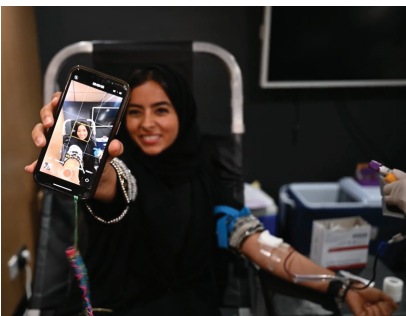


# Humanitarian leadership and social Responsibility for a Brighter Future



# About Ajyalona

Our Ajyalona initiative underpins our commitment at McDonald's Saudi Arabia to our precious Saudi community, which we have been loyally serving for 30 years. The initiative is based on three main pillars:

1. Supporting Humanitarian Causes.
2. Empowering Saudi Youth.
3. Promoting a Healthy, Active and Balanced Lifestyle.

For more information about our Ajyalona platform, please visit

[www.ajyalona.com](http://www.ajyalona.com)



## Supporting Humanitarian Causes Down Syndrome Support

### 1. Training

McDonald's Saudi Arabia is committed to empowering our children with Down syndrome. In collaboration with specialized charities, we offer six (6) specific training programs tailored to their needs:

1



#### Down Syndrome Charitable Association (DSCA)::

McDonald's two programs to improve language and functional proficiency (in collaboration with DSCA Charitable Association).

2



#### SAUT: The Voice of Down Syndrome Society

McDonald's Self-Support, reading and writing programs (in collaboration with SAUT).

3



#### Eradah Association

McDonald's two language proficiency and independent living skills programs (in collaboration with Eradah Association in Jubail).





Number of beneficiaries in 2023 **350**

Total beneficiaries since start of the two programs **1,565**

**Support in 2023:**  
**2,243,600 SAR**

**Total support since start of the two programs:**  
**12,063,368 SAR**

## 2. Employment

For nearly 17 years, McDonald's Saudi Arabia has been and remains a prominent supporter of equal employment opportunities for people with Down Syndrome by providing them with specialized training and rehabilitation programs.

**2023: 55**

**2006 - 2023: 126 employees**

**33 employees promoted**



## 3. Developing Relevant Charities

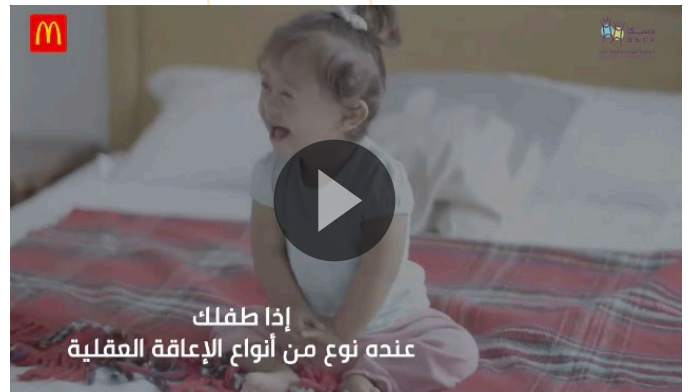
McDonald's Saudi Arabia, in cooperation with DSCA Charitable Association, launched its program for building the personal capacities of people with Down Syndrome aimed specifically at developing their communication and behavioral skills. The program also benefits family members, specialists, and associations through hosting workshops to increase awareness of this precious group.

Number of beneficiaries in 2023 **440**

Total beneficiaries **2,325**

**Support in 2023:**  
**106,851 SAR**

**Total Support 2018 - 2023:**  
**762,851 SAR**





## 4. Entertainment

This year, we celebrated national days and special events with our Down Syndrome friends.

- ▶ Celebrating Saudi Founding Day with Down Syndrome children
- ▶ Celebrating World Down Syndrome Day
- ▶ Celebrating Eid Al-Fitr with Down Syndrome children
- ▶ Celebrating the end of the school year and Eid al-Adha
- ▶ Celebrating Saudi National Day with Down Syndrome children
- ▶ Celebrating the summer holiday



**2023**

Children Engaged	Number of Events
<b>6,300</b>	<b>105</b>



**2017 - 2023**

Children Engaged	Number of Events	Participating Charities
<b>42,000</b>	<b>840</b>	<b>220</b>



## Humanitarian and Social Events

### These included:

- ▶ Celebrating World Food Day
- ▶ Celebrating World Children's Day
- ▶ Celebrating International Day of Persons with Disabilities
- ▶ McDonald's pediatric dentistry and heart clinics launched at Enayah Charitable Society's health center
- ▶ Celebrating World Autism Awareness Day
- ▶ Environmental awareness campaigns
- ▶ McDonald's neighborhood beautification activities
- ▶ Patient hospital visits
- ▶ Storyteller 'Hakawaty' program
- ▶ Health sector support
- ▶ 'Year of Arabic Poetry' Initiative
- ▶ Celebrating World Cancer Day
- ▶ Celebrating the 'Year of Arabic Calligraphy' in collaboration with the Saudi Ministry of Culture
- ▶ Celebrating World Orphans Day





## Charitable Initiatives

Share the Goodness initiative was launched by McDonald's Saudi Arabia in the Western and Southern regions, along with Tabuk, to support families and individuals in need and cultivate the ethos of responsibility within McDonald's community.

### ■ Food Supply Boxes:

For more than five years, McDonald's Saudi Arabia offered food supply boxes to over **14,100** families



### ■ Donating Electrical Appliances:

In 2023, more than **600** families received many essential household items and electrical appliances.





## Charitable Initiatives

### ■ Donating Loyalty Points:

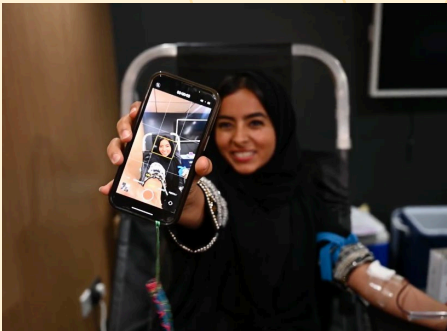
During the blessed month of Ramadan 2023, McDonald's offered its customers the opportunity to donate loyalty points through the company's app. More than

**1.5 million** loyalty points were collected and donated to Albaydha Society for Development to buy Eid clothing for those in need.



### ■ Blood Donation Campaigns:

Launched by the company in collaboration with local laboratories and blood banks in Jeddah, these campaigns focused on raising awareness of the importance and health benefits of blood donation.





## Ramadan Iftar Activities:

In 2023, McDonald's Saudi Arabia supported over **30** charitable associations with more than **2,900** Iftar (breakfast) meals.



## Awards:

In 2023, McDonald's was awarded **the National Award for Voluntary Work**, an award given by the Ministry of Human Resources and Social Development to private sector organizations in recognition of their efforts to promote and activate volunteerism and their contribution to community service.





## Success Partner Promoting Voluntary Work

McDonald's signed a memorandum of cooperation with the National Donations Platform (DONATE), enabling us to extend our support to local charitable foundations and families in need. We make sustained efforts to efficiently provide help and promote cooperation to spread goodness and generosity to benefit the wider community.



## Empowering Saudi youth

McDonald's invests in the future of the Kingdom of Saudi Arabia by empowering young male and female talents through tailored training and development programs.

**4226**

Number of Saudi employees



**%35.45**

Job Nationalization







## Tomoooh

Our Tomoooh program focuses on qualifying fresh graduates to become branch managers in 18 months of intensive training.

**2018 - 2023**

Number of enrolled students: **317**      Graduates: **43**

## Hemmah Program

Our Hemmah program focuses on developing our Saudi crew members to become managers within six months.

**2022 - 2023**

Number of enrolled students: **253**      Graduates: **171**

## Qada

Our Qada program focuses on promoting the capabilities of our employees to prepare them to become restaurant managers within 24 months of training.

**2022 - 2023**

Number of enrolled students: **12**      Number of enrolled students: **8**

## Acknowledgments

To those dedicated volunteers, generous donors and passionate partners, we offer our heartfelt thanks for your unwavering support of our CSR initiatives. Your support does not just fuel our programs in Saudi Arabia, it ignites a lasting change in countless lives, shaping a brighter future for our nation.

