



**McDonald's Presents its Debut Collaboration with
Renowned Japanese Graphic Artist Verdy at ComplexCon Hong Kong
Launches the first McDonald's Pop-Up Store Featuring Limited-Edition
Merchandise and Food Items with Unique Design
Pre-Order of Global Exclusive "Vick Collector's Set" at \$480 Starting from
March 23**



[March 18, 2024 — Hong Kong] McDonald's Hong Kong announced an exciting collaboration with the renowned Japanese graphic artist Verdy, who is recognized for his previous role as the artistic director of BLACKPINK's Born Pink World Tour in 2023, are currently the artistic director of ComplexCon Hong Kong. This partnership will showcase a delightful fusion of culinary and cultural art at ComplexCon Hong Kong, the highly anticipated art and popular culture festival making its debut in Asia, which will take place at Asia World Expo. Through this collaboration, McDonald's and Verdy will introduce an exclusive collection of merchandise and uniquely designed food items on March 23 to 24, creating an unforgettable experience that you don't want to miss.

In an unprecedented move, ComplexCon will be held outside of the United States. The world's top artists and pop culture brands will gather in Hong Kong, marking the beginning of the "Art March 2024". As one of the main sponsors of this event, **Randy Lai, CEO of McDonald's Hong Kong**, said, "McDonald's Hong Kong has always been at the forefront of cultural trends, consistently striving for innovation and excellence to provide our customers with a delightful and refreshing experience. We are thrilled to be the exclusive Official Taste Partner of ComplexCon that allows us to present the first McDonald's Pop Up Store in Hong Kong, celebrating McDonald's iconic food items with the vibrant art and cultural scene. In a groundbreaking move, we have also partnered with the esteemed graphic artist Verdy to create a global exclusive collection of merchandise. As a brand that has grown up with everyone in the city, McDonald's Hong Kong will continue to support art and cultural activities, creating more 'Happy Moments' for our customers."

Collaborating with Verdy to Create the Biggest Pop-Up Food Store and Exclusive Figure Pre-Order with 18pcs Chicken McNuggets Meals

McDonald's Hong Kong will create the largest food booth inside the ComplexCon Hong Kong venue, taking place on March 23 to 24 at the AsiaWorld-Expo. The stylish pop-up store, mostly in vibrant yellow, black and white colours, is located next to the passage connecting the trendy market and ComplexCon Food Festival. As soon as participants enter, they will be



greeted by the eye-catching McDonald's iconic "M" logo. Both the design of the pop-up store and the unique food packaging are curated by Verdy. The exterior will be adorned with Verdy's signature hand-drawn character, Vick, holding our signature Fries in one hand with a quirky expression and playfully shaking fries in the other. This combination of childhood nostalgia and contemporary flair makes the McDonald's pop-up store a must-visit spot in ComplexCon Hong Kong.

During the two-day event, the pop-up store will offer selected McDonald's classic items, including the 9pcs Chicken McNuggets set with two limited-time special dipping sauces: Smoky Nacho Cheese Sauce and Cajun Sauce. ComplexCon Hong Kong visitors will be among the first to taste these two limited-time flavors! Furthermore, there will be deliciously warm and fluffy Hotcakes sprinkled with chocolate powder in the shape of Vick, as well as everyone's favorite Hash Browns. All these delectable treats will also be served in limited-time packaging starring the iconic Vick character, and they definitely look as good as they taste!



McDonald's Hong Kong joins hands with Verdy to present the first McDonald's Pop Up Store at ComplexCon Hong Kong on March 23 to March 24



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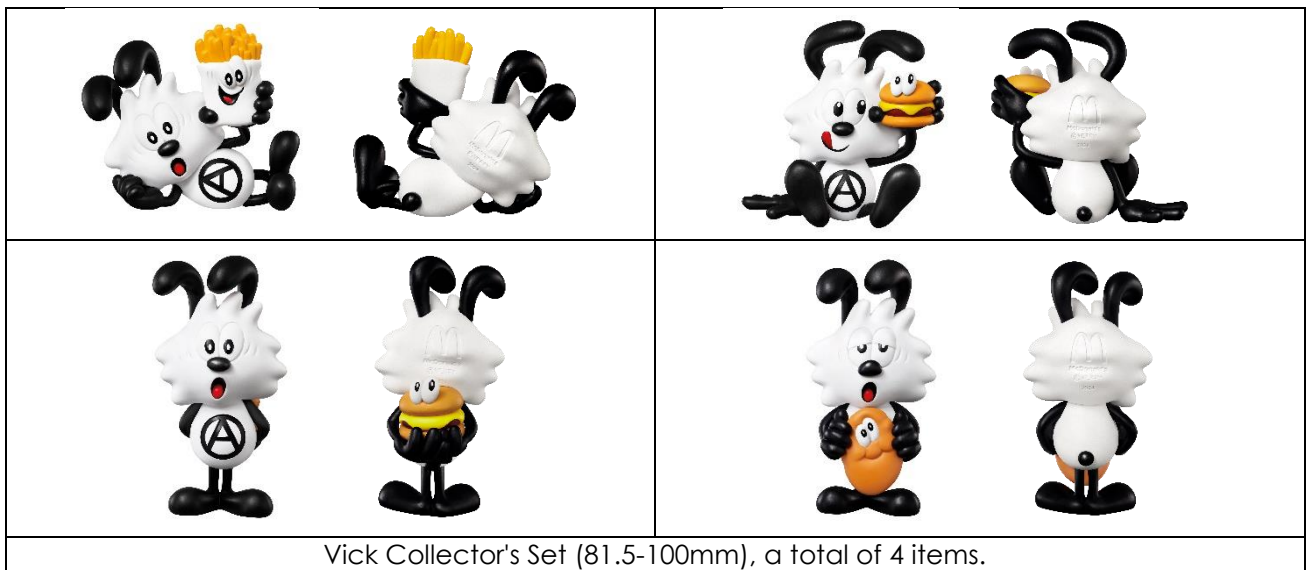
Verdy has also specially created a series of limited-edition collaborative merchandise for McDonald's Hong Kong featuring the Vick character and iconic McDonald's items.



ComplexCon Hong Kong's visitors and McDonald's App members will have the exclusive opportunity to pre-order the "Vick Collector's Set" starting from 10:00am on March 23. The set, priced at HK\$480, includes four exclusive limited-edition figures and an 18pcs Chicken McNuggets meal.

Verdy has personally designed the four exclusive Vick figures, each showcasing Vick with adorable expressions and poses, holding his favorite Chicken McNuggets, burger, or fries! The "Vick Collector's Set" package includes the beloved 18pcs Chicken McNuggets meal, which includes all four limited-time dipping sauces: Cajun Sauce, Smoky Nacho Cheese Sauce, Honey Mustard Sauce, and Lemon Aioli Sauce. Verdy is also the creative mind behind the packaging for these dipping sauces, featuring Vick and a cute version of the Chicken McNuggets for you to enjoy anytime, anywhere.

Starting from 10:00am on March 23, ComplexCon Hong Kong attendees can pre-order the "Vick Collector's Set" package by scanning the designated QR code at the pop-up store within the venue. While McDonald's app members can access the pre-order website through the app's banner and choose their preferred pickup location from 20 designated McDonald's restaurants during the ordering and payment process. Customers who successfully pre-order will receive a confirmation email covering the redemption details between March 26 and April 14, 2024.



An Exclusive Selection of Collectibles and Specialty-Shaped Food Items

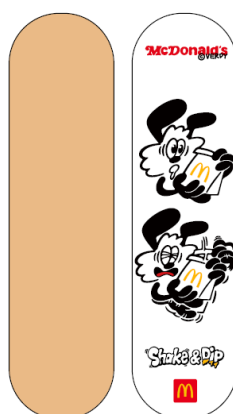
In addition to the four global exclusive figures, the pop-up store at the event will also offer a variety of limited-edition merchandise on site! Stylish t-shirts, work jackets, and skateboards will all celebrate the essence of streetwear and artistic flair. The casual workwear jacket features a playful design on the back, with Vick holding a McDonald's takeout bag and running alongside the iconic McDonald's character, the Hamburglar. Premium items are in limited supply, so don't miss your chance to get the sought after merchandise before they're all gone!



Collaboration of McDonald's and Verdy - Limited-edition Stylish t-shirt (Black) – \$480



Collaboration of McDonald's and Verdy – Limited-edition Work Jacket – \$1,580



(Design Preview)

Collaboration of McDonald's and Verdy - Limited-edition Skateboard – \$1,280

McDonald's ComplexCon Pop-up Store

Date: March 23 - 24, 2024 (Saturday and Sunday)
Time: 10:00am – 8:00pm
Venue: Booth F1-F1A Complex Marketplace, AsiaWorld-Expo

McDonald's x Verdy "Vick Collector's Set" Terms and Conditions:

- This is a pre-sale item. The "\$480 Vick Collector's Set" will be available for pick-up starting from 26 March 2024 (the pick-up date will be determined based on the order of payment and the supply of the selected restaurant). Pick-up arrangements will be sent to the registered email address within 2-3 working days after payment is completed.
- Each email address can only be used to purchase once, with a maximum of 4 sets
- Only transactions with payment completed are regarded as successful transactions. Quantities are limited. First come first served, while stock lasts.



- This offer is subject to T&Cs which you are deemed to have agreed upon payment. All payments made are non-refundable under any circumstances.
- Please collect the product in person on the designated date, time and at the designated location, failing which will be considered as forfeiting the product, and McDonald's will not make any alternative arrangements such as refund, re-distributing, wait-listing, or compensating for loss. The pick-up QR code in the confirmation email must be shown to the restaurants' staff before the redemption.
- Each QR code can only be used to receive one Vick Collector's Set and an 18pcs Chicken McNuggets meal. The Vick Collector's Set and the meal must be redeemed at the same time. Each QR code can only be used once. Applicable from 11am to 11:59pm.
- Only transactions with payment completed are regarded as successful transactions. Quantities are limited. First come first served, while stock lasts.
- Products once sold are non-refundable and non-exchangeable.
- List of participating McDonald's® restaurants is subject to change without prior notice with reference to operating conditions.
- The offer is not applicable to McDelivery®.
- Product availability may vary at individual restaurants and while stock lasts.
- All prices listed are in HK dollars.
- Visuals are for reference only.
- In the event of any disputes, MHK Restaurants Limited (a McDonald's Franchised Business) reserves the right of final decision.
- MHK Restaurants Limited (a McDonald's Franchised Business) can cancel or revise the above terms and conditions without any prior notice.
- For all purposes, the English version of this form shall prevail.