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McDonald's® Corporation announces transfer of McDonald's Moldova to a Developmental Licensee (DL) structure

Tennis legend Ilie Nastase becomes McDonald's developmental licensee

September 15, Chisinau -- McDonald's Corporation today announced the transfer of McDonald's Moldova 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 local ownership and to develop the brand.

"It has been a long and careful process to identify those people we wish to entrust with the future of our brand in Moldova. We have every confidence in the commitment and entrepreneurial skills of the DL franchisees we have chosen. Our new DL franchisees are a reflection of our key European strategy of preserving local relevance. These are people who understand the local market, culture, people and opportunities," said Denis Hennequin, President of McDonald's Europe.

We are pleased to confirm that the new DL franchisees of McDonald's Moldova are experienced business people with an in depth knowledge of the local market:

- Ilie Nastase – former famous tennis player, now well-known business man.
- Ghenadie Sanduta – with 10 years experience in McDonald's Moldova, most recently working as Market Leader.
"It makes me feel proud to become a McDonald's franchisee and to be developing this famous brand and its people in Moldova. I'm excited by the opportunities which it presents," said Ilie Nastase.

"Our experience with Developmental Licenses is that this type of structure enables the local management team to use their knowledge to build the business over the long term," said Linda Buckley, Senior Vice-President and Chief Support Officer McDonald's Europe.

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

Moldova has 3 McDonald's restaurants, all located in the capital Chisinau, that employ over 180 people and serve 1,5 million customers a year. The first McDonald's restaurant opened in April 1998.

McDonald's is the leading global foodservice retailer with more than 30,000 local restaurants in more than 100 countries. More than 70% of McDonald's restaurants worldwide are owned and operated by independent local men and women. Please visit our website at www.mcdonalds.com to learn more about the Company.

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