



McDonald's App Officially Launches Table Service: "SCAN ORDER ENJOY!"

*In Collaboration with Popular Singers, Artists and DJs to Bring Creative Short Videos,
Creating More Happy Moments
Are You Ready to "Raise Your Arches" This Year?*



[January 22, 2024 — Hong Kong] Established since 1975, McDonald's Hong Kong has been a part of the city's social fabric, creating countless happy moment for people in Hong Kong. As we embark on a new year, McDonald's continues to innovate, and is proud to unveil its second edition of the "Raise Your Arches" campaign, kicking off 2024 with a bang! With this new initiative, McDonald's will further enhance its seamless dining experience through McDonald's App.

Starting from today (January 22), McDonald's App has officially introduced **Table Service**, empowering customers to enjoy the highest service quality and convenience at restaurants. With just a few clicks on the app, customers can savor McDonald's delicious food after choosing their comfortable seats. Collaborating with popular singers, artists, and DJs, McDonald's is all set to bring to the city a series of creative videos under the theme of "Raise Your Arches", inviting all fans to sit back and enjoy the convenience of Table Service via McDonald's App.

Since the launch of the McDonald's App, McDonald's has continuously innovated its features to provide customers with a smooth and pleasant dining experience. The new Table Service features a simple three-step process: *SCAN, ORDER, ENJOY!* Upon entering a McDonald's restaurant, customers can find their preferred seats, "Scan" the QR code on the table, and automatically enter to the McDonald's App's order interface. This allows customers to "Order" their favorite items and make a payment, after which a dedicated guest service officer will deliver the food to the customer. "Enjoy" the delightful dining experience!

McDonald's has also invited a star-studded lineup to demonstrate how to use Table Service via McDonald's App. Simply check out the official McDonald's Hong Kong social media platforms from today (Facebook: <https://www.facebook.com/mcdonaldshongkong> and Instagram: <https://www.instagram.com/mcdonaldshk/>), and you will see a host of celebrity customers, including Wu Fung, Law Lan, MC Cheung, Gareth.T, Chu Fun and



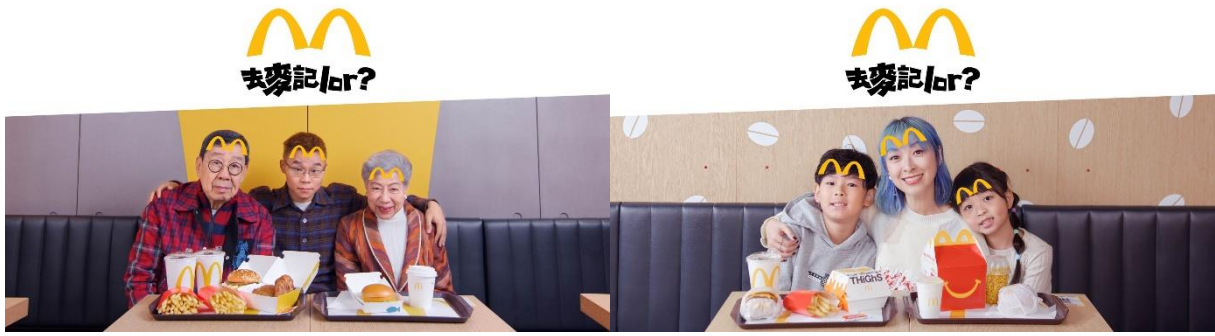
her adorable kids, experiencing Table Service via McDonald's App to enjoy the convenience while happily savoring McDonald's delicacies!

Tina Chao, Chief Marketing and Digital Experience Officer of McDonald's Hong Kong said, "As a leader in the industry, we strive to be at the forefront of service innovation. With our newly introduced Table Service, customers can sit back and order their meals with our app at our restaurants, where our guest service officers will deliver the meals to them directly. This user friendly service offers our customers with hassle free experience where they can enjoy happy moments with their friends and family."

McDonald's App Dine-In Table Service



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