



Survey by Hok Yau Club Reveals Rising Stress Levels among DSE Students
McDonald's Hong Kong Hosts City's Largest Six-Day DSE Student Party:
Experience Careers through Interactive Games and De-stress with
Basketball Shooting Challenges
Offering Alternative Career Paths and Showcasing a Happy Work Culture
On-Site Recruitment for Manager Trainees: Five-day Workweek, monthly
salary starting from HK\$17,500

*Fast-Track promotion to Restaurant General Manager in as little as 30 months,
alongside earning a qualification equivalent to a Bachelor's Degree**



Photo Caption : McDonald's Hong Kong CEO Randy Lai (middle) and management team showed their support for McDonald's DSE employees, reaffirming the company's commitment to talent development, youth empowerment and providing diverse career pathways.

[July 15, 2025 – Hong Kong] – McDonald's Hong Kong (McDonald's), one of the region's leading youth employers, reinforces its commitment to being the best employer through its **"McDonald's Means Opportunities"** talent philosophy. With nearly half of its 16,000 employees aged 24 or below, the company consistently invests in talent acquisition and development, empowering young people with diverse career opportunities.

As the release of the 2025 Hong Kong Diploma of Secondary Education Examination (HKDSE) results approaches, a recent "DSE Candidate Stress Survey 2025" conducted by Hok Yau Club, a local student counseling organization in March reveals a concerning trend: stress levels among this year's candidates are higher than 2024. Over 80% reported physical and mental exhaustion during exam preparations, with the uncertainty over "future pathways" emerging as the leading source of anxiety.



In a proactive move to ease exam-related pressure and support all current DSE candidates, McDonald's hosts **the city's largest DSE Student Party at the Atrium on the 2nd Floor of The Wai, Tai Wai, for six consecutive days, from July 15th to July 20th (Tuesday to Sunday)**. This party features a vibrant mix of engaging entertainment activities and interactive experience designed to help students unwind. Representative from Hok Yau Club shared invaluable advices on stress management and career planning, addressing student's top concerns around post-DSE pathways. To further lift spirits, McDonald's launched three HK\$1 special food offers via the McDonald's App, available from today until July 18th. These offers aim to help candidates relax and de-stress through delicious food and a fun-filled party, providing comprehensive, round-the-clock support for DSE students.

McDonald's hosts exclusive party for over 100 DSE employees, offering a vital moment of de-stressing ahead of results release

Today, July 15th, McDonald's offered a vital de-stress opportunity for over 100 of its DSE employees by hosting an exclusive preview of the DSE Student Party to unwind ahead of results release. The event featured six themed game booths that allowed participants to step into the dynamic role of a restaurant manager, blending fun with career inspiration. Employees also captured graduation memories in McDonald's-themed photo zones and took part in the debut of the DSE student-exclusive basketball shooting challenge—one of many entertainment highlights designed to help students de-stress and embrace a positive mindset. Adding to the uplifting atmosphere, McDonald's specially invited emerging local band **ROVER**, composed of DSE alumni, to serve as **DSE Support Team Captains**. Their uplifting live performances struck a powerful chord with students, using music to celebrate resilience and shared past experience.

McDonald's leadership team also graced the event, cheered on the DSE student employees. **Ms. Randy Lai, CEO of McDonald's Hong Kong**, shared words of encouragement "As one of Hong Kong's foremost employers of young talent, McDonald's Hong Kong has consistently championed our 'McDonald's Means Opportunities' talent philosophy. We place great importance to talent cultivation and development, and are committed to providing alternative pathways for DSE graduates. We warmly invite all graduating DSE students to become a cherished part of our joyful McFamily and pursue their dreams with us."

DSE graduates looking to kickstart their careers can join McDonald's as Manager Trainees, enjoying a flexible five-day work week with a monthly salary starting from HK\$17,500. Through comprehensive training and internal promotion assessments, ambitious trainees can rise to the position of Restaurant General Manager in as little as 30 months—while obtaining a qualification equivalent to a Bachelor's Degree. Since 2023, McDonald's Hong Kong has pioneered the food and beverage industry by launching its "Professional Diploma in Management Development (Qualification Framework Level 5)" program, fully sponsoring all Restaurant General Managers to pursue advanced studies during work hours. In the past 3 years, a total of 270 Restaurant General Managers successfully completed the program and



realized their dreams. The recent congregation for the third distinguished cohort took place earlier at the McHappy Office.

Six-Day Celebration Features 6 Immersive Workplace Experience Game Booths and a Basketball Challenge; Hok Yau Club to Offer On-Site Stress Relief Tips for Results Release

From July 15th to July 20th, McDonald's extends a heartfelt invitation to all DSE candidates across the city to immerse themselves in the "**DSE Student Party**" at the Atrium on the 2nd Floor of The Wai, Tai Wai. The venue is transformed into a carnival-styled experience, featuring six game booths where participants could get a playful first taste of the workplace skills required to be a McDonald's Restaurant General Managers. Participants will be given a stamp card, collecting stamps upon completing each game. Those who completed all six booths will be rewarded with a free Big Mac redemption coupon via the McDonald's App by registering their emails—available while supplies last (redemption period: July 21st to August 31st, 2025; refer to McDonald's App terms and conditions for full details). A dedicated McDonald's-themed photo zone added to the happy vibe, where participants could put on graduation gowns and posed with life-sized Ronald McDonald figure, capturing joyful memories as "McDonald's graduates". Furthermore, the event also hosts the first-ever DSE student-exclusive basketball shooting challenge, inviting all DSE candidates to participate for free, challenge themselves, and relax through sports.

Mr. Kevin Kam, Chief People Officer of McDonald's Hong Kong, cheered on the DSE staff ahead the exclusive event, stating, "McDonald's Hong Kong employs nearly 8,000 young individuals. Last year's DSE Student Party received great acclaim, and this year, we're building on the momentum by creating fun, engaging activities coupled with practical employment information to support candidates as they await their examination results."

To further assist students during this high-pressure period, McDonald's invited Mr. Leung Kwok Shing, Executive Director of Hok Yau Club and a veteran educator, to offer guidance on stress management and career planning. He shared, "Our recent survey indicates a rise in DSE candidates' stress levels compared to last year. We encourage students to adopt a positive mindset when facing stress and take time to de-stress through activities like listening to music and exercising. It's encouraging to see corporations like McDonald's Hong Kong stepping up to offer both emotional support and career opportunities, helping young people in meaningful and diverse ways." Furthermore, Hok Yau Club will staff a booth daily at the "DSE Student Party" with social workers providing counseling and consultation. A McDonald's recruitment consultant will also be on-site to address inquiries from candidates interested in joining the company.

As part of the DSE Student Party celebrations, McDonald's Hong Kong highlighted its commitment to employee development through the inspiring stories of two graduates from its



"Professional Diploma in Management Development (QF Level 5)" program — both of whom began as part-time crew members and later advanced to full-time manager roles..

Kelly Ho, Restaurant General Manager of the IFC Mall restaurant, recounted her remarkable journey with McDonald's. Graduating from HKDSE at just 18, she began her full-time career with McDonald's, even becoming a Manager Trainee on her birthday. With the support of robust training programs and the mentorship of her supervisor, Kelly quickly climbed the ranks. By age 20, she became the youngest member of the Store Management Team at Admiralty Centre McDonald's, leading a team of over 100 staff members. She spoke passionately about the principle that resonated most during her studies: "None of Us is as Good as All of Us," which underscored the importance of teamwork and mutual trust. She emphasized McDonald's dedication to employee care and hopes to inspire the next generation to thrive and grow within the McFamily.

Representing long-term success, Jacky Chan, Restaurant General Manager of the Admiralty Centre McDonald's, reflected on his 25-year journey with the company. Joining after graduating from university, Jacky has played a front-row role in the evolution of the Admiralty Centre restaurant—from industry-leading digital upgrades to its latest Admiralty 2.0 makeover. Now managing over 250 employees, he is known for sharing his hands-on experience generously across all age groups. A strong advocate of the "leading by example" philosophy taught in McDonald's leadership training, Jacky is committed to fostering an environment where every team member can discover their strengths, grow with pride, and feel truly at home in the McFamily.

Restaurants Transforming into Recruitment Centers; McDonald's App Launches Limited-Time HK\$1 Food Offers Starting Today, Providing Round-the-Clock Support for DSE Students

With the release of this year's DSE results, McDonald's is ramping up its support for all candidates across the city! From July 21 to July 31, five selected McDonald's restaurants – Market Street in Tsuen Wan, Sceneway Garden in Lam Tin, Chuang's Tower in Central, Hung Hom Station, and Tai Wo Estate—will be transformed into recruitment centers. Here, candidates can undergo on-site personality analyses to facilitate ideal job matching.

To boost morale and provide round-the-clock comfort, the McDonald's App is rolling out three limited-time special food offers from today till July 18: **\$1 extra apple pie with any Extra Value Meal purchase, \$1 McCafé Americano and \$1 Big Fanta**. These deals are designed to provide delicious comfort and encouragement during this important time.



1. To champion all current DSE candidates, McDonald's Hong Kong is hosting the city's largest DSE Student Party at The Wai, Tai Wai, from today until July 20th. This six-day event offers an integrated experience featuring interactive game booths, engaging workplace simulations, and a dedicated graduation photo zone, all meticulously designed to help students unwind and confidently approach results day.



2. As one of Hong Kong's largest youth employers, McDonald's Hong Kong is committed to nurturing talent. Ms. Randy Lai, CEO of McDonald's Hong Kong hosts a private session for DSE employees, demonstrating the company's strong support.



3. Mr. Kevin Kam, McDonald's Hong Kong Chief People Officer, delivers a motivational speech to a group of McDonald's DSE employees before the event.



4. Mr. Leung Kwok Shing, Executive Director of Hok Yau Club, alongside two distinguished graduates from McDonald's Hong Kong's "Professional Diploma in Management Development (Qualification Framework Level 5)" program, delivered insightful sharings, offering valuable strategies for managing stress and exploring alternative pathways beyond traditional academic pursuits.



5. The McDonald's Hong Kong DSE Student Party features immersive workplace experience game booths, a themed photo installation, and a basketball challenge, all showcasing McDonald's vibrant and joyful workplace culture.



6. Since 2023, McDonald's Hong Kong has pioneered the food and beverage industry by launching its "Professional Diploma in Management Development (Qualification Framework Level 5)" program, fully sponsoring all Restaurant General Managers to pursue advanced studies during work hours. To date, a remarkable 270 Restaurant General Managers have proudly graduated, donning their academic caps and successfully realizing their aspirations.



50 YEARS
LOVE



7. Upholding its "McDonald's Means Opportunities" talent philosophy, McDonald's Hong Kong remains steadfast in cultivating a diverse, inclusive, and enriching work environment. Driven by its ambition to be recognized as Hong Kong's best employer, the company continues to place employee well-being and development at the forefront.

McDonald's App Offers
(Available from July 15th to July 18th)



\$1 extra apple pie with any Extra Value Meal purchase
(11:00AM – 4:00AM)



\$1 McCafé Amerciano
(6:00AM – 11:00AM)
Choice of Small Cup of Hot Drinks, or Iced Drinks
+\$5.5 for a small cup of hot Latte or Coconut Flavored Latte
+\$9.9 for Iced Latte or Iced Coconut Milk Latte



\$1 Fanta
Choice of Fanta, Coca-Cola, Coca-Cola No Sugar, or Sprite
(11:00AM – 4:00AM)



Event Details of McDonald's DSE Student Party

Date : July 15th , 2025 (Tuesday) – July 20th , 2025 (Sunday)
Time : 5:00PM – 7:30PM (July 15th, 2025)
11:00 AM – 7:30 PM (July 16th – 20th , 2025)
Venue : Atrium, L2, The Wai, Tai Wai