



McDonald's Fully Supports DSE Students

by Hosting the **First Large-Scale Student Party**

Provides Alternative Pathway for DSE Graduates: Join as Shift Managers to Progress towards Restaurant General Managers and Obtain a Qualification Equivalent to a Bachelor's Degree through "Qualification Framework Level 5" program in As Little As 30 Months

Starting from Today, the McDonald's App Will Launch Three \$1 Special Discount Offers



[July 15, 2024 - Hong Kong] – McDonald's Hong Kong (McDonald's) is committed to its talent development philosophy of "McDonald's Means Opportunities", aiming to cultivate future leaders and striving to be the best employer. Since 2023, McDonald's has pioneered the food and beverage industry by launching the "Professional Diploma in Management Development (Qualification Framework Level 5)" program. Through this program, employees have the opportunity to acquire practical experience and undergo professional training. As of today, almost 250 Restaurant General Managers (RGMs) have successfully completed the program and obtained a qualification at a level equivalent to that of a bachelor's degree (QF Level 5). The congregation for the second batch of graduates was held on 11 July at the McHappy Office.

As the release of Hong Kong Diploma of Secondary Education Examination (HKDSE) results approaches, candidates are facing mounting pressure. McDonald's aims to ease this tension and is pleased to host its first-ever large-scale DSE student party. The event will take place at the Roman Amphitheatre in New Town Plaza Phase 1, Sha Tin, to encourage the



city's DSE candidates and recognize their commendable efforts. The event will run for six consecutive days between 16 to 21 July (Tuesday to Sunday) and will feature a variety of McDonald's-themed installations and items - an impressive 4-meter-plus tall McDonald's Bouncy Castle which DSE candidates can join for free during designated sessions, an interactive exhibition showcasing iconic McDonald's menu items such as Hamburgers, McFries, and soft drinks, as well as fun games and personality analysis quizzes. Visitors can also look forward to an interesting exhibit debunking myths about McDonald's managers. For DSE candidates, they can change into the graduation gowns for a commemorative photo with Ronald McDonald himself on location!

McDonald's to host its first ever large-scale DSE Student Party and intends to hire 5,000 young employees within the year

Ms Randy Lai, CEO of McDonald's Hong Kong, cheered on this year's DSE graduates with positivity, "McDonald's Hong Kong has been serving the Hong Kong community for 49 years. As one of the largest employers of young people in Hong Kong, we are committed to supporting youth development and aim to offer nearly 5,000 youth employment opportunities throughout the year. We also strive to establish a clear career advancement path for our young employees and co-create an excellent and inclusive working environment, actively attracting, , retaining and providing opportunities to talent, so that our employees feel proud to be part of this happy McFamily."

After joining McDonald's, DSE graduates can become Shift Managers and look forward to further training and promotion opportunities, which allow them to work towards the title of Restaurant General Manager, all while obtaining a qualification which is equivalent to a bachelor's degree in as little as 30 months. With nearly 8,000 young employees under the age of 24 working with McDonald's, this party promises to add even more prospective young employees to that tally.

"YT Supports Special DSE Student Party" offers a glimpse of a day in the life of a Restaurant General Manager

A first ever "McDonald's DSE Student Party – Yanting Session" was also hosted today for DSE students who have recently joined the McFamily, in which local pop star Yan Ting Chau (YT)-appeared as a -Restaurant General Manager of McDonald's. He shared personal tips for stress relief in addition to the challenges he faced while on the job as well as his dreams and aspirations.

Special HK\$1 offers to be rolled out in the McDonald's app

Consecutively, starting from today until 19 July, the McDonald's App will feature three special HK\$1 offers to give all DSE candidates a boost and cheer them on the results release day. These special offers include adding HK\$1 to any Extra Value Meal order for



Apple Pie or Chocolate Banana Pie, HK\$1 for a Large Size Sprite and HK\$1 for a cup of McCafé Americano Coffee.

Five McDonald's restaurants will be transformed as recruitment centers

From 17 to 28 July, five McDonald's restaurants (Tsuen Wan Market Street, Fortress Metro Tower, Chuang's Tower, Hung Hom Station and Tai Wo Estate) will be partly transformed into recruitment centers upon on-site personality analysis quizzes. Upon joining as a Shift Managers, one will have the opportunity to progress to Restaurant General Manager through comprehensive trainings that are fully subsidized by McDonald's, while at the same time obtaining QF level 5, which is equivalent to the level of a bachelor's degree, through McDonald's "Professional Diploma in Management Development (QF Level 5)". Jimmy Mok, Restaurant General Manager of the McDonald's restaurant at Star House in Tsim Sha Tsui, shared that he felt right at home after joining the company since he was a Form 5 graduate and his motivation to do well encouraged him to work hard and manage a restaurant at just 26 years-old that boasts an annual turnover of over \$10 million. Jimmy completed the Professional Diploma in Management Development (Qualification Framework Level 5) program last year and obtained a qualification at a level equivalent to a bachelor's degree. Last year, he was also selected as one of McDonald's top ten outstanding Restaurant General Managers and is now a mentor as a result of his brilliant work ethic. Through hands-on learning at work, Jimmy believes trust and respect can be passed on to the new generation.

Another QF5 program graduate, Suki Tsang, who is a Restaurant General Manager of the McDonald's restaurant at Kam Tai Court in Ma On Shan, once managed a high-tech restaurant at Science Park and is now hoping to promote service innovation and digital transformation at her restaurant. With the company's support, Suki went on a working holiday in South Korea to gain experience at a local branch there. She believes that compassion and desire to help others will motivate more young people to join and develop their career at McDonald's.

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Photo Captions



McDonald's Hong Kong hosts the first large-scale celebrative party for the city's DSE candidates to showcase the brand's exciting and innovative work culture.



McDonald's Hong Kong CEO Randy Lai cheered on DSE graduates and said that McDonald's will offer nearly 5,000 youth employment opportunities this year. Employees can work towards being promoted to Restaurant General Manager and obtain qualifications equivalent to a bachelor's degree.



The Congregation for the second batch of "Professional Diploma in Management Development (QF Level 5)" graduates was held on 11 July at the McHappy Office.



McDonald's hosts its first ever large-scale DSE Student Party at New Town Plaza in Sha Tin to give a boost to the city's DSE candidates. The exciting event will run for six consecutive days between 16 to 21 July (Tuesday to Sunday).



Restaurant General Manager Jimmy Mok, who has now become a trainer and mentor, hopes to pass on what he has learned to the new generation.



Restaurant General Manager Suki Tsang, who once managed a high-tech restaurant at Science Park, is now hoping to promote service innovation and digital transformation at her restaurant at Kam Tai Court in Ma On Shan.



Interesting interactive exhibitions are set up where visitors can play games and learn more about McDonald's.





McDonald's Large-Scale DSE Candidate Cheering On Party

Dates :	16 July 2024 (Tuesday) until 21 July (Sunday)
Time :	10am until 8pm, 20 minutes per session
Venue :	Roman Amphitheatre, 1/F, New Town Plaza Phase 1, Sha Tin, New Territories, Hong Kong
Ticketing for the McDonald's Bouncy Castle:	*Fresh DSE students can make reservations free of charge on the reservations website by tapping on the top banner in the McDonald's app or by visiting https://campaign.mcdonalds.com.hk/ch/promotions/mcd-level-5-dse-campaign/ .
Donation Amount for McDonald's Bouncy Castle :	\$30 (Children and adults are priced the same) All proceeds will be donated to Ronald McDonald House Charities Hong Kong .

Terms and Conditions for use of McDonald's Bouncy Castle

- Each session will be based on a first-come, first-served basis.
- One email address can be used to register up to 4 times, and up to 2 tickets may be purchased with each reservation.
- All children aged 12 years or younger must be accompanied by an adult or guardian who is over 18 years-old and who will be responsible for their wellbeing during use of the McDonald's Bouncy Castle. Each adult must hold a valid ticket.
- All payments are non-refundable under any circumstances.
- No receipts of any kind will be given.
- The organizer reserves the right to refuse admission to any participant without any explanation.
- The organizer reserves the right to contact participants and inquire about their registration information including personal information. Please see our Notice on Collection and Use of Personal Data to learn more about the personal data we may collect, how and why we collect your personal data. Our notice regarding the collection and use of personal data is hereby incorporated into these Terms and Conditions.
- The organizer reserves the right to change the above information without any further notice or liability. In case of any dispute, the organizer reserves the right to a final decision.
- Participants must agree to, abide by and accept the participant's and event venue rules, special arrangements for bad weather, important matters and terms and conditions of participation. For details, please visit: <https://campaign.mcdonalds.com.hk/ch/promotions/mcd-level-5-dse-campaign/>

McDonald's App E-Coupons Terms and Conditions

- By downloading the McDonald's mobile app and respective e-coupons, users agree to be bound by the following terms and conditions.



- Each e-coupon has different terms and conditions, please refer to the McDonald's mobile app for details.
- E-stamps are not available for drinks purchased using McCafé surprise offers.
- Offers cannot be redeemed for cash and only one offer can be used per purchase.
- Except for reusable offers, each offer can only be used once and will be automatically removed from the "Coupons" page in the McDonald's® App upon completion of the transaction.
- Offer is only applicable to designated McDonald's® restaurants in Hong Kong (except Ocean Park, Sha Tin Racecourse, Happy Valley Racecourse, The Peak Galleria and all McDonald's restaurants in Hong Kong International Airport) and designated McCafé Hong Kong locations (Hopewell Centre, Hoi Wan Street, Shun Tak Centre, The Peak Galleria, Ocean Park, Sha Tin Racecourse, Happy Valley Racecourse and all McDonald's restaurants in Hong Kong International Airport).
- The Crispy Thighs promotion is not applicable at McDonald's restaurants in Ocean Park, Sha Tin Racecourse, Happy Valley Racecourse, Kowloon Station, The Peak Galleria and Hong Kong International Airport.
- Current ongoing offers at McDonald's restaurants and McCafé may change at any time without prior notice.
- If you tap on "Not Interested" on the relevant e-coupon in the McDonald's mobile app, the offer will be removed and cannot be redistributed.
- All special offers are not applicable to McDonald's® parties, theme parties, campus food services and McCafé coffee delivery services, and cannot be used in conjunction with senior citizen card promotions, other discounts and promotions or offers, including the promotion of McDonald's Parent-Child Club.
- Please use/show your e-coupon before payment.
- Each e-coupon in the McDonald's mobile app has an expiration date, so please pay attention to its expiry date. E-coupons must be used before its expiry date.
- Prices are in Hong Kong dollars.
- Food and beverage availability will vary depending on availability at individual restaurants. All are in limited quantities and are sold while stocks last.
- Pictures are for reference only.
- In case of any dispute, MHK Restaurants Limited (a McDonald's Franchised Business) reserves the right of final decision.
- MHK Restaurants Limited (a McDonald's Franchised Business) reserves the right to cancel and/or change the above terms and conditions without prior notice.