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McDonald's Saudi Arabia

Saudi Arabia Is Our Home With Its Youth, We Continue Our Journey



Saudi Arabia Is Our Home

With Its Youth, We Continue Our Journey







McDonald's family The source of our strength

This annual report is dedicated to all our colleagues – men and women – working in any position across McDonald's Saudi Arabia.

No matter where you are, you all proved your true loyalty and association, working to the best of your ability to represent McDonald's family that we all cherish and take pride in. You are children of this country, its pride and glory. Together with you, we will complete our mission to make the difference that our leadership aspires to. We will build a brighter tomorrow and achieve the objectives of our national 2030 vision.

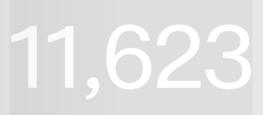
Rest assured, McDonald's Saudi Arabia will always be the family that places its complete trust in you, puts you on the path to success, and helps you achieve your goals and ambitions. Together with you, we will march forward. We are all part of our nation's dream.





370





EMPLOYEES





0 35.5% Job Nationalization McDonald's Saudi Arabia



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Misha'al bin Khalid Al-Saud

President, Riyadh International Catering Corporation, McDonald's developmental licensee in the Central, Eastern and Northern regions.

Since its foundation 29 years ago, McDonald's Saudi Arabia has demonstrated in multiple ways its true affiliation and strong loyalty to this glorious country of which we all are proud of. Driven by its commitment, the company has worked hard to achieve success and realize its objective of "always being Saudi" in its shape and identity.

Saudi Arabia is our home

a motto in which we believe

and to which we are loyal

We have put in our efforts and energy on multiple fronts. On one hand, we were determined to work hard to attract young Saudis – men and women – to employ them at our branches. To do that, we created the best work environment to help them feel at home and work in harmony to achieve their ambitions, professional growth and career advancement. On the other, we ensured the use of local content across our restaurants to deliver on our promise of supporting and promoting national products and introducing our restaurant visitors in Saudi Arabia to local tastes. From th<mark>e start, our g</mark>oal has been to contribute actively to the national economy, and we never drifted away from this goal. By reviewing McDonald's Saudi Arabia's progress, one could clearly see that the company has remained committed to this goal year after year across many platforms. Our commitment was reflected in the efforts we made to recruit, train and qualify young Saudis for the labor market in Saudi Arabia while putting employees' interests over ours. We never hindered their efforts to find the right job wherever it may be, and we never impeded their ambition for professional growth and development. Additionally, McDonald's Saudi Arabia's has remained committed to employing people with special needs, especially those with Down Syndrome, whom we educate and train and create the right environment for them to develop and progress.

Realizing the importance of job nationalization, we paid special attention to Saudi women in line with Saudi Vision 2030, which aims to empower women, helping them get a large portion of the employment opportunities across the company. Fully believing in equal rights for all women in Saudi society, their right to prove themselves and their capabilities and competence, McDonald's kept its doors wide open for them, facilitating them to assume many positions. As a result of our policy, many women hold senior leadership positions in the company's management today.

We are proud of all of them – and together, we are confident that we will continue to succeed and expand as we have been doing since day one.

As part of our commitment to support and contribute to the economic development being witnessed in the Kingdom in this auspicious era, we focused our efforts to collaborate with local suppliers and use national products, demonstrating our complete association and loyalty to this generous country.

Our goal is to win the complete trust of our customers in the quality and taste of food we offer as well as to support national products and local suppliers. We worked together to ensure the best food products of the highest quality are supplied to our restaurants which helped us maintain and sometimes even exceed the quality standards set by the parent McDonald's for its restaurant chains across the world.

At McDonald's Saudi Arabia, we are part of this country. We keep pace with its progress and support the ambitions of its leadership to achieve the highest levels of progress and success. This is the pledge to which we are committed. We will keep our promise of marching under the wise leadership of our nation toward all that is good for our country, the best home.





Abdulrahman Alireza

General Manager of Reza Food Services Co. Ltd., McDonald's developmental licensee in the Western and Southern regions.

At McDonald's Saudi Arabia,

We are part of this country. We keep pace with its progress and support the ambitions of its leadership to achieve the highest levels of progress and success.



McDonald's Saudi Arabia Multi-directional efforts to serve the country



In fact, one of the key objectives of any company should be to add value to the economy of the country in which it is operating. Through such value, a company could identify the areas in which it excels and the factors that set it apart from its competitors and make it welcomed by the community it serves. To be welcomed in this way, the components of such added-value must be clear and felt by all members of the community.

Since its launch, McDonald's Saudi Arabia has always focused on these areas, which led to its expansion across all regions, governorates and cities of the Kingdom.

McDonald's Saudi Arabia, with its two branches, was established with the help of local capital and national leadership. Since its foundation, the company has worked to attract young Saudis and remained committed to training and developing their capabilities and skills. To achieve its goal, the company has developed several programs and offered many attractive benefits for those who join the company. It has collaborated with many entities and continuously developed its employment programs to ensure the continued success and development of its employees.

Training, learning and development constitute an integrated program adopted by McDonald's Saudi Arabia through which it awakens the passion of its youth men and women employees.

As human beings, we need to constantly learn and develop our abilities and keep pace with the latest updates in science and knowledge in our fields of work as inaction and stagnation is not human after all. Therefore, we motivate our young men and women with our slogan: "We prepare you to be the best" – McDonald's employees should be the best at any position they might assume, and this is what our training programs, including Tomooh and Qada, are expected to deliver.

Developing the capabilities and skills of our employees is always appreciated by our customers. For them, it means enjoying peace of mind as they would like to come back to avail the same excellent services, great experience, hospitable reception, and the highest levels of meal preparation and service quality. As a result of our efforts, we topped the list of the "Best Workplaces" in Saudi Arabia this year.

For the employment of Saudi caliber, McDonald's Saudi Arabia continued its support of national suppliers in particular, and GCC and Arab suppliers in general, which led their products to collectively make up 85% of McDonald's offering, with the share of Saudi suppliers alone amounting to 55%. This, in fact, reflects the great care McDonald's Saudi Arabia assigns to this area.





Bassam Sulaiman Al-Suhail

> Marketing Manager



I have been working with McDonald's Saudi Arabia for eight years. I joined the Riyadh International Catering Corporation (RICC) in 2014 as a service crew member.

My initial days with the company were full of challenges and excitement. The work was fun, so was the training on the basic tasks of the job. Thanks to Allah and then my efforts, dedication and limitless ambition, I climbed the corporate ladder in a relatively short span of time. It was possible also because of development opportunities that were available to me and several training programs in business leadership, people leadership, financial management, sales promotion and profit optimization I joined, and also due to various leadership skills that I acquired. Thanks to Allah, I was promoted many times, one of which propelled me to be an operations consultant, managing six restaurants. I was recently transferred to the marketing department as a marketing manager to study the market and assess consumers' moods.

Of course, I will not stop here. As long as the path is clear and the work environment is good and conducive for success, allowing everyone to achieve their goals, I will always work hard to assume higher leadership positions in the upcoming years.



Training and Growth Opportunities at McDonald's Saudi Arabia





िमि । ि Training session (2022)	Total sessions heldt	Attendance (Saudis)
Specialty Coffee Association (SCA)	15	36
Comprehensive course on coffee preparation skills (barista)	8	36
Shift management	7	4 5
Developing the Leader within Me	5	32
Male/female Guest Experience Leader	3	87
The art of hospitality in collaboration with Saudia Airlines	3	84
The art of hospitality in collaboration with The Ritz-Carlton	4	<mark>9</mark> 0
LinkedIn Learning platform	4,112	4,112
Education First (EF): A global platform for English language learning	4,382	4,382
Tomooh: From McDonald's Saudi Arabia	3	60
Crew trainer development	25	227
Service crew development	841	841

Tomooh

Continues its journey and welcomes everyone with ambition



Our training program "Tomooh" has been going strong for the fifth year in a row. Tomooh – which translates to 'ambition' – is our in-house training program for the Central, Eastern and Northern regions. The program aims to qualify young Saudi university graduates to become branch managers within 18 months of intensive training.

The program comprises courses in English language, shift management, food safety, production systems, fundamentals of profit-making, inventory management, administration, HR management, safety and security, sales analysis, risk management and quality management.

Exceptionally successful since its inception in 2018, the program is becoming increasingly popular, with more young people joining it. For example, there are 232 applicants for its latest courses.

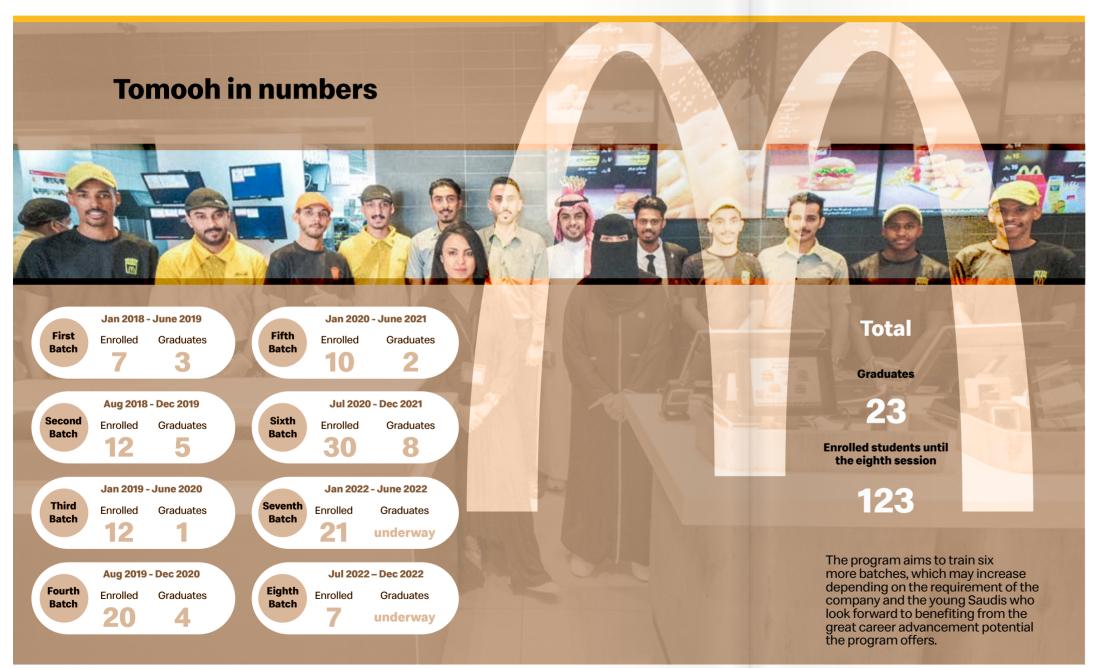
In February 2022, McDonald's celebrated the graduation of 12 restaurant managers during a ceremony attended by RICC





President Prince Mishaal bin Khalid F. Al-Saud, and Vice Minister of Human Resources and Social Development, Dr. Abdullah Abuthnain. In April, eight former graduates were promoted to the position of restaurant manager after having successfully completed the 18-month program. Today, they work as branch managers – three each in Riyadh and in the Eastern Province and two in Qassim. The number of Saudi managers who are Tomooh graduates so far is 23 and all of them are currently working at our restaurants. The young Saudis acquired diverse skills and experiences that qualify them to manage the branches. These include leadership, administrative and financial skills, communication skills, customer service, human resources, marketing, teamwork and English language. The graduates have completed the shift management excellence course and the advanced shift management course. Among other things, they were provided with necessary information and expertise to carry out basic maintenance for the equipment used in restaurants, qualifying each of them to manage shifts on their own and to implement food safety inspection measures in line with McDonald's standards.

The promotion of this group is part of the company's plan to qualify 70 young Saudis to become restaurant managers.







Abdullah Al-Sayyar

Restaurant Manager



I am Abdullah Al-Sayyar. My success story at McDonald's started when my friend introduced me to Tomooh Program, which drew my attention to McDonald's. I enthusiastically decided to join the program and took my first steps in October 2020. As a Tomooh manager under training, I learned how to manage a restaurant from scratch. After I completed all the training curricula of comprehensive management, I graduated as a restaurant manager after 18 months of intensive training during which I acquired many skills which include time management, management, and communication skills, staff management, working under pressure, dealing with problems, prompt decision making, etc. I aspire to become a regional manager or a regional manager in the upcoming years.

Qada Continuing the journey with them to serve the most beautiful country

When we coined our motto: "Tomorrow's leadership starts with today's efforts," we knew exactly what we needed to do. The vision of **McDonald's Saudi** Arabia cannot be separated from our country's vision. In fact, keeping pace with the Saudi Vision 2030 is an approach that we embraced and committed our business to. Without the help of our national youth at all positions, we will not be able to ensure the sustainability of our business success.

In 2022, Qada V2.0 reaffirmed our belief and commitment to this approach. Indeed, we are proud of the many achievements we made throughout the year. These included the early graduation of five Qada trainees, whose batch was not expected to graduate before June 2023. This was due to their excellence, rapid development, responsiveness and sustained focus on the training plan prepared by the Qada team.

Believing that we have many unique talents in the ranks of our national workforce at different positions, either in the restaurant management teams or service crews, we decided to launch Qada V3.0 in the Second quarter of 2023, expanding it more to include all service crew and in-restaurant management positions to explore and develop talents.

To support this new direction and to expand the talent pool, the program's team designed a special training path for service crew members titled "Kafou," which aims to prepare and support our talented young men and women through an intensive training program. The program qualifies its graduates for joining Qada program to continue the journey of growth and development until they reach the position of restaurant manager/in-charge.

Our Qada management training program that we launched in 2018 in the Southern and Western regions follows the latest on-the-job training methodologies. It promises that participants will become highly qualified to work as restaurant managers within 24 months.

To ensure the best results, each trainee is assigned a dedicated trainer who oversees his/her progress and submits a monthly progress report on individual trainee performance to the supervisory committee. The committee made up of representatives from the Training and Talent Development, Operations, and HR reviews monthly reports subsequent interviews, and testing conducted by the Training and Talent Development Department. Following the evaluation, the committee awards successful trainees for their exceptional performance.

With regard to women's empowerment, McDonald's S

Females to the fore

With regard to women's empowerment, McDonald's Saudi Arabia is completely in alignment with Saudi Vision 2030 which aims to empower women, increase job opportunities and reduce unemployment among them. We believe that women have the same creativity, capabilities, and potential as men and this energy should be channelized to help our youth in benefitting the community which will inevitably lead to a more prosperous national economy and an accelerated comprehensive development that we aspire to achieve through Vision 2030.



Story



Muhammad Al-Aqeed

Restaurant in-Charge

I joined the company in 2014 as a service crew member and then as a restaurant in charge. I graduated from Qada, a McDonald's program that aims to develop and support the ambitions of young Saudis and help them overcome difficulties and challenges.

Throughout my years in the company, I had to work on finding the right balance to draw a fine balance between my professional life and my university studies. Good time management was necessary to make sure I succeed in both of them. This would not have been possible, had it not been for the flexible work arrangements that McDonald's offers to its employees. It was the main factor that helped me graduate from the university and continue strong in my career pursuit. In fact, one of the key objectives of McDonald's Saudi Arabia is to support young Saudis.

553 women employees serving

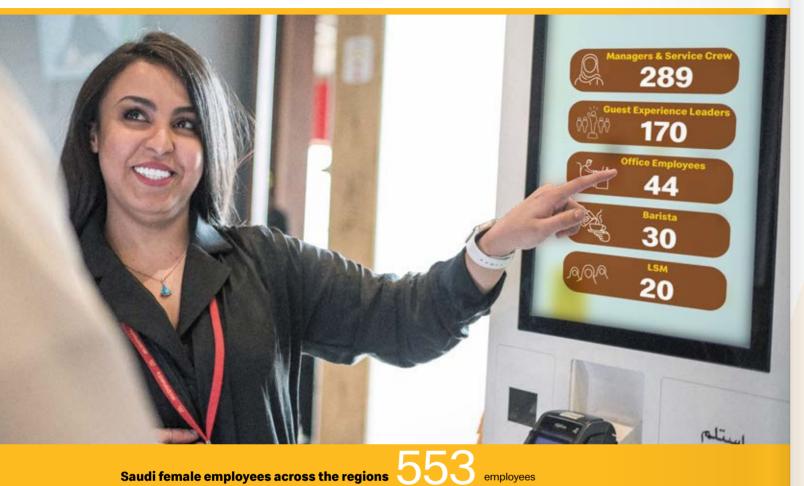
in different roles, including managers under training, service crew members, baristas, customer service supervisors.. The Saudi Vision aims to raise women's participation in the labor market to 30% by 2030, which is exactly what we are working to achieve, perhaps even exceeding it, thanks to the strong desire to work exhibited by our female employees across the various positions at McDonald's Saudi Arabia. We started employing Saudi women in 2015, however, the recruitment pace has been accelerating over the past seven years. Today, we have 553



In different positions in McDonald's

women employees serving in different roles, including managers under training, service crew members, baristas, customer service supervisors, local store marketing (LSM) representatives, and various high management positions. The rate of women recruitment increased by 93% compared to the previous year in which the number of young Saudi ladies working in McDonald's was a little over 278.





Here are some of the roles that our women perform:

Guest Experience Leaders

In 2018, we introduced a nationwide initiative to recruit female hospitality supervisors responsible for customer care services. The women are tasked with evaluating customer experience and ensuring that restaurant hospitality is of



the highest standard. Now, there are 170 female supervisors across the regions.

In 2022, dedicated training courses were organized for female hospitality supervision team members in the Central, Eastern and Northern regions. The courses were held at our in-house training center and the Ritz Carlton Hotel in Riyadh.

Service Crew and Barista

To date, a total of 303 women are working as crew members and baristas across our network in the Western and Southern regions. We continue to empower all of them by honing their professional, management, and leadership skills with specialized, intensive training programs and workshops specific to their job functions, as well as all other roles and positions across McDonald's. Furthermore, we previously sent a group

of female service crew employees to Egypt for comprehensive training with the aim to achieve our ultimate goal of opening branches with all-female crews, from management and accounting to operations and service.

Head Office Female Employees

Currently, McDonald's Saudi Arabia employs 44 female Saudi employees in different administrative positions; 23 of whom are in the Central, Northern, and Eastern regions and 21 in the Western and Southern regions. The women working in different administrative positions benefit from the latest training methods and have full access to promotion and professional growth opportunities, which enable them to succeed on many fronts.













Yara Al-Mashharawi

Marketing Director



I began my career at McDonald's Saudi Arabia in 2020 as a marketing manager with six years of experience in the advertising industry.

I was delighted to accept the challenge and have been fully supported by McDonald's from day one as part of an integrated team. I benefited and acquired more skills from numerous McDonald's training courses and modern training methods and participated in many workshops. Today, I am enormously proud to be the marketing director of McDonald's Saudi Arabia and look forward to more success and advancement as the company offers many opportunities to all employees.

Maryam Tashkendi

Restaurant Second Assistant Manager



I started working at McDonald's on March 1, 2022, and never expected what was coming my way.

I wanted a job where I can develop myself and spend my free time. To my surprise. I found a wealth of opportunities for excellence, development, training, and improvement of skills in this place. At first, I worked as a local store marketing (LSM) representative. Only two weeks later, I was informed by the operations manager, who closely followed up and appreciated my active performance, that he wanted to transfer me to the operations department, which I agreed to. I worked as hard as I could to balance my work and university life. Within three months, praise be to Allah, I was promoted from service crew member to shift manager. Five months later, I was promoted again to the second assistant, which I could not believe I can achieve during such a short span of time. Then, I was reminded of one of the often-quoted lines of poetry by a well-known Arabic poet Almotanabi that says: "The strong resolves come in proportion to men of determination."

McDonald's Saudi Arabia Disability and Down Syndrome employment



Our care was directed to the people of determination with Down Syndrome and we employed two of them early in 2006. Following the success of this experience, which assured us that we made the right decision, we continued our recruitment efforts over the next 17 years. During this period, McDonald's utilized many training methods and offered various job opportunities as part of a comprehensive support program focused on people with Down Syndrome. This year, the company hired 10 more employees, raising the total number of young people with Down Syndrome working across our branches in the Central, Eastern and Northern regions to 52. We offer a specially designed training program to enable people

with Down Syndrome to become more independent in all aspects of their lives. Indeed, this year, 22 of these "heroes" were promoted to different positions including service crew trainers and shift managers. Also, their number in the western and southern regions reached 22 employees, bringing the total number of employees with Down syndrome in McDonald's Saudi Arabia to 74 employees by the end of 2022.

In the western and southern regions, 30 employees with varying special needs were employed after being trained and qualified and providing them with a suitable work environment. Today, they work in many locations, with specific hours for being on the job.







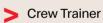
Fares Khouj

> Receptionist



I joined McDonald's family in 2022 as a receptionist. McDonald's added a lot to me as a person and it is where I learned how to communicate with my coworkers and developed soft skills. I have many hobbies including karate. I am happy that my company supported me throughout the Asia Para-karate Championship in which I won the first place and was honored by the company.

Abdulaziz Al-Sulaiman





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.

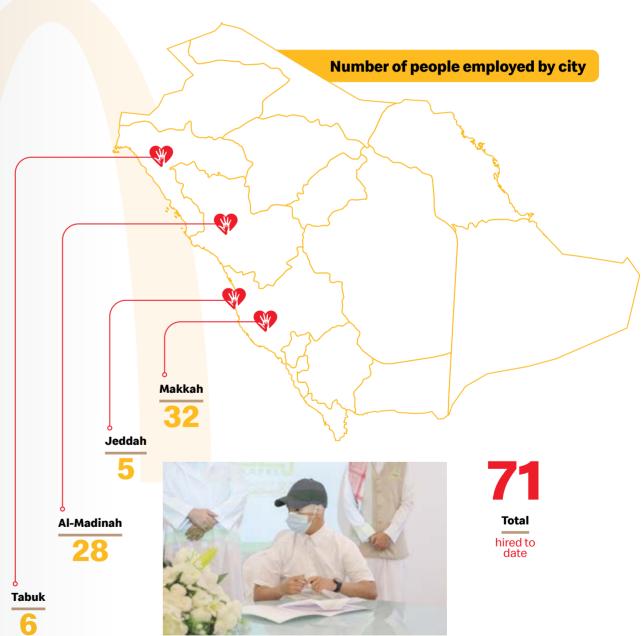






Orphans' recruitment

McDonald's Saudi Arabia continued its cooperation with orphan charitable associations in the Southern and Western regions, underlining its commitment to supporting and employing this precious group of whom we employed 71 across the following cities:







McDonald's National Employment Week

In May 2022, as part of our support for the Saudi talents and care for the youth of our community, we launched our McDonald's National Employment Week campaign for the third year in a row in the Central, Eastern, and Northern regions. The initiative's goal was to recruit 600 Saudi men and women to work in different positions, which we managed to achieve in collaboration with the Human Resources Development Fund (HRDF).



Saudi baristas' 1st batch graduation

As part of our mission to develop skills and promote the capabilities of our employees, the first batch comprising four baristas graduated this year. They received internationally accredited certificates of graduation in the art of coffee preparation from the Specialty Coffee Association (SCA). This was part of the new initiative recently launched by McDonald's Saudi Arabia focused on training and development of Saudi barista employees.



Success

Elias Al- Ahmadi

> Barista

Elias works as a barista at McCafé. More than two years ago, he joined us with a strong passion for his work,







which he expresses through his enthusiasm and wonderful performance. He is also friendly with his customers and colleagues, in addition to his unique way of serving delicious McCafé products. Having passed the best barista training course for coffee art and skills, the gentleman succeeded this year to secure the highest international certification from the Specialty Coffee Association (SCA). We are proud of his distinguished work and efforts.



Flexible Work Program

A program and initiative launched by the Ministry of Human **Resources and Social Development that enables job seekers** and employers to contract flexibly.



Program goals:

- > Create more opportunities for Saudis.
- > Support job nationalization and reduce unemployment rates.
- > Respond to the private sector's needs.

Given the goals, we supported the program and signed an agreement with AS3A company to facilitate all requirements across our sectors in the Western and Southern regions. Throughout the year, we recruited some 700 young male and female Saudis in various jobs and positions, including service crew, baristas, and LSM representatives.

Success

Maher Al-Asmari

> Flexible Worker



I am Maher Mabrouk Al-Asmari. With high ambition at the age of 23, The Flexible Work Program helped me achieve my goals and increase my income. After the benefits I experienced firsthand, I encourage everyone to work hard. With my hard work and earnest endeavors and with the support of the program, I was able to buy my first car. Thank you, McDonald's.

Supporting Local Suppliers and Saudi Products

Aware of its responsibility to support the national economy and job nationalization efforts, McDonald's Saudi Arabia also focused on an equally significant task - supporting Saudi products as well as local and regional suppliers by procuring the requirements of its restaurants from the local market.

This exercise required McDonald's to work with suppliers to align their specifications to the requirements and standards adopted by the company regarding the products it serves in its restaurants around the world.

Such a step enables us to offer products and meals that suit the different tastes of our restaurant visitors across the Kingdom, regional markets.













young male

and female Saudis

in various jobs and

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as well as strengthen our contribution to the national economy. The results of our efforts exceeded our expectations, with more than 55% of our restaurant needs, including food, beverages, paper products, etc., being sourced from the Saudi market, and more than 85% from the Saudi and



More than



sourced from local Saudi and regional Arab suppliers





More than





Saudi products used in our restaurants



Awards Won by McDonald's

1 > Best Workplace Award

In 2022, McDonald's Saudi Arabia registered a remarkable achievement, topping the list of "Best Workplaces" in the hospitality sector in the Middle East following a survey conducted by the Great Place to Work organization.

The prestigious certification is awarded in recognition of the fair treatment of employees and an inclusive environment that supports employees and makes for a great place to work.

Our employees' votes which are based on their belief in the care and empowerment they receive while working with McDonald's had the final word in securing this success. The evaluation included hundreds of qualified public and private establishments in the Middle East and concluded with our company in the lead.

This was not a coincidence, in fact, to encourage employee participation, the company launched many activities and events aimed at improving its workplace environment and promoting the sense of association for its employees, especially Saudi staff. The events included:

- 1. Celebrated the National Day with employees
- 2. Honored the employee of the month
- 3. Organized a large Crew Rally
- 4. Celebrated the annual Employee Appreciation Day
- 5. Barista Championship
- 6. MDS gathering
- 7. Employee Appreciation Day







- 8. Quarterly program for employees evaluation and reward
- 9. Employees Annual Awarding Ceremony
- 10. McDonald's Family Day
- **11.** Annual sports festival
- 12. Monthly Cash Bonus
- 13. McDonald's Olympics.
- 14. Rockstar Competition



2 > Certificate of Adaptability (Mowa'amah)

Any enterprise that successfully develops its workplace to be more inclusive and supportive of people with disabilities by offering them suitable opportunities is awarded an official certificate from the Ministry of Human Resources and Social Development. McDonald's Saudi Arabia is pleased to announce that it has won this certificate for the third year in a row.



ISRAR Award



An internal competition through which we invite our employees to share their personal and professional success stories and how McDonald's helped them achieve such success in both their careers and personal lives. Following the submission of stories, a panel of judges reads them all and selects the best eight stories to qualify for the semi-finals.

At this stage, the panel conducts face-to-face interviews with the eight contestants out of who four are selected for the finals. During the final stage some contests and activities are conducted to determine the first and second place winners. The competition offers a prize pool of up to SAR24,000, in addition to other inkind prizes.



Public Sector Collaboration

McDonald's Saudi Arabia maintains good and productive relations with many public sector entities, which led to many employees joining us. In June 2022, we received 5,461 job applications from all regions of the Kingdom through the Tagat program and Tamkeen forum, of whom we employed 53

people in collaboration with the Riyadh Chamber of Commerce. Also, in cooperation with Tagat (Maximus), we employed 62 persons in August, as well as 49 employees in collaboration with the Ministry of Tourism. Additionally, we hired 650 employees through our national employment

Number of applicants for McDonald's jobs through our partnerships:



As part of these programs, McDonald's KSA employed:

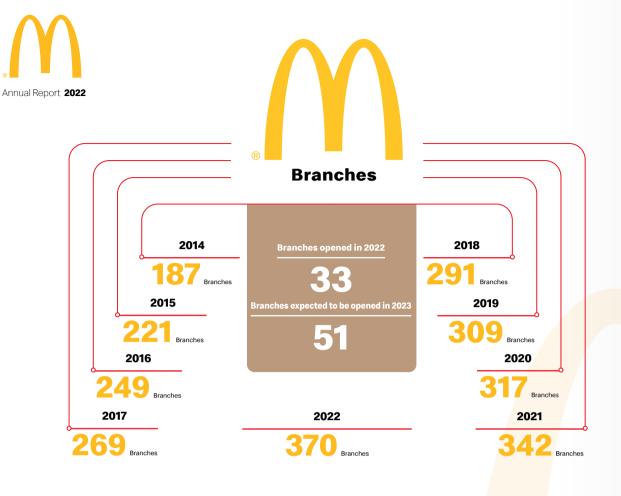






campaign that was run from 15 to 30 May 2022 in the Central, Eastern,

and Northern regions in cooperation with the Human Resources Development Fund (HRDF). We received many awards from the HRDF for the successful completion of our national employment campaign.



Employees at McDonald's Saudi Arabia

