presence in Estonia, Latvia and Lithuania as well as optimising sales and profitability over the long term. As Linda Buckley, Senior Vice-President and Chief Support Officer McDonald's Europe, expands:

“The changes in business structure are designed to provide long-lasting profitable and sustainable benefits for the Developmental Licensee, customers, employees, suppliers and the McDonald’s brand – this is a model we use when we find business people who bring the right skill set and financial resources to accelerate the growth of the brand.”

Melo Hili is currently the Developmental Licensee in McDonald’s Malta, where he leads 550 full and part-time employees- 700 in the summer. He goes on to say:

“More than 14,000 people in the Maltese Islands place their trust in McDonald’s every day, and my family and I are now looking forward to using our experience to build upon the momentum already created in The Baltics, focusing on great tasting food, quick service and great value for money for our customers.”.

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There are currently more than 50 countries with DL structures around the world.

McDonald's is the leading global foodservice retailer with more than 30,000 local restaurants in more than 100 countries. More than 75% of McDonald's restaurants worldwide are owned and operated by franchisees and affiliates. Please visit our website at www.mcdonalds.com to learn more about the Company.

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