

100 new McDonald's along the German autobahn

In 1940, Dick and Mac McDonald opened the first McDonald's restaurant in San Bernardino, California. Today, McDonald's is the world's leading global food service retailer with over 36,000 locations serving approximately 69 million customers in over 100 countries each day. While a global Brand, the vast majority (more than 80%) of McDonald's restaurants are owned and operated by independent, small- and mid-sized businessmen and women. Approximately, 1.9 million people work for McDonald's and its franchisees.

Despite a fall in Global sales, the fast-food chain has experienced positive sales figures in Europe, especially in Germany. To capitalize on this growth, McDonald's has announced a new plan to open 100 new restaurants along Germany's 11,000km motorway system through a partnership with fuel retailer Tank & Rast - the leading provider of services on German autobahns.

McDonald's Germany has consistently focused on restaurant locations with high footfall, such as airports, train stations and major roads. Autobahns are absolutely central to German people's day-to-day professional and private lives – and this partnership with Tank & Rast means it will strengthen their presence along these vital elements of Germany's transportation infrastructure. It is a fantastic opportunity to cement the position as the No. 1 in Germany's food service industry.

Highways are the backbone of German society, but currently, McDonald's only has 12 restaurants in the German highway network, while Autobahn Tank & Rast operates approximately 350 gas station and 390 service stations. An estimated 500 million travellers every year visit a Tank & Rast station, representing a huge customer base for McDonald's and other food service retailers.

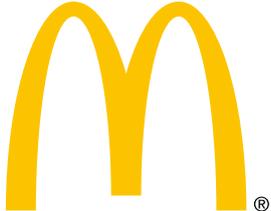
McDonald's Germany and Tank & Rast have signed an agreement governing collaboration at autobahn service stations with an initial term of five years.

The first McDonald's restaurants at Tank & Rast service stations will be opening this year, with the majority coming online between 2016 and 2019. Investment will be funded entirely by Tank & Rast. The McDonald's restaurants will be run and managed by the operators of the service stations and will be required to comply with all McDonald's standards regarding product offerings, equipment and fittings, and staff training.

McDonald's Germany and Tank & Rast have worked together successfully for many years and have proven to be reliable partners and are now extending this partnership. The cooperation with Tank & Rast is a great opportunity to

strengthen their market leadership in the food service industry.

McDonald's key to success is being able to identify, implement and scale ideas that meet customers' changing needs and preferences in order to consistently deliver locally-relevant restaurant experiences to customers and be an integral part of the communities it serves.



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