



McDonald's Russia 20th Anniversary Fact Sheet

McDonald's Russia

Since opening in 1990, McDonald's Russia has become the fastest growing market for McDonald's in Europe.

McDonald's Russia has served more than two billion customers over the past 20 years:

- Currently serves more than 950,000 customers per day
- The Pushkin Square restaurant alone has served more than 137 million customers

Currently, over 80% of raw ingredients needed for McDonald's in Russia Restaurants are purchased from independent Russian suppliers.



Founder

Canadian business leader George Cohon is the Founder of McDonald's Restaurants of Canada Limited and McDonald's Russia as well as the author of the bestselling book chronicling his journey, "To Russia with Fries."

George's chance meeting with Soviet delegation at the Olympic Games in Montreal in 1976 started the 14-year process to opening the first McDonald's Russia restaurant in Pushkin Square.

Employment

McDonald's Russia currently has 245 restaurants in more than 60 Russian cities

McDonald's opened 33 new restaurants in Russia in 2009, creating over 3,300 new jobs

- McDonald's Russia employs over 25,000 people
- Each new restaurant opening creates 100 jobs on average for local people

In 2010, with plans to accelerate the pace of growth by 20%, McDonald's Russia is expected to add a total of 4,000-4,500 new job opportunities for local citizens.

Charity

Since inception in Russia in 2004, Ronald McDonald House Charities (RMHC) Russia has donated more than \$11 million (CAD) to local charities

- RMHC opened 10 Family Rooms in medical institutions across Russia to offer comfort and support for families of children undergoing long term medical treatment
- More than 34,000 children with their families stayed there, benefiting from the home-away-from-home atmosphere

Did You Know?

More than 30,000 customers were served on the opening day on January 31st, 1990 – breaking the record for first-day sales in McDonald's history.

