



McDonald's Saudi Arabia

Our social responsibility
**A pledge of loyalty
to a generous nation**

220

BRANCHES

6,929

EMPLOYEES

2,504

SAUDI EMPLOYEES

36%

JOB NATIONALIZATION

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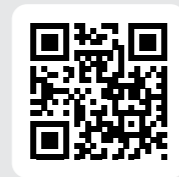
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To visit the website of our CSR platform **Ajyalona**
www.Ajyalona.com

About McDonald's Saudi Arabia

Riyadh International Catering Corporation (RICC), which holds the McDonald's franchise in the central, eastern, and northern regions of Saudi Arabia, is a 100% Saudi-owned-and-run company. Operating since 1993, RICC takes pride in providing services to its valued customers in line with the best quality standards and food safety requirements



Today, McDonald's Saudi Arabia is one of the largest fast-food restaurant chains in the country, with 220 branches spread across 36 cities and regions. It has 6,929 employees, including 2,504 Saudi female and male staff, who make the 36% of the company's total workforce.

Follow us on social media

@McDonaldsKSA    

Customer service

toll-free number  800 12 12345

President's foreword

Our commitment to local communities

Our commitment to local communities to which we belong and where we operate forms the core of our social mission. We are part of this nation, therefore, our loyalty to its people with whom we share our successes and business developments motivates us to serve them. Expanding social responsibility efforts in line with humanitarian assistance best practices to create a positive and sustainable impact is a top priority for McDonald's Saudi Arabia. We do so through social activities and programs aimed at empowering the country's youth and promoting a healthy active and balanced lifestyle among them.

Our CSR report for the year 2022 highlights McDonald's Saudi Arabia's leadership in community services and the profound impact it had on building bridges of trust, forming strategic partnerships, and promoting communications among all social groups through influential and innovative programs following the best sustainability standards in the field of social responsibility and development.

McDonald's Saudi Arabia pledges to stay at the forefront to serve and respond to our community's needs. We are committed to supporting the community-serving efforts of our generous country, driven by our ethics, values, and humanity to achieve prosperity for our nation.

In 2022, McDonald's Saudi Arabia stepped up its CSR efforts, organizing humanitarian and social programs and supporting people with Down Syndrome. The company provided SAR2,527,560 to support 321 children with Down Syndrome through six training programs involving three charities: Down Syndrome Charitable Association (DSCA), the Voice of Down Syndrome Society (SAUT), and Eradah Association (Eradah). McDonald's down syndrome capacity building program succeeded for the fifth year in a row, providing more than SAR111,000 to DSCA. We launched McDonald's National Employment Week campaign to support and groom national talents, enabling them to assume leadership positions in our community. During the campaign, we successfully recruited 600 Saudi men and women.

Additionally, the first batch of Saudi baristas graduated during the year with all of them receiving top certifications from the Specialty Coffee Association, a reputable nonprofit organization that represents thousands of coffee professionals all over the world, as part of RICC's recently launched initiative to train and nurture Saudi barista employees.

Furthermore, the company celebrated the graduation of 12 Saudi store managers representing the fourth, fifth, and sixth batches of its "Tomooh" program during a large ceremony attended by Dr. Abdullah bin



Nasser Abu Thanain, Vice Minister of Human Resources and Social Development for Labor.

As McDonald's Saudi Arabia firmly believes in the capabilities of our young people with Down Syndrome and their right to equal job opportunities, we are proud that there are 52 employees with Down Syndrome currently working at our branches.

Ajyalona initiative, meanwhile, has been and continues to be the umbrella that combines all our corporate social responsibility efforts. We continue to develop our initiatives to promote health protection and support employment, training, education and awareness which create a positive and lasting impact on individuals. At McDonald's Saudi Arabia, we thank all those who supported us in delivering our social mission, those who shared our commitment to support our community, empower its members and deliver an unforgettable experience for those who benefit from our services. We also thank our staff for their valued efforts to implement our CSR initiatives.

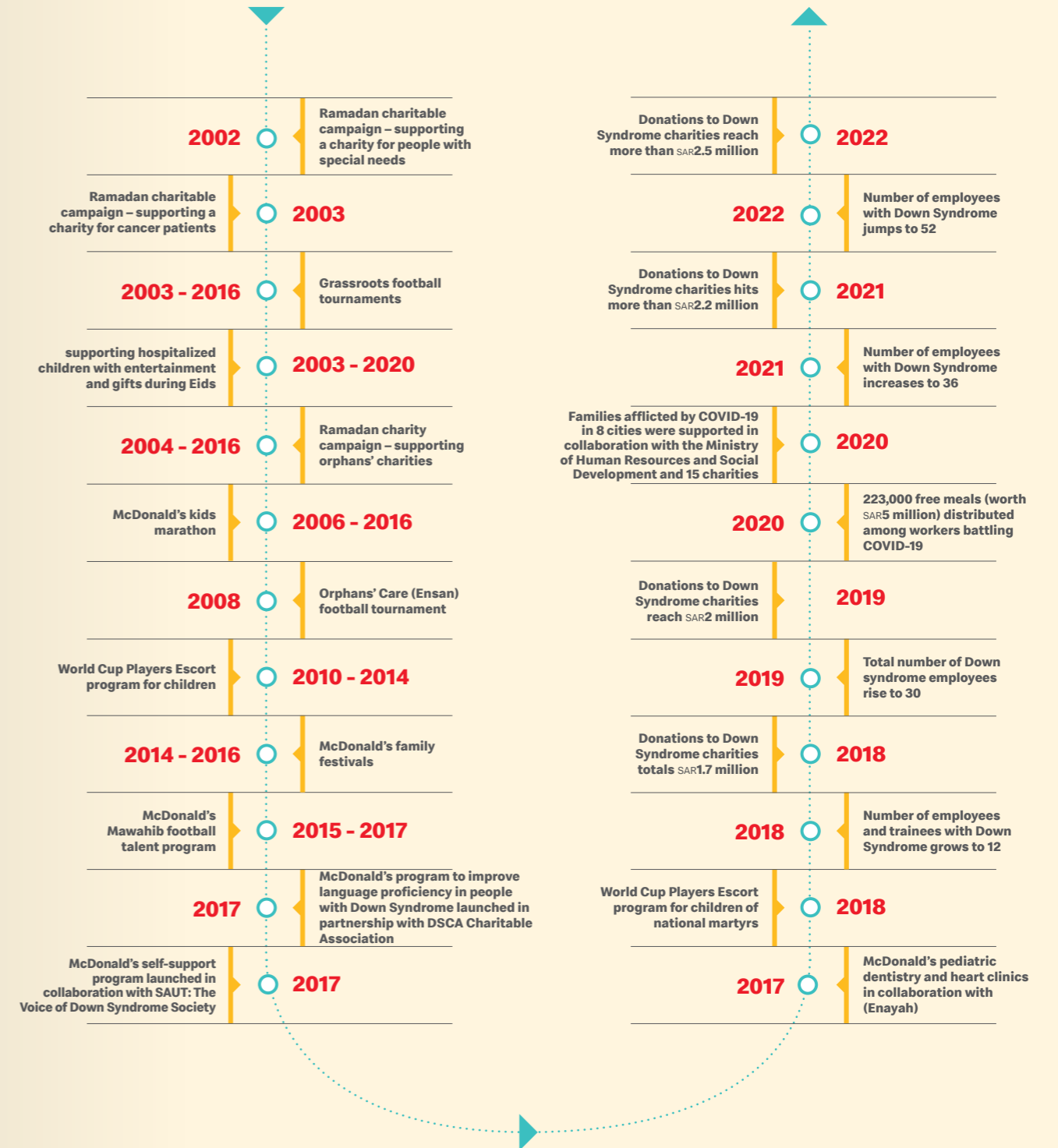
Sincerely,
Mishaal bin Khalid Al-Saud
President, Riyadh International Catering Corporation

29 years of unwavering commitment to serving our community

Since its foundation 29 years ago, McDonald's Saudi Arabia has always considered service to the country as its top priority. Over the years, we have developed numerous programs and initiatives to keep up with the changing needs of the communities where we operate.



Our key initiatives to date



Our fourth CSR report highlights our leadership in community service and the impact our efforts have made in building bridges of trust and strengthening strategic partnerships and communications with all community groups through CSR programs that adopt the best sustainable methods.”

About Ajyalona

Ajyalona initiative is an umbrella for our corporate social responsibility efforts, reflecting our commitments toward our stakeholders and highlighting our efforts to maintain the health and environment of our community, support education, raise awareness and promote a healthy and balanced lifestyle.



The bridges of trust and effective communications with all members of our community through awareness-raising and innovative social development programs can positively impact individuals' behaviors and reactions by adopting the best global practices.

Providing training and skills to Saudi youth is the focus of Ajyalona initiative. In fact, we work with the government as a responsible partner to develop the community, protect public safety and participate in achieving prosperity and welfare. In doing so, our contributions toward all that is good for our dear homeland growth year after year.

For more information about **Ajyalona** www.ajyalona.com




Ajyalona platform initiatives

Supporting humanitarian causes



To support humanitarian causes, McDonald's has been serving the interest of the country and citizens.

1. Down Syndrome support
2. Humanitarian and social events

Empowering Saudi youth



Nothing motivates us at McDonald's Saudi Arabia more than our belief in the capabilities of young women and men of our dear country. Our top priority is to train and nurture them and we are proud of our global experience in training and career development.

Transparency and promoting a healthy, active and balanced lifestyle



Ever since our foundation 29 years ago, McDonald's Saudi Arabia takes pride in its achievements throughout the company's history of initiatives and commitment to promoting a healthy active and, balanced lifestyle.

Initiative 1

Supporting humanitarian causes

1- Down Syndrome support

- Training
- Employment
- Developing relevant charities
- Entertainment

Training



Training children with Down Syndrome is at the heart of our specific initiatives to help them live independently and achieve the maximum possible self-sufficiency, enabling them to integrate into the community. To that end, McDonald's, in cooperation with highly qualified specialized charities, carries out tailor-made training programs for children with Down Syndrome.

Conclusion of McDonald's annual charitable campaign to support 321 children with Down Syndrome with SAR2,527,560.



McDonald's annual charity campaign for supporting training programs aimed at empowering children with Down Syndrome achieved great success for the fifth year in a row. The company managed to sell 252,756 storybooks through its 220 branches across more than 36 cities in the central, eastern, and northern regions during the blessed month of Ramadan in 2022.

The total amount raised during the campaign is SAR2,527,560 for supporting six training programs benefitting 321 children with Down Syndrome representing three charities. Out of the total six programs, two of them were carried out in partnership with DSCA Charitable Association to improve language and functional proficiency of the children; two self-support, reading and writing programs were launched in collaboration with SAUT: the Voice of Down Syndrome Society and the other two programs launched in cooperation with Eradah Association in Jubail were aimed at improving the language proficiency and independent living skills.



Down Syndrome Charitable Association (DSCA)

McDonald's two programs to improve language and functional proficiency (in partnership with DSCA Charitable Association in Riyadh)



SAR **1,193,000**

Support for DSCA in 2022

SAR **5,686,000**

Total support since start of cooperation with DSCA

144

Number of beneficiaries in 2022

742

Beneficiaries since start of the two programs



Success stories

Azzam

Azzam benefited from McDonald's program to improve language proficiency. Now, he can name most of the familiar images, such as a duck, a bird, and milk, either verbally or by using a gesture that describes them.



Program goals



To enable children to communicate effectively, whether by speech, gesture, image, or sign



To avoid the development of negative behaviors caused by an inability to express their needs



To develop alternative communication methods for non-verbal children



To develop speech articulation and clarity



To develop initiative, self-expression and communication skills.



To enable children to relate to their surroundings using figures and images.



To help children engage fully with their families.

Our relationship with McDonald's spans over five years during which more than 700 children benefitted from McDonald's two programs for functional and language proficiency. McDonald's is setting a role model that should be emulated by other national companies aspiring to play an active role in serving their communities.



Susan Ghanem
President, DSCA

SAUT: The Voice of Down Syndrome Society

McDonald's Self-Support, reading and writing programs (in collaboration with SAUT)



SAR **814,674**

Support for SAUT in 2022

SAR **3,201,356**

Total support since start of association with SAUT

97

Beneficiaries in 2022

Success stories

Reem

Reem benefited from McDonald's support for the SAUT Self-support program. Today, she can wear shirts and button them on her own, whether, at home or school, she can do it effortlessly.



308

Beneficiaries since start of the program



Program goals



To enable students to perform daily activities independently as far as possible and to minimize feelings of failure and frustration



To teach dining etiquette, hygiene and dressing



To apply health and safety rules



To help students interact and engage with others, to use a telephone and to learn how to shop and travel



To prepare students to manage their lives and take care of themselves, learn shopping and meal preparation skills.

Our relationship with McDonald's is special and spans over several years. During our association, McDonald's recruited many of our children with Down Syndrome. The company also supported two of SAUT programs for self-support, reading and writing, with more than 250 male and female children benefiting from this generous support.



Sarah Bahamdan
Executive committee and board Member

Eradah Association

McDonald's two language proficiency and independent living skills programs (in collaboration with Eradah Association in the Eastern Province)



SAR **519,886**

Support for Eradah Association in 2022

SAR **932,412**

Total support since start of cooperation with Eradah Association

80

Beneficiaries in 2022

145

Beneficiaries since start of the two programs

Success stories

Abdulaziz

Abdulaziz took advantage of McDonald's language proficiency program. He is now able to express himself in three-to-four-word sentences through which he can describe images and actions to communicate his daily needs to his family and friends.



Saleh Al-Shammari
Director of Financial Resources
Eradah Association

More than 200 children with Down Syndrome benefited from two language proficiency and independent living skills programs supported by McDonald's over the past years. The programs achieved outstanding results, developing kids' language proficiency and independent living skills.

Program goals



To develop and advance language and pronunciation skills with regard to receptive language (understanding instructions, comprehending questions, imitation, inclusive groups, use of verbs in singular, pairs, and plural, negation, concepts and order of events.)



To develop and advance language and pronunciation skills with regard to expressive language (size of vocabulary, inclusive groups, use of verbs in singular, pairs, and plural, comparisons and the style of preference, personal pronouns, conjunctions, adverbs of time and duration, adverbs of place, adjectives, adverbs, meaning and context, tenses and description of connected events.)



To develop and improve the skills of language use (asking for things, accepting or refusing, taking turns, making a conversation, social routine, asking questions and telling stories.)

Employment

Down Syndrome Employees write a unique success story with us

Firmly believing in the great potential and equal rights to the employment of young people with Down Syndrome, McDonald's Saudi Arabia is continuing its efforts to train

and qualify them for suitable job opportunities. With nearly 16 years in this journey, we have achieved notable success so far. This year, we employed 10 employees in

Riyadh, which means that we have 52 employees with Down Syndrome in total across the central, eastern and northern regions of the Kingdom.



McDonald's Down Syndrome recruitment journey



McDonald's care for people with Down Syndrome

- > Created a suitable work environment.
- > Adapted restaurants in which they work to suit their needs.
- > Introduced Down Syndrome awareness training for colleagues.
- > Formed a multi-disciplinary committee for their training.
- > Introduced special working hours during both training and work periods.

Employee benefits

Half-hour breaks.	Health insurance
Flexibility in working hours.	Six-hour shifts
Salary of up to SAR 5,000.	Bonus of up to SAR 500
Two days off per week.	22 days annual leave.

Responsibilities of Down Syndrome employee

Delivering car orders

Welcoming guests

Preparing beverages

Serving meals

Developing relevant charities



- » For the fifth year in a row, McDonald's program for building the personal capacities of family members and people as well as professionals and associations focused on individuals with Down Syndrome continued its successes in partnership with DSCA Association. McDonald's campaigns constantly seek to develop the mechanisms of providing the best service to this precious group across the different regions of the Kingdom.
- » To this end, the company organized two "one-day sales" campaigns throughout the year under the slogan of "Your one-day support equals years of impact", one (the eighth in the series), in March, and the other (the 9th in the series) in November.
- » Sales from both campaigns fetched more than SAR111,000 which was donated to DSCA Charitable Association to support McDonald's Down Syndrome capacity-building program.
- » SAR656,000 has been invested in the program to date.
- » McDonald's Saudi Arabia in partnership with DSCA Association organized six workshops throughout the year, three of which in March and the others in December. The workshops discussed key topics including educational and behavioral management and development of communication skills for people with Down Syndrome.
- » More than 723 parents, specialists and people associated with Down Syndrome benefited from these workshops this year. To date, the number of beneficiaries from the program since its inception totaled 1,885.

Total sales from both campaigns donated to DSCA

SAR **111,000**

people benefited from these workshops

723

A total of 1,885 family members benefited from the program since it was launched

1,885

Total support for the program

SAR **656,000**

Endless success stories with our Down Syndrome heroes

<p>Yousuf Al-Salman</p> <p>Working at one of McDonald's branches in Al-Ahsa, Yousuf is a likable Down Syndrome employee with a distinct personality. His colleagues praise him saying that his personality is very cheerful. So far, Yousuf worked with us for three years and was recently promoted to Crew Trainer.</p>	<p>Walid Al-Mohaya</p> <p>Walid is a Down Syndrome employee with an unmistakable personality and charisma that make customers ask about him every time they visit McDonald's. He has been working with us for more than four years and was promoted last year to Crew Trainer.</p>	<p>Abdulaziz Al-Sulaiman</p> <p>Abdulaziz is one of our employees with Down Syndrome in Riyadh. He is always positive, full of energy, and passionate about working. He developed special relationships with his colleagues and was recently promoted to Crew Trainer.</p>
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Entertainment

McDonald's Saudi Arabia is also delighted to organize special events for our heroes with Down Syndrome, joining them to celebrate national holidays and occasions, to entertain them and cheer them up. Below are some of these events:

- » McDonald's celebrated the return to school with 500 students from eight Down Syndrome charities and associations.
- » We joined the joy of 100 children with Down Syndrome in a summer camp.
- » We celebrated the schooling year-end with more than 11 charitable associations and centers.
- » McDonald's celebrated Eid Al-Fitr with more than 350 children from seven charities and centers.
- » We marked the World Down Syndrome Day with 1,500 children from more than 30 charitable associations and centers nationwide.
- » McDonald's celebrated the Saudi Founding Day with more than 800 children from ten centers and charities across the central, eastern, and northern regions.
- » McDonald's celebrated with 15 children from Sanad Charitable Society on the occasion of World Cancer Day and provided them with Happy meals in addition a free toys.
- » On the 92nd National Day, we celebrated with more than 1,500 kids with Down syndrome from 22 centers and charitable organizations, and provided them with meals, gifts and free toys. The children expressed their joy by wearing National Day costumes while showcasing the culture of the Kingdom of Saudi Arabia. Children's families also expressed their joy and satisfaction with the activities McDonald's held to make their children happy.

500

We celebrated the return to school with 500 students from eight Down Syndrome charities and centers

1,500

Put a smile on the faces of more than 1,500 children on the World Down Syndrome Day

100

More than 100 children with Down Syndrome in 2022's summer camp

800

We celebrated the Saudi Founding Day with more than 800 children from ten centers and charities

1,500

Our celebration of the 92nd Saudi national day with more than 1500 children from 22 centers & charities



2- Humanitarian and social events



International Family Day



Father's Day



National Sisters Day



International Day of Friendship



International Left Handers Day

Initiative 2

Empowering Saudi Youth

At McDonald's, we believe in the capabilities of young men and women of our great nation. We train, develop, and empower them to assume leadership in their communities. We are proud of our global experience in training and career development.

McDonald's youth empowerment initiatives include:

- 1 Tomooh
- 2 McDonald's Saudi Arabia – global experience in training and career development
- 3 McDonald's National Employment Week
- 4 Females to the fore



Tomooh

McDonald's first launched Tomooh Program in 2017 to train and qualify fresh university graduates, or those about to graduate, to become branch managers through an intensive 18-month-long training program. It provides multi-disciplinary experience in areas including the development of leadership, administrative,

financial, communication, and teamwork skills, and English language training.

The experience a Tomooh participant acquires is almost the same as that of businessmen running medium-sized companies.



12 Saudi managers graduated from Tomooh

This year, we celebrated the graduation of 12 Saudi managers representing the fourth, fifth and sixth batches of the Tomooh program during a ceremony attended by Prince Mishaal bin Khalid Al-Saud, RICC

president, and Dr. Abdullah bin Nasser Abu Thanain, vice minister of Human Resources and Social Development for Labor. To date, we have 23 Tomooh Saudi graduates currently working in managerial

positions in our branches. Since its launch, the program has attracted 232 Saudis, all who benefited from its training and educational courses to achieve their ambitions.

Batch	Enrolled students	Active
Batch 1	7	2
Batch 2	12	2
Batch 3	12	-
Batch 4	20	2
Batch 5	10	1
Batch 6	30	6
Batch 7	21	3
Batch 8	12	2
Batch 9	14	3
Batch 10	21	5
Batch 11	13	6
Batch 12	9	3
Batch 13	27	19
Batch 14	24	24



International certificates for 4 Saudi baristas

The first batch of Saudi baristas who received internationally accredited certifications from the Specialty Coffee Association (SCA) graduated as part of McDonald's Saudi Arabia's recently launched new initiative that aims to train and develop Saudi barista employees.





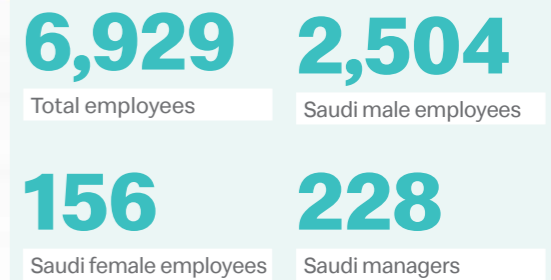
McDonald's Saudi Arabia – Global Experience in Training and Career Development

Because we believe that training is key to keeping up and improving performance and that it is directly related to employment needs, we are committed to continuing our investment in the youth of our nation and to provide all the support, training, and empowerment necessary for them to achieve their ambitions and excellence in all fields. At McDonald's,

we are proud of our global experience in training and career development. We work constantly to enhance, develop and update all our training programs to enable all our Saudi employees – males and females – to succeed and to achieve their career ambitions – we prepare them to take over all functions and jobs at McDonald's and elsewhere in the community.



McDonald's National Employment Week



McDonald's National Employment Week initiative is one of McDonald's social pillars through which it supports and empowers Saudi youth in collaboration with the Human Resources Development Fund (HRDF).

Riyadh International Catering Corporation (RICC) launched its McDonald's National Employment Week in February 2022, during which we employed 600 Saudis of both genders from thousands of applicants.

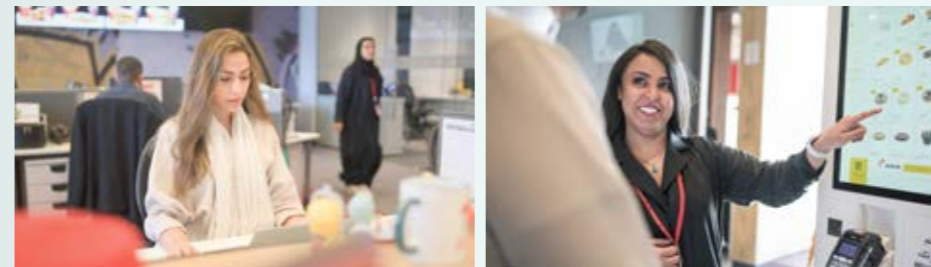
Females to the fore

Vision 2030 is the guiding compass for McDonald's Saudi Arabia. We work in alignment to leverage the creative capabilities of Saudi women and their equal right to work.

McDonald's Saudi Arabia employed Saudi women in numerous roles across the company.

To date, Saudi female employees number is 156.

In 2022, McDonald's held five training courses for female hospitality supervisors at the company's headquarters in Riyadh, the Ritz Carlton Hotel, and the hospitality headquarters of Saudi Airlines, with the participation of 90 women Saudi employees.



Initiative 3

Transparency and promoting a healthy, active and balanced lifestyle

This title “Healthy, Active and Balanced Lifestyle” is one of the vital links that connects McDonald’s to its local community. RICC’s experience over the past 29 years goes beyond serving meals to our customers well to improving the services that understand and respond to the needs of our community. We are proud of launching initiatives that built bridges of trust and enhanced our partnership with the community in which we operate.

Some McDonald’s initiatives include:

- 1** Transparency
- 2** Happy meal options
- 3** Food quality enhancement

Transparency is Our Style

Since its establishment, McDonald’s Saudi Arabia has always been committed to transparency in its relationship with its customers. We

ensure that we implement the highest standards of food safety and that all incoming food shipments to our factories undergo basic and additional

checks to maintain the quality and delicious taste of our products. Here are some of our initiatives that highlight this commitment:

Embracing transparency

- 

2002

Communicated nutrition information on fliers and tray mats inside our restaurants
- 

2005

Published nutrition information on our website
- 

2008

Reviewed nutrition information for all items (conducted every 5 years)
- 

2012

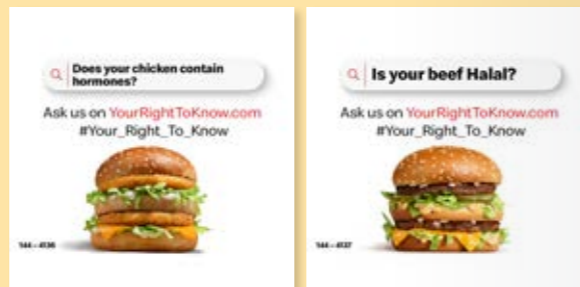
Introduced nutrition calculator on our website
- 

2013

Introduced nutrition information on our mobile app and on our packaging

‘Your Right to Know’ platform

Launched by McDonald’s Saudi Arabia, “Your Right to Know” is an online platform that highlights our commitment toward our customers. The platform transparently answers all questions related to McDonald’s meals, beverages and desserts.



To visit the platform, go to: YourRightToKnow.com



‘Open Doors’ programs

As part of our commitment to transparency, McDonald’s Saudi Arabia carries out two “Open Doors” programs:



- 1** The “Open Doors” program for our customers enables them to enjoy a tour of our kitchens to discover more about our exemplary quality of food and safety standards and the utmost care we take in preparing all our products.
- 2** The “Open Doors” program for schools is aimed at introducing children to food preparation methods through taking them on a tour of our kitchens to show them how their

favorite delicious meals, beverages and ice cream are prepared. The program also enables them to learn about the quality of food and safety standards that we are committed to at McDonald’s. At the end of the tour, the children enjoy free meals, gifts and T-shirts. They also receive appreciation certificates from McDonald’s. More than 5,000 female and male students have so far visited our branches as part of the program.

Happy meal options



At McDonald’s Saudi Arabia, we offer options for drinks served with children’s meals to encourage an active and balanced lifestyle.



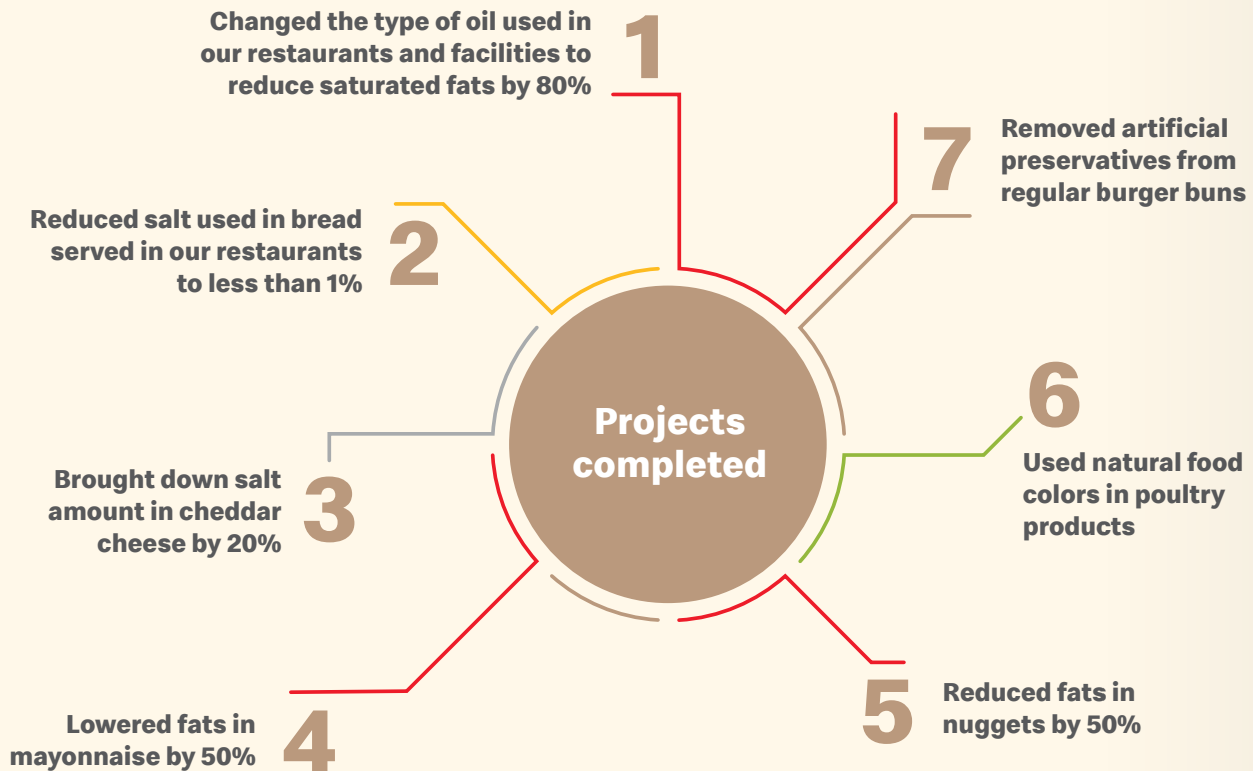
As part of our social responsibility and our drive to encourage children to read, McDonald’s Saudi Arabia offered the option of fun and entertaining children with a storybook instead of a toy with their preferred Happy Meals.



To promote a healthy and balanced lifestyle for children, we offered the option of fruit bites with their favorite meals.



Our Food Quality



TO AJYALONA OUR GENERATIONS

With generations' succession, we inherit the love of our country, generation after generation, looking forward to shaping a more beautiful tomorrow for our nation. It is a shared responsibility, yet each one of us has their own role depending on his/her position and capabilities. Never underestimate your potential for everyone is capable of giving and developing – and together we can do wonders. So, to all McDonald's male and female workers – with you, by you and your support, we are conducting a noble mission for our country. Always be united, always be leaders for the good of your country and help us to be the best.