



Implementing the National Employee Discount

- Why introduce the discount
- How it works
- How to communicate



Employee Experience of the Future... with the National Employee Discount

We hear all the time that employees are asked if they get a discount when they say they work at McDonald's. With this exciting new program, now they can say YES!

While you may offer your employees a discount for meals in your restaurant(s) during working hours, this new program provides discounts at restaurants around the country.

An important note

This information is offered as an optional resource to Owner/Operators. Owner/Operators are independent employers who establish their own policies and may choose the information from this material that they believe will be helpful to them in operating their businesses. Owner/Operators, therefore, may choose to use all, some, or none of this information in operating their McDonald's restaurant(s). For any legal issues affecting their business, Owner/Operators should consult their legal counsel. Owner/Operators are exclusively responsible for all employment matters at the restaurant(s) they own and operate, as well as complying with all statutes, laws, and regulations applicable to their restaurant(s).

Why it matters for employees

The National Employee Discount provides a meaningful benefit to employees... we know because McDonald's employees nationwide have said meal discounts are important to them. While other companies offer employee discounts, no one can match McDonald's size and scale.

Since employees will be able to take advantage of their employee discount at participating restaurants nationwide, this program will help to improve their McDonald's experience, whether they're at work or not.

Why it matters for you

It's no secret that reducing turnover and improving recruitment and retention efforts can significantly reduce costs for your company. The National Employee Discount can help improve retention and reduce turnover by offering your employees something they value which helps to create a better employee experience. And, offering valuable perks like this can help your recruiting, too.

Plus, when employees have access to a discount program, they are more likely to buy their meals in your restaurant(s). That can mean increased sales as well.



How it works

The following is the recommended approach to implementing the National Employee Discount in your restaurant(s). As with all decisions related to benefits and discounts, it's up to you to decide if and how you want to implement it. You have complete flexibility in determining eligibility and what eligible employees receive.

The recommended approach:



Eligibility:

All active employees are included as long as they have an email address listed in eRestaurant. If your restaurant(s) uses electronic on-boarding offered through McHire, email addresses for new hires are automatically imported into eRestaurant. And the owner/operator has to sign the agreement in GAM for all participating restaurants.



What they get:

Employees get a 30% discount on meal orders at participating restaurants.



When they get it:

Employees can use their discount when they visit a participating restaurant.



How they use it:

Employees scan their unique mobile offer at checkout.



Other discounts:

If you already offer a discount to your employees, it is recommended that you continue to offer that benefit in addition to the National Employee Discount. It is recommended that this offer be treated like other offers — only one offer per order.

TIP

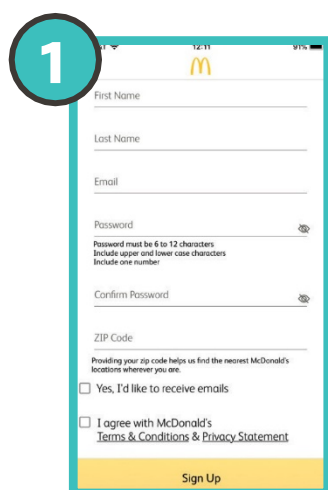
Make sure you're on the list of participating restaurants

To be included in the National Employee Discount, log-in to the Global Account Manager at <https://account.mcd.com/> and look under Your Agreements for the National Employee Discount Operator Agreement. You'll need to digitally sign and submit this agreement in order for

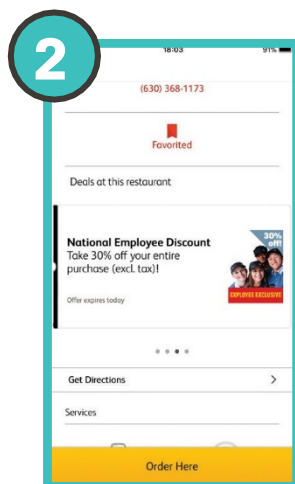
Getting the discount through the McDonald's Global Mobile App

First, make sure you have the McDonald's Global Mobile App. Use the same email address as in eRestaurant to set up an account in the McDonald's Global Mobile App. If you already have the McDonald's Global Mobil App, but it has a different email in the profile than what is in eRestaurant the recommended solution is to remove the McDonald's Global Mobile App from your phone and reinstall it. Once reinstalled set up a new account using the email that is in eRestaurant. **The discount will not work if the emails do not match in both eHR and the McDonald's Global Mobile App.**

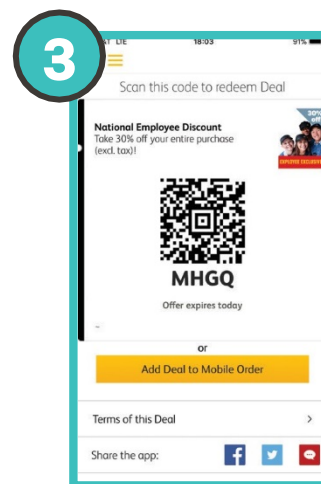
Here's what it looks like when you want to get started:



Create an account in the McDonald's Global Mobile App, if you don't already have one.



Click on the National Employee Discount within the McDonald's Global Mobile App Deals section.



Scan your mobile offer at checkout.

Implementing the discount program

This is a really exciting program for your people. McDonald's employees nationwide have consistently said that a national discount program is a top priority for them.

Consider ways to create excitement around the National Employee Discount by emphasizing the value of the discount and how easy it is to access.



What you should do, as an Owner/Operator

- ✓ Digitally sign and submit the National Employee Discount Operator Agreement within the Global Account Manager at <https://account.mcd.com/>. It may be under Your Agreements. You need to sign for each restaurant you want to participate in the program.
- ✓ Review the communications materials included in this packet and on @mcd.
- ✓ Distribute communication materials, as appropriate.
- ✓ Provide your manager(s) with the enclosed Manager's Guide.
- ✓ Talk with the manager(s) in your restaurant(s) about implementing the National Employee Discount in your restaurant(s).

TIP

See page 4 for more information on accessing the discount



Talking points

Work with managers in your restaurants to share these talking points with employees:

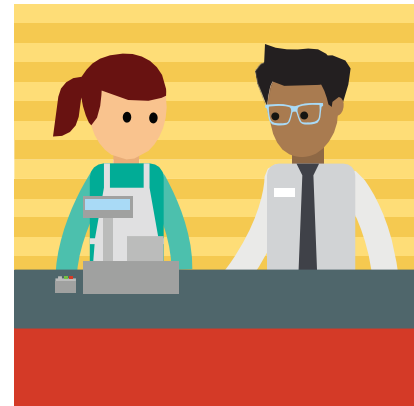
- Use it on any food order and get 30% off!
- Use it when you're not at work!
- Your mobile offer is unique to you, so no one else can use it on your behalf.
- You can use your mobile offer at any participating McDonald's restaurant nationwide!

What managers should do

- ✓ Pull the Restaurant Email Address Report through the Global Account Manager to view the status of crew and managers.
- ✓ Talk with employees about the National Employee Discount, using the materials in the Manager's Guide.
- ✓ Set up their own McDonald's Global Mobile App account.

What employees should do

- ✓ Provide their manager with a valid email address. This can be a Yahoo! mail, Gmail, or Windows Live address, or the email address used to log-in to Facebook.
- ✓ Download the McDonald's Global Mobile App from Apple App Store (iOS) or Google Play Store (Android). Use the same email address as was given to the manager to set up an account. **The discount will not work if the emails do not match in both eHR and the McDonald's Global Mobile App.**
- ✓ When they want to use their discount, they should open the McDonald's Global Mobile App and click through to the discount. See page 4 for more information on this process.



Troubleshooting

| What happens if... | Things to check |
|---|--|
| I cannot sign into my McDonald's Global Mobile App account. | For those employees that created a McDonald's Global Mobile App account before the program started, he/she should try signing into the McDonald's Global Mobile App using either their Facebook or Google log-in credentials or a previously used email address. |
| I don't see the 30% discount offer in my McDonald's Global Mobile App Deals. | Ask the employee to logout/in of his/her McDonald's Global Mobile App account. |
| | Have the employee uninstall the GMA account to make sure they have the latest version of the app and clear any old data on their cell phone and add the App back to their phone. |
| | Confirm the employee has downloaded the McDonald's Global Mobile App. |
| | Confirm the employee has a unique email address listed in his/her Employment Record in eRestaurant and that the email addresses in eRestaurant and McDonald's Global Mobile App accounts are the same. |
| | The offer can only be viewed if an employee is within 5 miles of a participating restaurant. Confirm their location before escalating. |
| I have signed the agreement and confirmed the email addresses match and I still do not see the 30% discount offer in my McDonald's Global Mobile App Deals. | If the general manager has confirmed the employee has completed all required set-up steps, contact ATOS for technical support. |
| The restaurant did not accept my 30% discount offer. | Confirm that employee visited one of the restaurants participating. If not, inform the employee that only certain restaurants are participating and that they can check if a restaurant is participating in the McDonald's Global Mobile App. |
| The restaurant is participating and still did not accept the 30% discount offer. | If there are no issues with the scanners at that restaurant, general managers should report the issue to their Owner/Operator. |



Got questions?

Contact your local HR partner for questions about the National Employee Discount

For any legal questions, you should contact the EPLI helpline at 877-376-4100 or your own legal counsel.