

# GOLDEN ARCHES DEVELOPMENT CORPORATION

**BUILDING A BRIGHTER FUTURE WITH McDONALD'S**



# Our Story

**1981** George T. Yang opens the country's **first McDonald's restaurant** in Morayta, Manila.

**1982** **First Drive-Thru store** opens in Greenhills.

**1986** Introduction of **Chicken McDo** and **McSpaghetti**.

**1996** George T. Yang launches the **Ronald McDonald House Charities** in the Philippines.

**2005** McDonald's introduces **its all-day McDelivery service** to the industry.

**2014** Launch of the **McDelivery App**.

**2018** First **McDonald's NXTGEN store** opens.

**2019** Launch of the **McDonald's App**.

**2020** McDonald's UN Del Pilar opens as our first **Green & Good store**.

**2025** McDonald's opens in Davao Global Township, marking its **800th store in the PH**.

## MISSION

To make our customers experience feel-good moments by being a better and relevant McDonald's.

## VISION

To be the Filipinos' most loved and admired quick-service restaurant brand.

### Current Market

McDonald's operates in all 17 regions of the Philippines with currently **800+ stores nationwide**.

**60%** of stores are company-owned. **40%** of stores are sub-franchised.

### Inclusivity

McDonald's celebrates the diversity of our employees and customers, including **the LGBTQIA+ community**, by amplifying their voices and providing platforms.

McDonald's also champions **gender equality**, with half of our workforce and leadership team comprising women.

### Community



#### RMHC

McDonald's supports its charity of choice, Ronald McDonald House Charities (RMHC), and its mission to improve the well-being of Filipino children and families.

##### Bahay Bulilit

In partnership with the Department of Social Welfare and Development (DSWD) and local government units, this program provides safe spaces for young Filipino children to learn and play.

##### Read to Learn

A partnership with the Department of Education and Adarna House, Read to Learn teaches beginning reading to Grades 1-2 public school children by providing teacher trainings and reading resources.

##### Ronald McDonald Family Room

In partnership with hospitals nationwide, this program provides a safe and comforting space for families of pediatric patients. The Ronald McDonald Family Room offers areas to rest, recharge, and spend time together while their child receives medical care, helping ease the stress during hospital stays.

#### ReClassified

Since McDonald's reimages and renovates over 50 stores every year, using delisted items and furniture from these stores, McDonald's upcycles these into school chairs and tables.

#### Kindness Kitchen

This initiative began by serving free hot meals to frontliners and lockdown-affected communities during the pandemic. Since then, Kindness Kitchen has become a year-round initiative serving over 1,000,000 meals.

### Best People Practices

#### Diversity, Equity, and Inclusion

##### Community Hiring

At every store, McDonald's has **80-100** regular employees.

##### Alternative Workforce

A program providing employment opportunities for senior citizens and Persons with Disabilities (PWDs).

##### Special Program for Employment of Students (SPES)

This program, in partnership with the Department of Labor and Employment (DOLE), provides employment opportunities for underprivileged students and out-of-school youth.

##### Workforce Immersion Program

A training program which prepares Senior High School students for employment through first-hand experience of fast-food industry operations.

##### Local Employment

By focusing on locally-based talent, this approach creates meaningful employment opportunities for LGU constituents through new store operations, with the added possibility of partnerships through the **Go Hire Day initiative**.

### Sustainability

### GREEN & GOOD



#### Green Building Solutions

##### Light Gauge Steel Framing

Made of 25% recycled steel, lighter and friendlier to the environment.

##### Eco-Pavers / Eco Bricks

Partially made from recycled plastic for walkways and walls.



#### Sustainable Active Mobility

##### Bike and Dine - Repair Station

An innovative outdoor dining area which features racks integrated onto the dining ledge itself, so cyclists can dine comfortably while making sure their bikes are upright, safe, and secure.

##### Ride the Arches

A bike challenge organized by McDonald's to promote sustainable mobility and the creation of more bike-friendly spaces.



#### Packaging & Waste Disposal

McDonald's stores are equipped with 60% paper- or fiber-based packaging. Strawless lids are also implemented nationwide to reduce the use of plastic straws.



#### Utility Efficient Solutions

##### Solar Rooftop

Alternative source of clean and renewable energy.

##### Solar Lamp Posts

Use of renewable energy to keep the store bright at night.

##### Rainwater Harvesting Tank

Recycles collected rainwater for general cleaning use of the store.

# McDonald's Programs Menu

Your guide to selecting the **RIGHT INITIATIVES** for your community's needs.

## ► Bahay Bulilit Learning Center

Provides safe learning spaces for Filipino children to kickstart their learning journey, in partnership with DSWD.



Ronald McDonald House Charities®  
Philippines



## ► Read to Learn

In partnership with the Department of Education, this program trains educators and equips public schools with tools to strengthen reading and comprehension among early grade learners.

## ► Ronald McDonald Family Room

A partnership with hospitals that provides families of pediatric patients a comfortable space to rest during their child's treatment.



McDonald's  
**ReClassified**

A store renovated, a classroom rejuvenated.

## ► ReClassified

Aims to provide students in public school with upcycled delisted store furniture for an improved classroom performance.

## ► Ride the Arches

Community engagement initiative on wheels to support an environment-friendly and health-centric campaign for cyclists.



 **Kindness Kitchen** 

**In times of crisis, a hot meal means comfort and care.**

Through McDonald's Kindness Kitchen, we mobilize our network of over 800 stores nationwide to provide warm meals to affected communities. Working hand in hand with local partners and organizations, we strive to extend a helping hand where it's needed most.

**If your community needs meal assistance during disasters or emergencies, please don't hesitate to reach out.**

# THANK YOU!

**Looking forward to feel-good moments  
with you!**

