



McDonald's Celebrates 50 Years in Curaçao with three Next Generation Restaurants and Innovative Sustainable Initiatives

Curacao, August 15, 2024 – Arcos Dorados, the world's largest independent McDonald's franchisee operating the largest quick service restaurant chain in Latin America and the Caribbean, celebrates McDonald's 50th anniversary in Curaçao, a milestone marked by three state-of-the-art remodeled restaurants and a strong commitment to sustainability. Operating the five McDonald's locations in the island since 2007, Arcos Dorados has upheld the brand's legacy of providing quality food and creating formal employment opportunities for local talent.

For five decades, McDonald's has been a part of the cultural fabric of Curaçao, celebrating countless memorable moments with many generations of curazoleños. Its dedication to quality and service has consistently earned McDonald's the title of the preferred restaurant among locals for seven consecutive years in the prestigious "Best of the Best" ranking.

"As we celebrate 50 years of McDonald's in Curaçao, we reflect on our deep-rooted commitment to quality, community, and sustainability. Our 14 sustainable initiatives in the newly remodeled restaurants stand as a testament to our responsibility towards the environment and our dedication to making a positive impact in the local communities. Together, we look forward to the next chapter of serving the people of Curaçao with the same passion and dedication that has defined our journey for the past five decades." — said Diego Paniagua, Managing Director for Arcos Dorados Curaçao, Aruba, and Trinidad and Tobago

Digital Experience: Connecting Customers to Their Favorites

As part of the 50th-anniversary celebrations, McDonald's is reinventing customer engagement with the modernization of three restaurants in Curaçao: Salinja Galleries, Salinja Dr. Maalweg, and Santa Maria. These locations now feature an enhanced digital experience that seamlessly blends the physical and digital worlds, making every visit more enjoyable and personalized.

The new 'Experience of the Future' restaurants (EOTF) introduces self-order kiosks that empower customers to customize their favorite meals from digital screens, choose multiple payment options, and request table delivery for added convenience. Additionally, the Drive Thru has been upgraded with new digital screens to streamline the ordering process and ensure customers are updated on the latest menu offerings.

"Whether in the restaurant, the drive thru or our delivery service, we have a mindset of innovation; relying on technology, like self-order kiosks or our app, to make each visit to



McDonald's easier, more convenient and enjoyable” said Jennifer Poulina, Market Manager for Arcos Dorados Curaçao.

14 Sustainable Initiatives to Reduce Environmental Impact

In line with McDonald’s commitment to the environment, the company has implemented 14 sustainable initiatives across its newly remodeled restaurants in Curaçao, contributing to its ongoing strategy, known as the Recipe for the Future. This strategy focuses on innovating solutions to tackle environmental challenges while enhancing community welfare.

McDonald’s sustainability efforts include energy-saving solutions such as LED lighting, high-efficiency air conditioning, movement sensors and solar panels for water heating; as well as water-saving systems that utilize rainwater and condensation recovery. Furthermore, the brand is committed to circular economy through waste separation for customers and employees, dedicated facilities to separate recycling materials, and ongoing recovery of used cooking oil, amounting to over 8,200 liters repurposed into biodiesel since January 2024.

Continuing Community Support through the Great Day of McDonald's

At the heart of McDonald’s community commitment lies its Great Day, celebrated annually throughout Latin America and the Caribbean. This year, Curaçao's Great Day will take place on November 22nd, supporting local organizations focused on youth and family welfare.

On this day, the proceeds from McDonald’s iconic Big Mac will be donated to FUNDITUT, which trains local youth in job skills, and the Ronald McDonald House Charities Curaçao Foundation, which supports families with children facing severe health challenges. Over the past seven years, McDonald’s have donated the value of more than 33,000 Big Macs to these essential causes. For the 2024 edition, McDonald’s encourages its customers, partners, and friends to join the company in supporting this campaign through the purchase of the pre-sale Big Mac vouchers starting this September; and showing up to McDonald’s restaurants in Curaçao, on November 22nd, to celebrate along with them the joy to give back to the local community.

About Arcos Dorados

Arcos Dorados is the world’s largest independent McDonald’s franchisee, operating the largest quick service restaurant chain in Latin America and the Caribbean. It has the exclusive right to own, operate and grant franchises of McDonald’s restaurants in 20 Latin American and Caribbean countries and territories with more than 2,350 restaurants, operated by the Company or by its sub-franchisees, that together employ over 100 thousand people (as of 06/30/2024). The Company also utilizes its [Recipe for the Future](#) ESG platform to positively impact the communities in which it operates. Arcos Dorados is listed for trading on the New York Stock Exchange (NYSE: ARCO). To learn more about the Company, please visit the Investors section of our website: www.arcosdorados.com.