



McDonald's Ireland

Our social and economic impact

Celebrating our national and local
economic contribution to Ireland



**Valerie, Crew Member,
McDonald's Blanchardstown**

(on the cover)

"I've worked at McDonald's for just over a year. I love the team I work with, and I've already had great opportunities to progress in the role. There's a lovely sense of community at the restaurant with crew and our customers."

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1. Foreword

In 1977, McDonald's opened its first restaurant in Ireland on Grafton Street, marking the beginning of a new era. Back then, there were no Drive-Thrus for quick meals, and breakfast wasn't yet on our menu.

Fast forward nearly fifty years, and both Ireland and McDonald's have transformed significantly. From a single restaurant, we've expanded to 95 locations in the Republic of Ireland, supported by 19 franchisees and 8,880 dedicated staff members. While our core menu items like the Big Mac® and Fries® remain beloved classics, we've also introduced new offerings such as the McPlant®, Fruit Bags, Wraps, McCrispy®, and McFlurry® to cater to evolving tastes.

Reflecting on our journey from 1977 to today, we see not only how far we've come, but also the potential for future growth. This report allows us to assess our impact and explore ways to enhance it further across Ireland.

As one of Ireland's leading brands, we are committed to supporting the communities we serve and providing valuable employment opportunities. Whether it's someone's first job or a step in a long career, we strive to support our people in every restaurant. Looking ahead, we aim to ensure that everyone in our business has the chance to thrive, grow, and succeed, while continuously improving the McDonald's crew experience.

Our Irish suppliers play a crucial role in delivering the delicious McDonald's menu our customers love. Many have been with us since the beginning, providing 100% beef for our burgers, and 100% Bord Bia Quality Assured bacon and free-range eggs from farms in Ireland for our McMuffins®. In 2023 alone, we spent €241.7 million with Irish suppliers and we continue to build relationships with new partners.

We also recognise the significant contributions of our franchisees, who support our own charity, Ronald McDonald House Charities, as well as the Irish Youth Foundation. Over the past year, together with our franchisees and customers, we raised €759,800 for important causes. We are passionate about making a positive difference in the communities we serve and will work hard to deliver on our core values of being good neighbours that do the right thing.



Since opening our first restaurant in Ireland, we've continually evolved to meet the needs of our customers and communities. Whether through new restaurant formats, supporting our employees' career growth, or helping our suppliers tackle sustainability challenges, we are committed to progress.

We are proud of our achievements in Ireland since 1977 and look forward to an exciting future.



Alistair Macrow

Chief Executive Officer
McDonald's UK & Ireland

Our national impact in 2023



€414.6 million

National GVA



€241.7 million

Supply chain spend with Irish businesses

Headline national impact statistics in 2023



95

Restaurants across Ireland



8,880

Direct headcount jobs



11,640

Total employment
(direct, indirect and induced)



€2.7 million

Commercial rates payments



€41.6 million

Construction costs on new-build
and refurbished restaurants
(2018-2023)



€759,800

Charitable donations
(RMHC and other)

2. Executive summary



Megan, Crew Member, McDonald's Carrickmines

Our national impact

McDonald's has been operating in Ireland since 1977, and together with its franchisees, has become a huge part of local communities across the country, employing thousands of people and serving thousands of customers each day.

As of 2024, McDonald's has 95 restaurants across Ireland, which are owned and operated by 19 franchisees, and serve nearly 170,000 customers each day. In 2023, our activity across every county in Ireland supported a total of 11,640 jobs (8,880 direct; 1,605 indirect; 1,155 induced). The total economic output supported by our operations in Ireland stood at €414.6 million (GVA).

People make McDonald's

Our people are at the heart of our business, and we believe in supporting them to ensure that they feel valued and have access to opportunities to learn and develop. This is demonstrated by the €74.3 million we spent on training and development across Ireland and the UK in 2023.

McDonald's Ireland has partnered with the retail sector's leading training provider, Retail Ireland Skillnet, since 2022. It delivers Level 6 apprenticeships for our Shift Leaders and a Level 7 Degree in Retail Management for Managers across Ireland. Since 2006, the McDonald's Apprenticeship Programme has supported over 21,500 people from across Ireland and the UK with an apprenticeship opportunity.

Supporting our supply chains

The success of McDonald's is underpinned by our commitment to relationships and a deep-rooted belief that we are at our best when the brand, our franchisees and suppliers all work together to deliver for the customers and communities we serve. This collaborative approach is at the heart of our systems and processes.

In 2023, we spent €241.7 million with supply chain businesses based in Ireland. This figure does not include any expenditure linked to the management and maintenance of our property interests or with suppliers in the business and professional services sector.

We are proud of our longstanding Irish supply chain partnerships with companies such as Dawn Meats (Beef), Dew Valley Foods (Bacon), Kerry Group (Milk) and Greenfield Foods Ltd (Eggs). In fact, the success of this collaboration with, and support for, Irish suppliers goes well beyond Ireland.



Ben, Business Manager, and Bart, 2nd Assistant Manager, McDonald's Douglas, Cork



Councillor Kevin 'Boxer' Moran and McDonald's Franchisee Seamus Rawle celebrating the 25th birthday of the Athlone restaurant

Investing in our communities

All of McDonald's Irish restaurants are operated by local franchisees. This means that we are a global brand which operates as a collection of small businesses. Our franchisees are committed to improving their local areas and giving back to the communities they serve.

We are proud of our continued relationship with Ronald McDonald House Charities Ireland (RMHC), and, together with our franchisees, suppliers and customers, we raised €578,635 for the charity in 2023.

RMHC Ireland House at Our Lady's Children's Hospital in Crumlin provides vital support to families with a child in hospital, allowing them to stay close-by while caring for a sick child. Since the House opened in November 2004, RMHC Ireland has looked after more than 5,000 families from all over Ireland. Through our restaurants, franchisees and customers, we have given direct financial support to the charity and look forward to supporting the development of a new 53-bedroom facility at the New Children's Hospital site at St James's Hospital.

In addition to RMHC, our franchisees also made €181,164 of charitable donations and our crew donated 495 days to charitable endeavours.

Helping to fund the delivery of essential local services, McDonald's paid €2.7 million in commercial rates on our portfolio of restaurants and offices during 2023.

Managing our environmental impact

McDonald's was the first global restaurant chain to set science-based greenhouse gas reduction targets, and we are aiming to achieve net zero emissions across our restaurants, operations and supply chains by 2040. We work closely with our suppliers and farmers in Ireland to deliver innovative projects to reduce emissions and to support the sharing of emerging best practice.

Working closely with our logistics partner, Martin Brower, we have reduced the carbon emissions associated with our logistics fleet by 16,250 tonnes each year and we continue to work towards reducing the environmental impact of our packaging. In 2023, 97.5% of our food packaging was responsibly sourced and either recyclable or compostable. These initiatives, and many more, mean that we have been able to reduce the carbon emissions associated with one tonne of our product from 3.57 tonnes in 2018 to 2.64 tonnes in 2022. Our emissions have increased in absolute terms since 2018, due to business growth.

Investing in our growth

Between 2018 and 2023 (inclusive) we invested €41.6 million in delivering new restaurants and reimagining our existing sites, to ensure that they provide the best possible customer experience. This activity supported an average of 90 direct full-time equivalent (FTE) construction jobs each year, with a further 40 indirect FTE jobs supported in the supply chain and wider economy. We also recorded an average of €10 million additional direct construction impact (GVA) each year, with a further €5.9 million indirect GVA.

3. Introduction

The first McDonald's restaurant in Ireland opened almost five decades ago in 1977. In the years that have followed, we have grown from this one restaurant to 95, creating significant employment opportunities nationally, in both our restaurants and our supply chain.

We have commissioned planning and development consultancy Lichfields to assess the breadth and depth of our contribution to the Irish economy and the communities that we serve.

The work draws together financial data held and monitored by McDonald's and the results of a franchisee survey (conducted in January 2024), as well as best practice economic impact methodologies. The results of this independent analysis show that our activities make a significant contribution to the national economy. They also highlight that our impact has increased substantially since the last time we assessed it in 2017.

The work assesses the employment and economic output supported by McDonald's on the basis of three tiers of impact. Taken together, these provide a comprehensive assessment of the scale of our contribution and the mechanisms through which this is delivered:

The **direct** contribution of our business through the jobs supported and value added generated in our restaurants and offices. This includes restaurants managed by McDonald's as well as those operated by our franchisees;

Our **indirect** contribution. This includes the jobs and value added created in our supply chain, through our procurement of food products and other goods and services we need to operate our restaurants;

The **induced** contribution associated with our activities. This includes the jobs and value added created in the economy as a result of (direct and indirect) employees spending their wages in the wider Irish economy on a range of goods and services.



McDonald's Blanchardstown

Our impact extends beyond the jobs and economic output that we create. Our franchise model means we are committed to improving and giving back to the communities we serve. We also recognise that our scale, as a business, provides us with an opportunity to positively influence some of the biggest challenges facing the world today. It is important that our impact is measured in a way that captures the wider benefits that we generate nationally, and within the local communities that we operate in.



Our national impact

Metric	2017	2023
Number of restaurants	94	95
Total number of direct jobs	5,942	8,880
Total annual economic impact (GVA)	€196.0 million	€414.6 million
Annual direct expenditure with Irish suppliers	€52.8 million	€241.7 million



Emma, People Manager, McDonald's Blanchardstown

Lorraine, Customer Experience
Leader, McDonald's Wexford



4. Our national impact

McDonald's began with one restaurant on Grafton Street in Dublin in 1977, and today we have 95 restaurants right across Ireland. From our most northern restaurant in Letterkenny, Donegal to Douglas in Cork, and Dublin city to Castlebar in Mayo, McDonald's has a presence in many communities across Ireland. Our 95 restaurants in Ireland are operated by 19 franchisees, who collectively serve over 170,000 customers nationally every day.

While McDonald's is a global brand, our franchise model means we are a collection of small businesses. All of our restaurants in Ireland are operated by franchisees. These are small and mid-size business owners who usually live and work in the communities they serve. These franchisees are embedded in the local communities where their restaurants are based.

This means that franchisees are committed to improving their local areas, from promoting local employment opportunities to giving back to the communities in which they are based. For some, that means taking part in the local Tidy Towns initiatives, for others it means supporting local GAA, rugby or soccer clubs or working with local charities to tackle issues in the area.

Being rooted in communities is something that both our customers and our employees value. It helps makes our employees proud to work for us and we know that our customers want to spend their money with a brand they know and trust. We have an opportunity to make a difference in individual communities across Ireland and we welcome this opportunity.

As we look forward, with our dedicated franchisees and our crew, we will continue to have a positive impact in our communities. We will continue to pride ourselves as a great place to work for young people, be a major contributor to local economies and champion important work in the community.

McDonald's is one of the largest employers in Ireland. We employ 8,880 people across the country in our restaurants and head office, comprising of full-time, part-time and flexible roles. In addition to this, a further 1,605 indirect jobs and 1,155 induced jobs are supported by McDonald's in Ireland. In total, that makes 11,640 people who are part of the Irish 'McFamily' and serve our customers, package our products and create great produce.



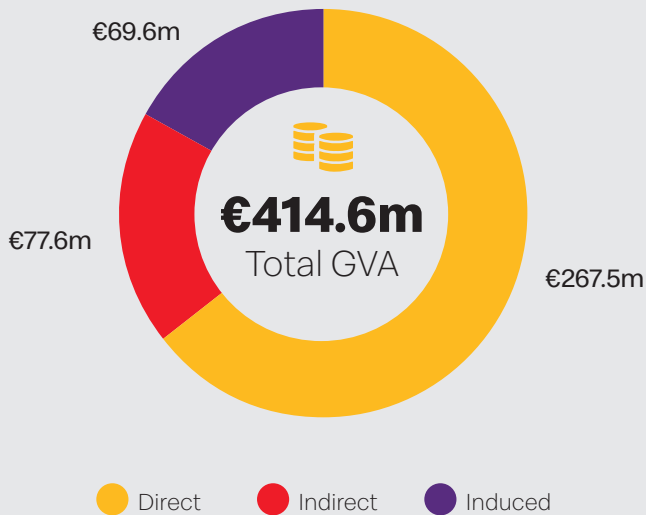
Thelma, Customer Experience Leader, McDonald's Douglas, Cork

To ensure that the business continues to grow and thrive in the future, we have continued to invest in new restaurants and revolutionising the McDonald's experience for customers in Ireland. Between 2018 and 2023, we invested €41.6 million on construction costs on new-build and refurbished restaurants.

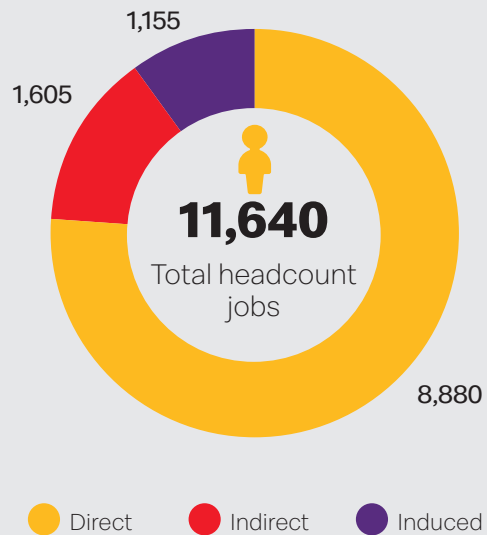
This investment made initiatives such as our 'Convenience of the Future' programme, which has seen the redesign of many of our restaurants across Ireland, to reflect the variety in ordering methods, as well as to keep pace with customer expectations now and in the future.

These changes have included dedicated courier waiting areas, new kitchen designs with a bigger order assembly area and an additional Drive-Thru booth, helping to deliver a seamless, faster and more efficient experience for customers, couriers and crew. Furthermore, with the rise in deliveries, newer restaurants will now have a separate 'McDelivery only' area, which will allow delivery couriers to access a dedicated courier entrance and seating area. This will enable delivery couriers to collect orders more efficiently, reduce congestion in the dining area and give walk-in takeaway and dine in customers more space.

Economic Output 2023



Jobs 2023



Economic output

McDonald's contributed €414.6 million of Gross Value Added (GVA) to the Irish economy in 2023. GVA is the value of output generated by a business or industry, minus the costs of production. For a business such as McDonald's these can be measured as:

- Value of output: total revenue generated from selling our food; and
- Costs of production: expenditure on food and packaging, the cost of running our restaurant sites and expenditure on advertising and other professional services.

Our direct economic impact – the economic contribution directly related to the activities and jobs supported in our restaurants, franchises and offices across the country – **stood at €267.5 million in 2023.**

A further **€77.6 million of GVA was created indirectly** as a result of the demand we supported in our supply chain. Wage expenditure – on a variety of goods and services – by our employees, franchisee employees and workers in the supply chain supported a further **€69.6 million of induced GVA.**

Jobs

In 2023, McDonald's supported **11,640 headcount jobs** across Ireland.

This was comprised of:

- **8,880 (direct) employed by McDonald's and our franchisees;**
- An additional **1,605 (indirect) jobs supported in businesses in the Irish supply chain providing goods and services to McDonald's.** This has been estimated based upon our supply chain activity in the food, packaging and distribution sectors, as well as utilities. We support further employment opportunities in the business and professional services and property and maintenance sectors that are not captured in the above figure.
- **Wage expenditure** by our employees, franchisee employees and workers in the supply chain **is estimated to support a further 1,155 (induced) jobs** across Ireland.

Summary of National Impacts 2023 - Economic Output (GVA) and Jobs



Ireland North West



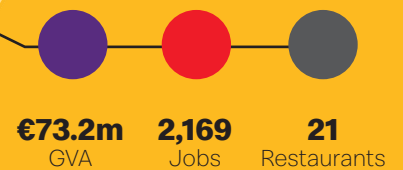
Dublin City/County



Ireland South



Ireland East



IRELAND NORTH WEST

County	Jobs	GVA
Cavan	99	€3.3m
Donegal	106	€3.6m
Galway	401	€13.5m
Leitrim	106	€3.6m
Mayo	123	€4.1m
Monaghan	116	€4.0m
Sligo	106	€3.6m

IRELAND EAST

County	Jobs	GVA
Carlow	213	€7.2m
Kildare	567	€19.0m
Kilkenny	106	€3.6m
Laois	106	€3.6m
Longford	93	€3.1m
Louth	212	€7.1m
Meath	150	€5.0m
Offaly	106	€3.6m
Westmeath	251	€8.6m
Wexford	206	€6.9m
Wicklow	159	€5.4m

DUBLIN CITY/COUNTY

County	Jobs	GVA
Dublin	4,485	€154.2m

IRELAND SOUTH

County	Jobs	GVA
Clare	191	€6.4m
Cork	1,117	€37.6m
Kerry	215	€7.4m
Limerick	464	€16.5m
Tipperary	506	€19.6m
Waterford	1,433	€64.0m



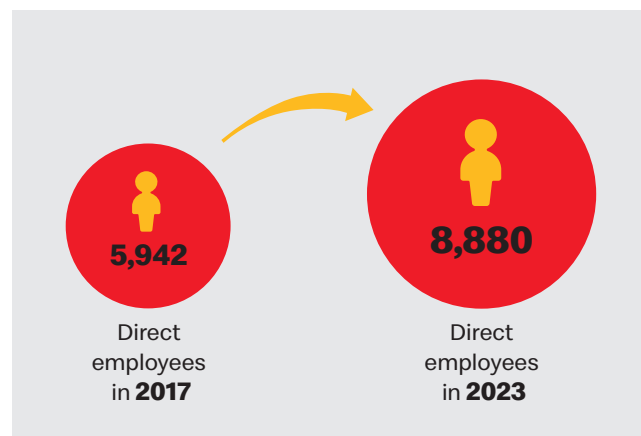
The Virginio Family and Franchisee Aaron Byrne, McDonald's Westside

Contribution since 1977

Our national economic impact was significant in 2023. However, this fails to fully reflect the scale of our contribution as a long-term investor in Ireland, with a commitment to building lasting relationships with domestic suppliers.

Our growth, since we opened in 1977, has seen the level of employment supported by McDonald's and our franchisees increase from:

- One restaurant in 1977;
- 5,942 direct employees in 2017; and
- 8,880 direct employees in 2023.





Franchisee Case Studies

Our 95 restaurants in Ireland are operated by 19 franchisees, many of whom who live in their local communities and collectively serve over 170,000 customers nationally every day.



Elaine Sterio

McDonald's Franchisee

Drogheda, Navan, Monaghan, Dundalk, Balbriggan and Carrick-On-Shannon

Elaine joined McDonald's in 1988, starting as a part-time Crew Member in the Grafton Street, Dublin restaurant. Her career flourished within the business, working in all managerial positions before working her way up to the position of Operations Consultant in 1999. In the same year, Elaine hit another big milestone becoming the franchisee of her first restaurant in Dundalk. Elaine, along with her husband Glenn, now operates McDonald's restaurants in Drogheda, Navan, Monaghan, Dundalk, Balbriggan and Carrick-On-Shannon, employing over 435 Crew Members.

Elaine is extremely passionate about the career development of people within her restaurants. Her crew receive training plans and opportunities to progress, tailored to suit the individual. It's a proud part of her own journey at McDonald's to see how her current team of managers has progressed throughout the years, with the majority starting at entry-level Crew Member positions.

Being an integral part and having a strong standing in the community is an important focus for Elaine. She is actively involved in Chambers of Commerce and sponsorships of local rugby and GAA sports clubs such as Boyne Rugby Drogheda, Balbriggan Rugby Club and St Pat's GAA Club, Stamullen.

It's also truly a family affair for Elaine, with her husband and four out of her five children all involved in the business.



John Quirke

McDonald's Franchisee

Nenagh

From his earliest memory, McDonald's has always been part of John Quirke's family. His father, Sean, opened his first McDonald's restaurant when John was three years old. John began working in McDonald's when he was 16 and remained in the business until after college when he started working as a tech consultant.

Even while working in tech, John's ultimate goal was always to become a McDonald's franchisee. It was also during this time, where he was responsible for onboarding new company starters, he quickly realised the huge fulfilment he gained from people development and training.

John worked alongside his father to support in growing his group of restaurants from five to eight before becoming a franchisee himself in 2023. He opened a brand new restaurant in Nenagh, County Tipperary in November 2023, employing over 70 Crew Members.

John derives great satisfaction from seeing Crew Members progress on their own career journeys and moving into managerial positions. A huge motivation for him, as a franchisee, is seeing the training and knowledge he has shared, filtering down by his team to other crew. John loves seeing the confidence grow of young Crew Members, many of whom have entered the workplace for the first time at McDonald's, or have never worked in a quick service restaurant before.

Forging strong links with the local community was a focus for John in his first year in Nenagh. For example, the restaurant welcomes residents and carers from a local nursing home each month to enjoy refreshments and chat with Crew Members.



James Perry

McDonald's Franchisee

Stillorgan, Artane, Lucan Shopping Centre, Coolock Retail Park, Dundrum, Cellbridge Road (Lucan), Temple Bar, Carrickmines and Dublin Airport (County Dublin)

American-born James Perry initially began his career over 40 years ago with McDonald's as a teenager working in a California restaurant in his last year of high school. The particular restaurant James worked in was the 16th McDonald's restaurant opened in the world with the Drive-Thru concept only newly in operation!

James's family had relocated to Ireland during his teenage years, and he also returned also following his initial stint working at McDonald's.

He continued his McDonald's journey when he began working as a Crew Member in the O'Connell Street, Dublin City restaurant where he quickly climbed through the restaurant ranks to a senior managerial position, Business Manager, when he just turned 24.

As a Business Manager, James was responsible for the running of other Dublin restaurants, including Rathmines and Dún Laoghaire before his then manager, Mike Mehigan (responsible for bringing the McDonald's franchise to Ireland) asked him to manage the Grafton Street store. James successfully turned it into one of the busiest McDonald's restaurants in Europe in the early 1990s.

James continued to climb through the managerial ranks at McDonald's, being promoted from Supervisor to Franchisee Consultant and Operations Manager.

James became a first-time franchisee when he took over the Dundrum restaurant in 2008 and is now franchisee of nine Dublin restaurants employing over 750 people.

For James, McDonald's represents opportunity. He is extremely passionate and proud to support and nurture his own team with opportunities to grow and develop their own careers. He continues to support employees to upskill through third-level education college degrees and language courses. James credits his previous bosses and mentors at McDonald's and the great opportunities afforded to him, as one of the main drivers for this.

Since 2023, James is a proud sponsor of the well-known Artane Band and he is delighted to be supporting the new Ronald McDonald House to help complete a shop facility at its new premises, currently being constructed beside the new Children's Hospital in Dublin 8.



Joe Byrne

McDonald's Franchisee

Cork Road and Barronstrand Street (Waterford)

Joe Byrne's career with McDonald's Ireland spans over 40 years; he first joined McDonald's in 1977 as a Crew Member in the Grafton Street restaurant.

He has spent his entire career with the company, working his way up from Crew Member to Franchisee.

Joe is someone who lives and breathes the values of McDonald's through the career development opportunities he provides his employees, and his tireless community and charity work.

In 1994 Joe opened his first restaurant on the Cork Road in Waterford, which makes him the longest serving franchise owner in Ireland. He opened his second McDonald's restaurant in 1997 in Waterford city centre. Between the two restaurants, Joe employs over 195 people from the local community.

Joe is passionate about helping his employees develop their careers at McDonald's. He is extremely proud of the fact that some of the team have been with him for over 20 years. In fact, two managers have worked alongside Joe since day one in 1994.

During the past 30 years, Joe has been an active Member of Waterford Chamber of Commerce, Waterford City in Bloom and annual events such as Sproai International Street Arts Festival and Winterval at Christmas.

Waterford is hugely important to Joe and he takes great pride in what these partnerships have achieved over the years. Joe sponsors several sporting clubs in the Waterford area including Waterford Hurling, Waterford FC, Gaultier Camogie, Waterford Rugby, Waterpark Rugby, Ferrybank Athletics Club and theatre venues such as Theatre Royal and Garter Lane Arts Centre, to name but a few.

Joe has been a member of Waterford Rotary since 2010 and became President in 2020. With the support of Waterford Rotary, Joe has organised an annual cycle for RMHC Ireland, which has raised over €75,000 over 11 years.

He is also delighted to support the incredible work done by local causes in Waterford such as the annual Solas Cancer Support Centre's Run & Walk for Life and Darkness into Light.



Sean Quirke

McDonald's Franchisee

Ilac Shopping Centre and Mary Street (Dublin), Newbridge, Naas and Kilcullen (County Kildare), Tullamore (County Offaly), Roscrea (County Tipperary) and Kyle Shopping Centre (County Laois)

Sean Quirke owns and operates eight McDonald's restaurants spanning locations in Dublin city centre and Counties Kildare, Offaly and Tipperary, employing over 630 of people.

He has been in the food business for all of his business career. He first ran a fruit a vegetable business and a 'traditional' fish and chip shop prior to joining McDonald's in 1996 to undergo franchisee training.

Sean took over his first McDonald's restaurant in Naas town in 1998, followed by the Newbridge restaurant in 1999.

In 2010, Sean expanded into Dublin City when he took over the Ilac Shopping Centre and Mary Street restaurants. Sean opened brand new restaurants with the Naas Drive-Thru restaurant in 2015 and the Kilcullen restaurant in 2019.

Most recently in 2023, Sean purchased the McDonald's restaurants in Roscrea, Portlaoise and Tullamore.

It's very much a 'McFamily' affair for Sean as his son John Quirke also followed in his footsteps by becoming a Franchisee; John currently owns and operates the McDonald's Nenagh restaurant.

For Sean, he is still "lovin' it" after 26 years as a franchisee. An integral part of this has been seeing his team flourish in their own careers at McDonald's and being able to provide them with the opportunities to so.



Jim Ronayne

McDonald's Franchisee

Douglas, Mallow, Commons Road, Blackpool, Musgrave Park (County Cork) and Clonmel (County Tipperary)

Prior to joining McDonald's, Jim had three food businesses before opening his first McDonald's restaurant in Mallow in 1998, followed by two more restaurant openings in Cork City in 2000. Jim operates a total of six restaurants: Douglas, Mallow, Commons Road, Blackpool, Musgrave Park (County Cork) and Clonmel (County Tipperary) employing a total of 475 people.

Jim is passionate about people development and supporting employees to find areas of the businesses in which they can grow and excel. He gains huge satisfaction in building a team in each restaurant and empowering them to run operations successfully.

Jim is proud of growing his business year on year, noting that each store is individual in terms of customer demographics and challenges and coming up with a winning performance formula. A standout example was the installation of a Drive-Thru at the Mallow restaurant in 2011, which has proven to be hugely successful in the years since.

Community connections are key for Jim, with his restaurants supporting numerous men's and women's GAA and rugby teams. Jim was also involved in setting up the Chamber of Commerce in Mallow, of which he remains a member.

For Jim, no two days are ever the same. The excitement for him is being part of a brand that is dynamic, always innovating and constantly evolving.



John Byrne

McDonald's Franchisee

Blanchardstown (County Dublin), Wexford and Carlow

John started his journey in McDonald's in 1999 when he began working at his father's restaurant as a teenager. Joining the business as a Crew Member, he worked at various levels during his school and college years before pursuing a career in industry as a chartered accountant for ten years.

John rejoined McDonald's in 2011 and went on to become franchisee of the Wexford restaurant in 2021, the first second generation franchisee in Ireland.

For John, the most rewarding aspect of being a McDonald's franchisee is supporting Crew Members with their career development – crediting his own career path from entry level to management positions as giving him a strong understanding of career progression within the business.

Community involvement and charity fundraising are key for John, with support ranging from sponsorship of a local football team to hosting 'family fun days' in his Wexford restaurant for local groups. The Wexford restaurant was recognised in 2022 and 2023 for raising the highest amount of funds for for RMHC during its annual Santa Hat fundraising campaign, across all of McDonald's restaurants in Ireland. Other noteworthy community contributions include: sponsorship of several sports teams across soccer, GAA and rugby, as well as sponsorship of a bedroom at the new RMHC house.

John's ambition is to be a part of McDonald's growing restaurant footprint in Ireland. In the last year, John has reached significant milestones in taking over two restaurants in Blanchardstown, Dublin and two restaurants in Carlow.



5. Our people

Our people are at the heart of what we do at McDonald's, whether that's our crew serving up great tasting food and delivering a great customer experience in our restaurants, or our supply chain team making sure we are sourcing quality ingredients for our menu. We believe in supporting each and every one of them, ensuring that they feel valued, have a sense of belonging and have opportunities to learn and develop at McDonald's.

Promoting diversity, equity and inclusion

We are committed to actively fostering an inclusive environment to reflect the diverse communities we are part of and standing up for individuality and equity across our business. This can be seen in the Diversity, Equity and Inclusion (DE&I) Mutual Commitment, launched in 2023. This focuses on:

- **Sharing and building on best practice**, through a new DE&I Playbook and education series for franchisees;
- **Creating workplace DE&I Action Plans** within all Franchisee People Strategies;
- **Implementing all training and engagement practices** on DE&I; and
- **Increasing representation** of historically underrepresented talent.

We are also focused on scaling our work on DE&I through our supplier network and will be launching a similar Playbook, developed by our Supplier Council, in 2024.

Across Ireland and the UK, women accounted for almost half (48%) of our total workforce in 2023, whilst 52% of people in our senior leadership roles are female. We recognise the need to focus on accelerating women's career development and on the important role that a strong pipeline of female talent can play in driving our continued success. This is supported by internal initiatives such as:

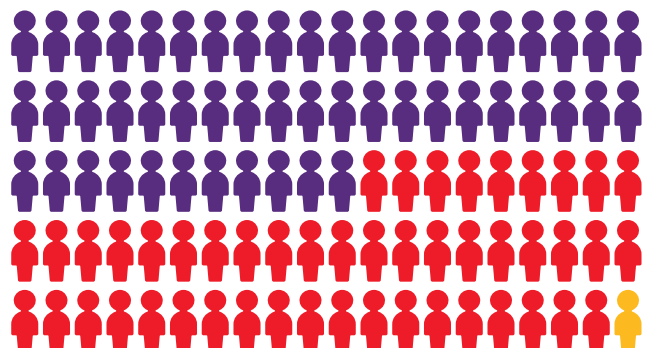
- The Women's Network; and
- The Empowering the Female Leader Programme.

“

We wanted to start the Empowering the Female Leader Programme to provide a network within the company to help and support women excel and reach their full potential. There is always more to do but I am proud of the impact the programme has had so far to help us reach our goal of gender parity across leadership roles.

Mel Harrison, Director of Franchising, Republic of Ireland and Northern Ireland.

Gender profile of employees



● 51% Male ● 48% Female ● 1% Self-describe

Promoting flexible working

We want to create a great place to work for all our staff, while recognising that everyone's personal circumstances are different. Our employees in our restaurants, franchises and offices comprise both full-time workers and part-time workers, all of which are offered a choice between flexible and banded hours contracts, allowing our employees to select the approach that best meets their needs. On average, our hourly paid employees work between 21 and 23 hours per week.



Oleksii, Crew Member, McDonald's Carrickmines



Rebecca Simmons

McDonald's Business Manager, Nenagh

Rebecca initially worked in McDonald's as a teenager and rejoined the organisation 16 years ago as a Crew Member in Roscrea.

Rebecca initially signed up for late shifts so that she could share childcare duties with her partner. She quickly realised, as a 'people person', that she wanted to pursue a career within the organisation and within the year was promoted to Shift Manager.

Rebecca then travelled around Ireland implementing a training system into many restaurants, before becoming Second Assistant within two years and then Business Manager of the Roscrea restaurant in 2015.

A highlight for Rebecca was being part of the Nenagh restaurant opening in 2023. Whilst challenging, it was also a hugely exciting project for Rebecca to be a part of and seeing a new team being successfully forged. For her, they are 'one big happy family' working towards the same goals. In her position, Rebecca loves how 'people orientated' McDonald's is and seeing the growth of Crew Members.

Creating community ties in Nenagh is really important to Rebecca. The restaurant welcomes residents of a local nursing home for a dedicated visit once a month and sponsors the local hurling club's summer camps. Rebecca's ultimate goal for the future in McDonald's is to become a Franchisee Supervisor.

Promoting fair and equal pay

Working closely with our franchisees, we regularly review pay and benefits to ensure that what we offer to our employees remains competitive. In fact, 91% of our people are paid the Living Wage (or more). This exceeds the national average of 88%, identified in research published by The Living Wage Foundation.

Learning and development

At McDonald's, we believe in hiring people on their qualities and giving them the opportunity to progress and gain qualifications with us. Our commitment to learning and development is demonstrated by the €74.3m we invested in training across Ireland and the UK in 2023.*

All staff across Ireland and the UK are given training, regardless of their role or length of service. This can include sessions delivered in our restaurants or remotely via online learning platforms, as well as more in-depth sessions at McDonald's Hamburger University, located in our East Finchley (London) head office. In 2023 alone, we estimate that more than 15,000 of our restaurant crew and office staff attended training courses at Hamburger University.

Opportunity for young people

We have a young workforce – approximately two-thirds of our employees are aged 16 to 25 – and for many people a job at McDonald's is the very first step in their career. A job with us allows workers to gain vital 'soft skills' that all employers value, including confidence, leadership, time management and communication. We are very proud of the career progression we are able to provide many young people who work in our restaurants. In fact, 81,000 members of our current workforce in Ireland and the UK were hired when they were under 18 and almost 20,000 of them have developed and progressed in their career with us. In our restaurants currently, 37% of Business Managers and 24% of People Managers started working for us before their 18th birthday.



Siobhan Sanderson

McDonald's General Manager,
Waterford

Siobhan first joined McDonald's working as a Crew Member at the Cork Road, Waterford restaurant 30 years ago and is now the General Manager of that franchise, as well as another city centre premises.

Soon after starting in McDonald's, Siobhan realised she really enjoyed the line of work and wanted to pursue a career in the company.

Siobhan worked her way up through the ranks holding various managerial positions before becoming General Manager four years ago, and is an integral part of the 200-strong team she's been instrumental in training across both restaurants.

For Siobhan, a central part of her role that she loves is helping provide opportunities to people from all walks of life to pursue a career and climb up the ranks within the organisation.

The restaurants boast a multicultural workplace, with staff hailing from countries across the world, including Poland, Ukraine, Spain, India, China and England. Both restaurants have long-serving employees with special educational needs, whom Siobhan describes as 'the life and soul' of the business.

Siobhan is also a former winner of the prestigious Global Ray Kroc Award, which recognises the top 1% of all McDonald's restaurant managers worldwide.

Alongside her responsibilities as General Manager, Siobhan is passionate about fundraising for the Ronald McDonald House Charities, after spending time there when her daughter Grace was undergoing treatment in hospital. In addition to being charity and community focused, the Waterford restaurants sponsor local sports clubs in the area.

It's a family affair within the Waterford restaurants with several family members working in the same restaurant. Siobhan's own son and nephew work there too.

*The spend was £62.5m, converted to Euros in November 2024.



Shane Smith

McDonald's Business Manager, Carrickmines

What began as a part time job for a struggling student has turned into a hugely successful career for Shane, who joined McDonald's as a Crew Member in 2011 and is now Business Manager at one of the biggest stores in Ireland.

After completing his studies, Shane took a full-time job as Crew Trainer in Dundrum, becoming Customer Care Assistant within 16 months. He was then promoted to Area Leader in 2013, just weeks before the opening of Temple Bar, where he also worked as a Shift Leader. A subsequent promotion to Second Assistant at Carrickmines is etched into Shane's personal McDonald's Hall of Fame.

When Franchisee James Perry – whom Shane credits with being instrumental to his success – asked him to become an EOTF (experience of the future) coach following the acquisition of the new Artaine Castle Drive and Malahide Road stores, Shane was delighted.

He returned to Carrickmines in 2018 and was promoted to First Assistant. Shane's biggest career milestone then came on January 1, 2022, when he assumed the Business Manager role in the busiest store in the franchise, with 120 crew and 18 managers.

Shane believes McDonald's has honed his business leader skills by giving him an in-depth understanding of the business world and by investing in his education. He completed a LGR (Leading Great Restaurants) course in London in 2023, and has benefited from franchisee funding for his studies at National College of Ireland.

The Dubliner knows many of his customers by name and really enjoys his job because every day is so different. He extols McDonald's virtues as a people-oriented workplace which is committed to the development of its staff. He also credits McDonald's for allowing him to achieve things in his career that he'd never have thought possible.

One of Shane's proudest moments was being asked to become an ambassador for Ronald McDonald House Charities, and he is deeply committed to fundraising for the charity. Carrickmines sold more Golden Hats than any other restaurant in 2020 and 2021, thereby raising the most money two Christmases in a row.

He first became aware of the charity when his eight-year-old niece, Poppy, was diagnosed with leukemia, aged two. She didn't need to stay at Ronald McDonald House, but Shane's family was touched that the charity reached out. Thankfully, Poppy is now in remission.

Shane wouldn't rule out being a franchisee in the future, but for now his focus remains on learning and development. What he loves most about McDonald's is that 'you never know what's around the corner'.



Kevin, Business Manager, Patrick Street, McDonald's Cork

Apprenticeships

For those in our team who want to develop role-relevant skills whilst at work and gain a nationally-recognised qualification, we provide access to a structured training and development programme to support their career progression goals. This includes an Apprenticeship in Retail Supervision Level 6 which develops our Shift Leaders into managers of the future, and a Degree in Retail Management Practice Level 7 which offers our restaurant leaders the opportunity to enhance their knowledge and skills.

McDonald's Ireland has partnered with the retail sector's leading training provider, Retail Ireland Skillnet, since 2022 to deliver qualifications for our leaders. Since 2006, the McDonald's Apprenticeship Programme has supported over 21,500 people from across the UK and Ireland with an apprenticeship opportunity.

Our first graduates in Ireland celebrated the successful completion of their apprenticeship in 2024 at a ceremony held in County Roscommon which the Minister of State, Emer Higgins attended.



Danila, Crew Trainer, McDonald's Nenagh



6. Our supply chain



The success of McDonald's is underpinned by a commitment to relationships and a deep-rooted belief that we are at our very best when the brand, our franchisees and suppliers work together to deliver for the customers and communities we serve. This collaborative approach, referred to as the 'three-legged stool', is at the heart of our systems and processes.

We partner with hundreds of Irish and UK businesses, purchasing the goods and services which allow our business to operate. This expenditure provides support to many small and medium-sized businesses including over 23,000 Irish and British farmers that provide our ingredients. Where possible, we seek to source goods and services domestically, helping to drive growth in the wider economy. More than 80% of our supply chain expenditure is directed to businesses with a presence in Ireland or the UK.

In 2023, we spent **€241.7 million with supply chain businesses based in Ireland**. This figure does not include any expenditure linked to the management and maintenance of our property interests or with suppliers in the business and professional services sector.

Total supply chain expenditure

Whilst a figure of €241.7 million is significant, it does not reflect the full scale of our supply chain expenditure as it does not account for spending associated with the following:

- Property: including the management and maintenance of our extensive property interests across Ireland, as well as investment in new equipment;
- Business and professional services: including IT support, legal, audit accounting and recruitment services, as well as media and advertising activities.



€241.7 million
with supply chain businesses
based in Ireland

Dawn Meats

Dawn Meats has been a supplier of beef to McDonald's since 1986, supplying beef patties to our restaurants across Ireland, the UK and Continental Europe as well as other McDonald's beef patty processors globally.

Established in County Waterford in 1980, Dawn Meats now operates across nine counties and 11 locations in Ireland and sources cattle from more than 16,000 Irish beef farmers annually. The company employs more than 8,000 staff in 12 countries, with 2,600 people directly employed in Ireland.

Since the commencement of direct supply to McDonald's in 2012, Dawn Meats has invested over €25 million in McDonald's burger processing in Waterford, expanding capacity in line with volume growth and introducing robotics and automation to deliver greater efficiencies. The company has produced more than 5 billion beef patties for McDonald's since opening the Waterford facility in 2012.

In 2015, Dawn Meats, with support from McDonald's, established the Newford beef suckler demonstration farm where best practice in breeding, herd management, grassland management and herd health, is openly shared with beef discussion groups and Knowledge Transfer event participants. To date, more than 7,000 visits have taken place at the farm with Open Days held in 2016, 2018 and 2023, where representatives from Dawn Meats, Teagasc and the Irish Farmers Journal outlined progress on the farm to more than 4,000 participants.

In Autumn 2023, Dawn Meats introduced a new incentivised sustainability programme for Irish beef farmers, which is being supported and co-funded by McDonald's. The ACTIVATE farm sustainability program involves a total investment of €4.4 million over three years and provides payments to participating farmers for successfully implementing agreed sustainability plans and reducing emissions.

A first of its kind in Ireland, the programme has been created to accelerate the adoption of cost effective on-farm sustainability practices and involves both online and practical training for farmers to support them in achieving their emissions reduction targets. ACTIVATE is supported by project partners Bord Bia, the Irish Cattle Breeding Federation (ICBF) and Teagasc which, together with Dawn Meats, provide the practical training resources and make specialist advice available to participants.

Progress will be assessed annually and ACTIVATE members will be compensated through a 'sustainability dividend' for their engagement, active collaboration and successful delivery of target outcomes. By September 2024 over 50 farmers who are suppliers of Dawn Meats had signed up to participate in the programme and had already completed the training modules and farm sustainability plans.

The initiative aligns with Dawn Meats' Plan Four Zero and McDonald's Plan for Change sustainability strategies, alongside the Irish government's objective to achieve a 25% absolute reduction in agricultural emissions by 2030.



Supporting investment and growth in the supply chain

Our commitment to developing strong, long-term relationships with our suppliers plays an important role in supporting their wider growth ambitions. The stability of our supply chain relationships, coupled with our consistent growth, generates both:

- A need for suppliers to increase their capacity or improve their productivity; and
- The confidence to invest in new equipment and facilities which allow them to do so.

During 2023, our Irish-and UK-based suppliers invested almost £100 million (€119.4 million) in improving their production and distribution facilities. This figure rises to almost £1.37 billion (€1.64 billion) over the past five years, representing a significant level of capital investment. Whilst the resultant productivity improvements have benefitted McDonald's, they have also created extra capacity within supply chain businesses, allowing them to grow further by securing additional contracts with other clients.

Feedback from our suppliers indicates that the resilience of McDonald's supply chain and our commitment to quality are widely recognised in the food industry. Being part of the McDonald's supply chain is therefore viewed as a kitemark of quality, meaning that our suppliers are well positioned when bidding for new work with other prospective clients.



Dew Valley Foods

Dew Valley Foods is a family-owned cooked bacon business operating from its headquarters in Thurles, County Tipperary. The business has been in operation for over 30 years, starting out as a family-run butchers, expanding and growing into a state-of-the-art cooked bacon plant.

Dew Valley Foods is proud to partner with McDonald's, supplying our restaurants in Ireland and the UK, and across Europe, with streaky bacon and the back bacon served on our breakfast menu. Bacon for McDonald's Ireland restaurants is 100% Irish and comes from Irish farms accredited by Bord Bia's Pigmeat Quality Assurance Scheme (PQAS).

Dew Valley Foods' headcount has grown significantly as a direct result of the McDonald's business, increasing by 25% to nearly 600 employees, making it the largest employer in the local region.

Dew Valley Foods works closely with McDonald's to drive quality improvements in the product and its nutritional value, continuously striving to reduce salt, sugar, and saturated fats without impacting the taste. Future investments will continue to be made in driving innovation in these areas.

Dew Valley Foods' commitment to sustainability remains central to the company's future strategy, demonstrated in 2024 through its 'switch on' of a 25-acre solar farm which provides up to 40% of its energy requirements. Dew Valley Foods will continue to invest further to reduce its carbon impact on the planet and ensure McDonald's has the most sustainable products on the market in Ireland and the UK.



Yurji, Crew Member, McDonald's Carrickmines



Kerry Group

Kerry Group sources and supplies over €40 million of dairy produce from Ireland for McDonald's locally and internationally, supporting both local Irish farmers and industry.

Kerry Group is Ireland's largest food industry business, and is comprised of Kerry Taste and Nutrition (which provides ingredient and foodservice solutions around the world), and Kerry Dairy Ireland.

The company has a number of locations across Ireland, including a Global Innovation Centre in Naas, County Kildare, where it brings innovative products to market at speed for McDonald's.

Working with McDonald's for over 40 years, Kerry Group has developed a leading partnership which today links right back to its Kerry Dairy Ireland farmers through a guaranteed milk supply model which feeds into the production of the iconic McDonald's cheese slice and McDonald's Milkshake. In Ireland, a proportion of the primary dairy raw materials for McDonald's products are manufactured at two locations in Listowel, County Kerry and Newmarket, County Cork.

The company also supplies a wide range of products across McDonald's menu in Ireland, including cheese, milkshakes, frappe beverages, ice-cream, coffee syrups and chicken coatings.

Within Ireland, Kerry Group has over 2,300 employees whose primary focus is to produce great tasting, nutritious, and innovative products, including those supplied directly and indirectly to McDonald's and its consumers.

3,050 Kerry Farmers, who supply milk into Kerry's Dairy Ireland business, are based predominately in the South West of Ireland. 100% of the company's milk suppliers are certified to the Bord Bia (Origin Green) Sustainable Dairy Assurance Scheme (SDAS). Eoghan McCarthy, a dairy farmer based in Milltown, Co. Kerry, and his family have been supplying Kerry Group with milk for over 30 years. Since 2013, Eoghan has been a Flagship Farmer with McDonald's, supplying into the McDonald's supply chain system and receiving support from Kerry in implementing leading and sustainable agriculture practices. Eoghan takes great pride in his Flagship Farmer status and participates in the mentorship of a "McDonald's Progressive Young Farmer" for a 12-month placement in Ireland.



Lakeland Dairies Ltd

Lakeland Dairies Co-operative Society Limited is the second largest dairy processor on the island of Ireland and is 100% farmer-owned and farmer-controlled. For nearly 130 years, it has harnessed the power of Ireland's luscious green grass to produce fresh and high-quality milk and dairy products.

The business is complex and ambitious, with a milk supply pool of two billion litres of milk, drawn from its 3,200 family farms across 17 counties on the island of Ireland.

From its modern dairy manufacturing facilities in eight locations across the Republic of Ireland and Northern Ireland, the Group supplies to a broad customer base across the dairy food ingredients, foodservice and consumer food channels on a domestic Ireland, UK, European and global basis. Internationally, Lakeland Dairies exports 240 products to over 100 countries worldwide.

Underpinned by more than a century of experience, Lakeland Dairies is one of the key drivers of dairy industry growth in Ireland, providing a sound economic base for producers and laying the groundwork for continuing decades of innovation and progress. It is focused on delivering the highest quality, sustainably produced dairy products for the next 130 years for the betterment of its farmers, its customers and its communities.

For many years, Lakeland Dairies has partnered with McDonald's to produce its innovative Lakeland Dairies' Milk-in-a-Stick – a mainstay in McDonald's restaurants. Its milk portions are a winning combination of high-quality dairy ingredients sourced from naturally grass-fed cows on its family farms.

Spending with businesses of all sizes

McDonald's has supported a wide range of small-and medium-sized businesses in Ireland since we opened our first restaurant here in 1977. As a business, we remain committed to ensuring that we provide further opportunities in the future. Our experience working with small-and medium-sized businesses also means we know some of the challenges that they can face. That's why we pride ourselves on paying suppliers on time, with 98% of invoices being paid within 30 days.

Given the scale of our operations, most of the businesses that supply us directly with goods and services can be categorised as large companies. However, representation of SMEs in our supply chain is greater amongst business and professional services firms. This includes areas such as HR, IT, marketing, communications and legal services.

Although our beef patties and dairy supply come from large food manufacturing businesses such as Dawn Meats and Kerry Group, these companies source their ingredients from local Irish producers, often working with family-run farms across Ireland.

Supporting business investment and Irish productivity

McDonald's 'three-legged stool' model means that we have a unique relationship with our suppliers.

Our suppliers know and understand this approach and have worked with us to make McDonald's the success it is today in Ireland. We have long-term relationships with many of our suppliers, some going back as far as 1986. Enduring supplier relationships such as these can help suppliers to make decisions for the long term and give them the confidence to invest in their businesses.

Quality food from Irish suppliers

At McDonald's restaurants across Ireland, we are transparent about the food we use. Our burgers are made from 100% beef from Irish farms. Our coffee is responsibly sourced, and we only use low-fat Irish milk for our tea, coffee and Happy Meal milk bottles.

Our commitment is local, and our commitment is quality; with local franchisees running local businesses using local suppliers. McDonald's in Ireland has a long-standing partnership with many great Irish suppliers such as Dawn Meats, Dew Valley Foods, Kerry Group and Greenfield Foods Ltd, to name a few.



Greenfield Foods Ltd

Greenfield Foods Ltd has been working with McDonald's in Ireland for over 30 years, the volume of eggs supplied to McDonald's steadily increasing from an average of 25,000 eggs per week in the earlier years, to a current average of 150,000 eggs per week.

The company is based in Smithborough, County Monaghan, where it produces, packs and distributes eggs to the retail, foodservice and wholesale market in Ireland. Over 90% of sales are made in the Republic of Ireland, with the balance exported to Northern Ireland and the rest of the UK.

Greenfield Foods Ltd operations include producing, collecting, grading and distributing quality fresh eggs – all of which come from local Irish farms that are approved by Bord Bia under the Sustainable Egg Assurance Scheme (SEAS).

In June 2000, McDonald's was the market leader in taking the major step to use only free-range eggs in our Irish business. Today, Greenfield Foods Ltd has 15 dedicated free-range Irish farms supplying McDonald's restaurants in the Republic of Ireland and Northern Ireland.

McDonald's high standards of animal welfare, promotion of continuous development in environmental sustainability and collaborative partnerships with suppliers have been, and continue to be, the benchmark for constant improvement throughout the supply chain at Greenfield Foods Ltd.

A founding member of the Bord Bia Origin Green Sustainability Programme, Greenfield Foods Ltd was awarded Origin Green Gold Membership in 2023 in recognition of its commitment to reduce its reliance on plastic packaging.

Greenfield Foods Ltd directly employs 110 staff and has a supply base of 1.7 million birds located across over 84 family-owned farms in Counties Monaghan, Cavan, Meath, Westmeath, Galway, Cork and Waterford.



Lee Strand

Lee Strand Co-Operative Creamery Ltd has been supplying milk products to McDonald's restaurants in Ireland since 2013. Lee Strand supplies 250ml bottles of fresh milk for Happy Meals and 2 litre bottles of milk for use in McDonald's coffee machines across Ireland. Established in 1920, Lee Strand is a farmer-owned Co-Op located in Tralee, County Kerry. Over the past century, the business has grown significantly from its origins as a town centre operation, moving to purpose-built, state-of-the-art facility on a 10 acre site on the outskirts of Tralee.

Lee Strand takes great pride in producing the highest quality milk products for its customers. All milk is sourced from local farms within a 15km radius of Tralee. 100% of Lee Strand's milk suppliers are certified to the Bord Bia Origin Green Sustainable Dairy Assurance Scheme (SDAS). Lee Strand actively encourages and assists its milk suppliers to participate in sustainable farming schemes. The Lee Strand Milk Supplier Sustainability Initiative offers incentives to milk suppliers for the adoption of sustainable practices on their farms.

Sustainability has been central to the Lee Strand ethos since first implementing an environmental management system in 1998 and remains core to the day-to-day management of the business. The company is registered to ISO 14001 and submitted its first Origin Green Sustainability Plan in 2016. Lee Strand is motivated and challenged to continually improve its environmental performance and environmental systems.

Lee Strand is an integral part of the local community and supports many initiatives including sport, education and charities.

Jenn, Crew Member, McDonald's Carrickmines



7. Supporting our communities



2023 RMHC Golden Santa Hat winners: McDonald's Wexford

Whilst McDonald's is a global brand, our franchise model means we operate as a collection of small businesses. All of our restaurants in Ireland are operated by local franchisees. These are small and mid-sized business owners who often live in the communities they serve.

This means that our franchisees are committed to improving their local areas and giving back to the communities in which they are based. We value the role we play in these areas and the positive difference our longstanding partnerships allow us to make to thousands of people across Ireland. This includes the role we play in encouraging people to lead active lives and to make informed food choices.

Charitable contributions

We embrace the opportunity that our scale provides to make a difference in local communities. During 2023, together with our franchisees, suppliers and customers, we raised **€578,635** for Ronald McDonald House Charities Ireland (RMHC) in restaurant sales.

Our franchisees donated an additional **€181,164** to help support a range of local initiatives that they are passionate about, and our crew donated **496 staff days** to charitable initiatives.

Charitable Contributions In 2023:



€578,635

raised for **Ronald McDonald House Charities Ireland**



€181,164

donated by **our franchisees** to help support **a range of local initiatives**



496

staff days to charitable initiatives



Ronald McDonald House Charities Ireland (RMHC)

RMHC Ireland provides accommodation, care and support for families when their children are seriously ill or have a long-term illness in Our Lady's Children's Hospital, Crumlin.

The service which the RMHC Ireland provides is unique in Ireland. Families who stay in the House tend to have the sickest children, travel the furthest and have the longest hospital stays, with an average length of stay being 26 nights and the longest stay being 889 nights. RMHC Ireland offers a practical support system to families during a difficult diagnosis of a child or a period of treatment by providing accommodation, food and comfort to families. RMHC Ireland also has a #Cooking4Families Programme which provides a free meal, every day, to families staying in the House. Many companies support this programme through donating food and/or by allowing their staff time to volunteer to cook for families.

Since the House opened in November 2004, RMHC Ireland has looked after more than 5,000 families from all over the country. The House currently has one full time employee, a Head of Operations, four part-time charity staff and six part-time House staff who look after families every day. The CEO works full time, on a voluntary basis. Over the last 20 years, McDonald's Ireland has raised €10.24 million through various charitable initiatives and campaigns.



€10.24 million
raised for RMHC Ireland
by McDonald's in 20 years



“The support from the McDonald's system in 2023 has been invaluable in helping families stay close to their sick children during the most challenging times. The funds raised have enabled us to provide a home away from home, ensuring that families can remain together and support each other when they need it most.”

Joe Kenny
CEO, RMHC Ireland

Irish Youth Foundation – Youth Opportunity Ireland

Partnership Objective

The Skills & Employability Fund was developed to create opportunities for young people aged 15-24 years who are not in education, employment or training (NEETs).

Statistics we are working to combat

- In Ireland **11% of all 15-24s are NEET** (not in education, employment or training);
- **One third** of these are early school leavers;
- **42%** of these young people come from **jobless households**.

Impact over two years

- **4,604 young people** learned a new technical skill to support them in sourcing meaningful employment;
- **784 young people** increased their employment knowledge base and engaged in programmes to enhance their personal development to ensure they had the skills necessary to maximise meaningful employment and training opportunities.



€200,000

awarded in grants in 2022 and 2023



4,898

young people between 15-24 years helped directly



10

organisations supported nationwide



25 Counties

impact across 25 counties in Ireland

Stories of Change

"A female client who recently completed treatment here in Aiséirí has gained part-time employment in a local coffee shop near the college she has returned to study at. The Barista training (funded by McDonald's) helped her gain employment in this setting. This is the first job that she has attained since leaving home. Thanks to this and the treatment here, her self-esteem, focus, determination and willingness to better herself and move forward in her life has gained huge momentum. She feels great and is happy that she is working independently as a productive member of society through her new job and education."

Gareth Duffy
Aiséirí

2023 Impact



4,242

young people engaged in direct programme work



25

counties reached in terms of programme engagement



8

different direct skills training opportunities accessed



25

young people accessed direct mental health support



42

youth workers supported in their work with young people nationally



50

volunteer mentors engaged in programmes nationally

Action against litter – 100 Parks

100 Parks in 100 Days saw McDonald's crew undertake 100 litter clean-ups in parks, beaches and outdoor areas in Ireland across 100 days, between July and October of 2024. Led by local franchisees across McDonald's estate of 95 restaurants in Ireland, the clean-up events were supported by local councils, elected representatives, schools, sports clubs and community organisations.

"To see a company like McDonald's launching initiatives like 100 Parks in 100 Days is a very positive step and shows its commitment to cracking down on litter in local communities."

Cllr John-Kingsley Onwumereh,
Deputy Mayor of Fingal



Keith Earls, Cllr John-Kingsley Onwumereh, McDonald's Franchisee John Byrne and crew from McDonald's Blanchardstown

Investing in local services

McDonald's and our franchisees paid **€2.7 million** in commercial rates on our portfolio of restaurants and offices during 2023. In this way, the commercial rates paid by McDonald's and our franchisees help to fund the delivery of essential local services in the communities we serve.

As towns and high streets continue to evolve and respond to a variety of challenges, we remain committed to supporting successful high streets across Ireland. With **59 Drive-Thru restaurants** (63% of estate) and **28 High Street restaurants** (29% of estate) in towns across Ireland, we remain an integral part of Irish high streets and play an important role in driving footfall and creating vibrancy.



Supporting public health and nutrition

At McDonald's, we recognise the importance of ensuring that the communities we serve make informed decisions about the food they eat. Allied to this, we believe in making it easier for our customers to balance health, taste and value.

We know that our customers value knowing that they are consuming quality products that are sourced and processed responsibly. We are always transparent about our supply chain and are proud to champion Irish produce:

- In Ireland, our beef burgers are made from whole cuts of 100% Irish beef, from Board Bia Quality Assured Irish farmers.
- Every egg we cook at breakfast is free-range, from Board Bia approved Irish farms, and
- All chicken products are made using 100% breast meat.

We are committed to helping customers better understand their food choices and have been providing nutritional information regarding our menu items for more than 30 years.

Alongside our suppliers and other partners, we have worked hard to reformulate our ingredients. This has allowed us to significantly reduce the amount of fat, sugar and salt on our menu and this process remains ongoing. As of 2024:

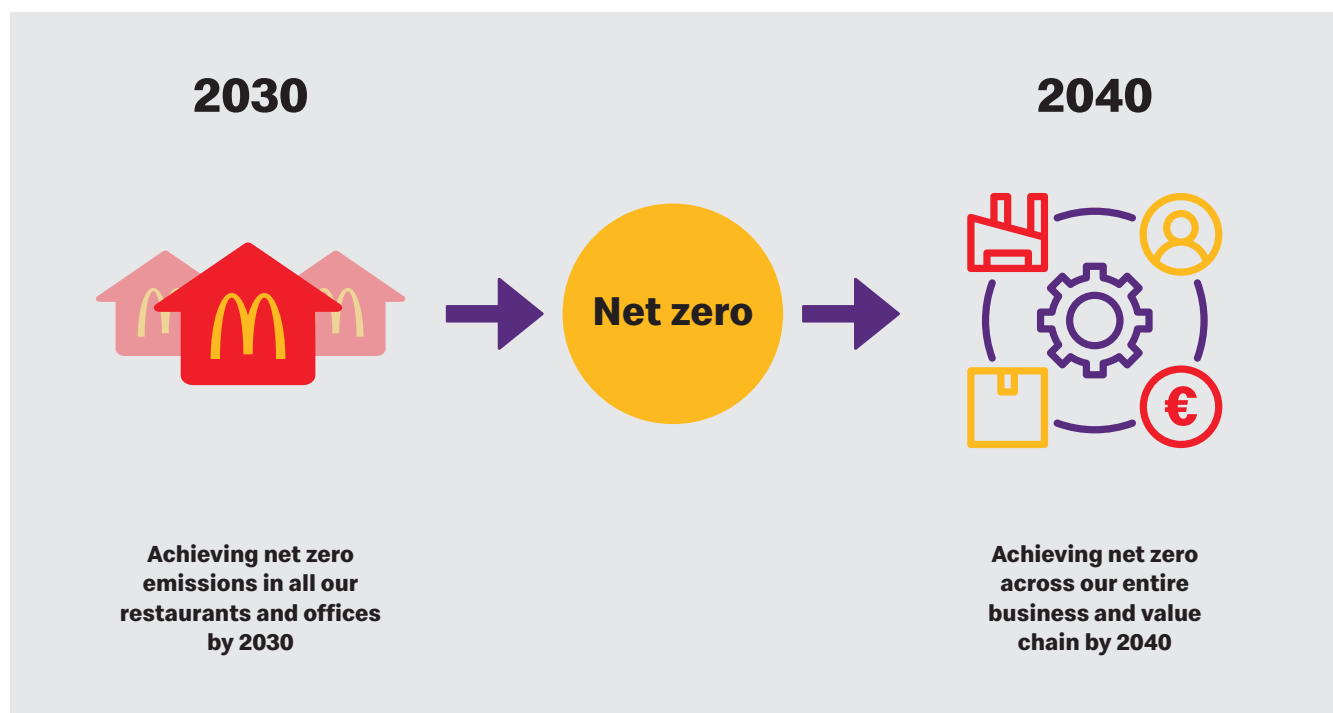
- 90% of our core food and drinks menu is now 500 calories or under.
- 57% of our menu is classified as non-HFSS (non-high in fat, salt and sugar), and
- 68% of our Happy Meal® products are classified as non-HFSS.

8. Managing our environmental impact

We recognise that our scale provides McDonald's with an opportunity to have a positive impact on some of the biggest challenges facing the world today. One such challenge is the threat of climate change, and we are proud of the investment we have made to date to work towards net zero.

McDonald's was the first global restaurant chain to set science-based greenhouse gas reduction targets, and we are aiming to achieve net zero emissions across our restaurants, operations and supply chains in the Ireland and the UK by 2040. Our journey to net zero will require lots of changes across our whole business and value chain, from how we source for our menu, to how we build and operate our restaurants. Our journey will be underpinned by two key milestones:

- Achieving **net zero emissions** in all our **restaurants and offices by 2030**, and
- Achieving **net zero** across our **entire business and value chain by 2040**.





Plan for Change

In 2021 we launched our Plan for Change – a clear plan with ambitious goals and actions that will help us lead positive change right across our business, from farms to front counter.

This isn't a plan for one change, but many, across five key areas: **Planet** (taking action on climate and nature); **People** (building skills, jobs and opportunities for all and supporting diversity, equity and inclusion); **Restaurants** (reducing our footprint and eliminating waste); **Food** (sustainably sourced with more balanced options); and **Communities** (supporting the communities we serve).

Highlights include:

- We are **aiming for net zero** across our entire Ireland and UK business and value chain **by 2040**;
- We're working with some of our largest suppliers in a Net Zero Advisory Council to develop a roadmap for **net zero emissions across our supply chain**;
- **We've committed to ensure that all our restaurants and offices are net zero by 2030.** We will continue to purchase renewable electricity, remove gas and switch our refrigerants;
- We're **supporting resilient livelihoods and sustainable outcomes** through McDonald's **Farm Forward** agriculture programme, benefiting over 23,000 Irish and British farmers;
- We're on track to help **one million people gain new skills and open doors to jobs by 2030**, through a range of initiatives including our **Taste for Work** programme with schools which launched in September 2023 and reached over 100,000 young people in the first six weeks.

Find out more about our Plan for Change here - <https://www.mcdonalds.com/ie/en-ie/our-plan-for-change.html>

Our carbon emissions

Working closely with our logistics partner, Martin Brower, we have also been able to reduce the emissions associated with delivering ingredients and packaging to our network of restaurants. Across the UK and Ireland, 40% of the fuel used to power our logistics fleet comes from biodiesel, reducing our carbon emissions by 16,250 tonnes each year when compared to traditional fleet. This carbon saving is equivalent to taking 19,900 cars off the road each year.

The impact of the interventions introduced by McDonald's, our franchisees and our partners in our supply chain has been significant. In Ireland and the UK between 2018 and 2022, while our emissions have increased in absolute terms due to business growth, we have been able to reduce the carbon emissions associated with one tonne of our product from 3.57 to 2.64 tCO₂e per tonne of product.

**40%**

of the fuel used to power our logistics fleet comes from biodiesel.

**19,900**

reduced carbon emissions from our logistics fleet are equivalent to taking 19,900 cars off the road each year.



Janis, Crew Member, McDonald's Nenagh



McDonald's Blanchardstown

Packaging and waste

We continue to innovate, in partnership with our suppliers, to minimise the environmental impact of our packaging. This includes thinking carefully about how we can reduce how much we use; make the materials more sustainable; and improve how we collect, recycle and reuse. Our work to make our packaging more sustainable focused on ensuring that materials are:

- Responsibly sourced at start of life: ensuring that our customer packaging is from renewable, recycled or certified sources is important to us, and
- Able to be responsibly recycled or composted at end of life: closing the loop on waste is a key part of our Plan for Change. In Ireland in 2023, **97.5% of our customer packaging was designed to be recyclable or compostable**, and we expect this to be 100% before the end of 2024. All of our restaurants with seating areas include recycling units on-site, to encourage customers to dispose of their food packaging responsibly.



Restaurants

Our restaurants and offices account for less than 5% of our greenhouse gas emissions. We remain committed to exploring ways in which we can reduce their environmental impact moving forwards, focusing on four main areas:

- Reduce the emissions we create through energy efficiency measures;
- Eliminate emissions by shifting to renewable alternatives (we already purchase 100% renewable electricity for all of the sites that we own and operate);
- Capture and reuse heat to power our operations; and
- Generate renewable energy on-or off-site.

In addition to tackling the operational emissions of our existing restaurant portfolio, we recognise the need to ensure that new restaurants are built with an emphasis on maximising their energy efficiency. In 2021, McDonald's UK and Ireland opened the first restaurant built to UK Green Building Council net zero emissions standard. Located in Market Drayton, Shropshire, the development provides a blueprint for the delivery of new sites and the refurbishment of existing restaurants. The scheme's net zero credentials include:

- Two on-site wind turbines and 110 m2 of solar panels. These provide renewable sources of electricity to power the site;
- External furniture made from 100% recycled plastic;
- Building cladding made from recycled household white goods; and
- A dedicated nature area to improve local biodiversity.

McDonald's is committed to rolling out new net zero restaurants in Ireland in the years ahead.



9. Investing in our growth

Our restaurant portfolio continued to grow in 2023, allowing us to serve even more communities across Ireland and the UK. We opened 41 new restaurants, including in Nenagh, County Tipperary and in Carrick-on-Shannon, County Leitrim. This development activity was supported by €120 million (£100 million) of investment – representing the highest number of new sites delivered in a single year since 2002.

Between 2018 and 2023 (inclusive) we invested €467.4 million (£389.6 million) in delivering new restaurants, as well as a further €274.0 million (£228.4 million) in reimagining our existing restaurants, to ensure that they provide the best possible customer experience. Taken together, this represents a total investment of €741.6 million (£618 million) over a six-year period.

This investment in new and existing restaurants helped to create opportunities for construction contractors throughout Ireland and the UK, resulting in additional economic impacts not captured elsewhere in this report.

These include:

- Supporting an average of **1,305 direct full-time equivalent (FTE) construction jobs** each year at the national level and a further **1,540 indirect and induced FTE jobs** in the supply chain and wider economy.
- Generating an average of **€152.9 million (£128 million) of additional direct GVA** each year, with an additional **€189.3 million (£158.5 million) in indirect and induced effects** (2023 prices).



Net Zero Restaurants

We're proud to have opened our first restaurant built to the UK Green Building Council net zero emissions standard in 2021 in Market Drayton, with our second opening in Louth, Lincolnshire in 2023. We are committed to introducing net zero build restaurants in Ireland in the coming years.

We continue to use the experience of building Louth to inform future net zero design decisions. Tabletops, wall panels, dining area chairs and benches were manufactured in the UK using material with recycled paper content and FSC-certified timber. Indoor soft furnishings for seat and bench pads were locally manufactured and contain organic cotton and other recycled material. We also reused coffee bean waste and starch from McCain fries for some graphics and signage and even the outdoor furniture was made from recycled and recyclable plastic.



Northern Ireland

McDonald's makes an important contribution to the economy of Northern Ireland, where all of our restaurants are owned by local franchisees. We provide access to employment and create demand for businesses in our supply chain and the construction industry.

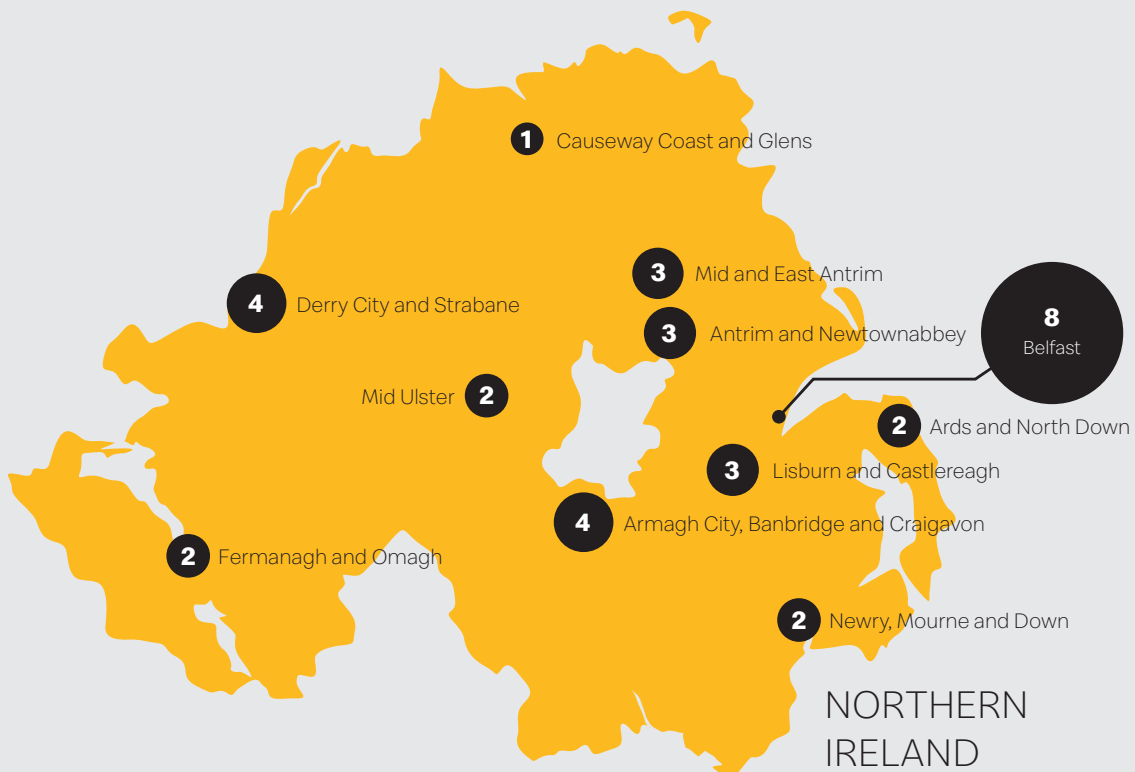
With 34 restaurants across Northern Ireland, we are open for business in all of the country's local authorities. Our presence is strongest in Belfast, where we have a total of eight restaurants. During 2023, our activities across the country supported 6,625 jobs and contributed £322 million to economic output.



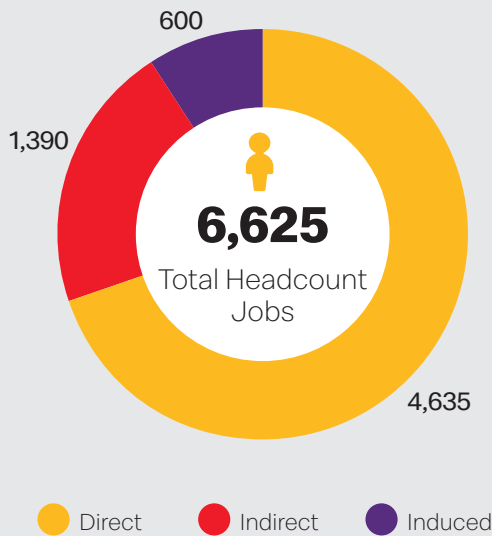
6,625
headcount jobs



£322 million
contribution to economic output

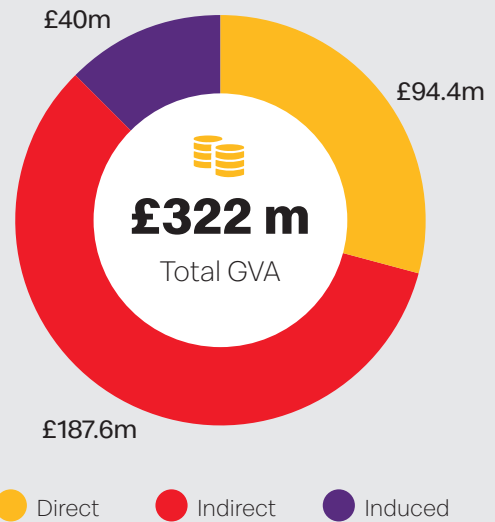


34 restaurants across Northern Ireland



Supporting 6,625 jobs

In 2023, McDonald's supported 6,625 headcount jobs across Northern Ireland. This included 4,635 Business Managers, Shift Runners and Crew Members employed directly in our 34 restaurants. A further 1,390 (indirect) jobs were supported by our expenditure with regional supply chain businesses, whilst an additional 600 (induced) jobs in the wider economy can be attributed to workers spending their wages on consumer goods and services.



Contributing £322.0 million of economic output

McDonald's generated £322.0 million of economic output (Gross Value Added) in Northern Ireland during 2023. The products sold in our restaurants accounted for £94.4 million. The remaining balance is associated with the value of our expenditure with local suppliers (£187.6 million) and the multiplier effect of workers spending their wages in the economy (£40 million).

Supporting Northern Ireland businesses

We spent more than £183.9 million with Northern Ireland businesses in our supply chain last year. Kerry Group, which provides us with dairy products, and packaging provider Huhtamaki, account for a large share of our supply chain expenditure. We also have a strong relationship with Moy Park, which supplies our restaurants with poultry products. Between 2018 and 2023, we invested £10.3 million in delivering new restaurants (or remodelling existing ones) in Northern Ireland, creating further opportunities for construction businesses and sub-contractors based in the country.



£183.9 million
spent with Northern Ireland businesses



£10.3 million
spent expanding/improving our restaurant portfolio

