

A Better McDonald's, Just For You.

McDonald's is raising the bar on everything we do — from our food, to putting more choice and control in the hands of our customers.

Across the globe, we have seen success in evolving the customer experience in our restaurants, and are now bringing some of these best practices to the U.S. We're taking big steps to improve our customers' dining experience with us in the U.S., offering new ways to order and pay, table service and premium menu choices.

How it works: The new, just-for-you McDonald's experience

How you order

We're making it easier to order, whether at our new self-order kiosks or at the front counter. We're also introducing mobile ordering in 2017.

What you order

We're continuing to improve customer favorites while adding more quality ingredients and menu options like our new Signature Crafted recipes.

How you pay

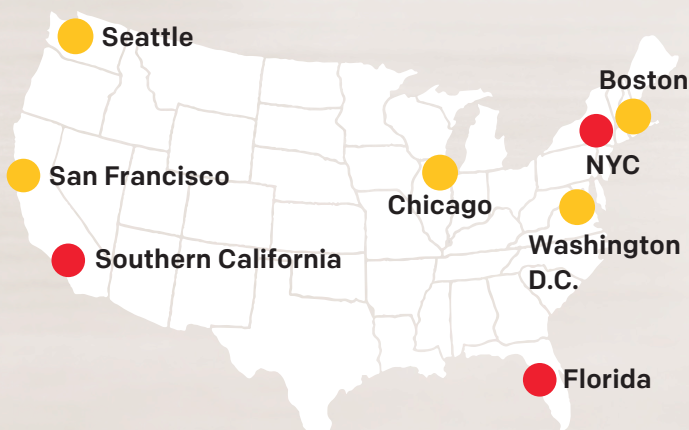
We're offering more ways to pay — whether at the kiosk or with mobile pay options like Apple or Android Pay, and are testing Google Hands Free payment in the San Francisco Bay area.

How you're served

We're bringing food right to the customer with table service — making the dining-in experience more modern, relaxing and convenient.

Track our Evolution

- U.S. markets leading the way
- Additional U.S. rollouts in 2017



Transformation by the Numbers

Trends we're seeing internationally

- Approximately **2,600 restaurants** have this experience around the globe
- Canada has experienced a **positive net sales lift** over several months since evolving its restaurant experience
- In France, research shows that modernizing the restaurant experience improved overall customer satisfaction from **70% to 88%**
- In 18 months, **kiosk usage in UK restaurants increased** from approximately 18% of in-restaurant orders to 25%
- Australia has seen **consistent sales growth** since transforming its restaurants

Coming to the U.S.

- The new customer experience has been rolled out to **more than 500** U.S. restaurants
- Anticipate restaurants will **hire and/or train new hospitality crew members** over the next few years to deliver a better experience



For more information visit mcdonaldsjustforyou.com