



MEDIA RELEASE

Macca's delivers the next level of convenience with new mobile ordering app

Sydney, Thursday 18 May: As of today McDonald's is redefining how digital technology can create ease and convenience for its customers with the launch of the new MyMacca's app. Available nationally, the new mobile ordering app allows users to pre-order and pay for their favourite Macca's meal at the tap of a button.

Now whether you're in Bundaberg or Ballarat, your next trip to Macca's just became a whole lot easier, with the MyMacca's app allowing you to create your order wherever you are, place your order on approach to your nominated restaurant, and collect your meal when you arrive.

The latest evolution in McDonald's customer service, the MyMacca's app will give customers a more personalised experience, beyond the ordering process. Built with a simple and easy to use interface, MyMacca's, which will also extend to drive-thru in the coming weeks, gives customers the power to customise their order, save time in-restaurant and remember their favourite menu items for convenient repurchases.

The introduction of the app is the continuation of Macca's innovation journey and commitment to be the most connected brand in Australia, and follows a series of recently-launched initiatives such as McCafe drive-thru service, in-restaurant digital kiosks and digital menu boards.

Mark Wheeler, Director of Digital of McDonald's Australia says, "We're always listening to our customers and looking at ways we can evolve their experience through digital-led innovation. When people think of McDonald's they think convenience and accessibility, so we've developed the MyMacca's app to take advantage of smartphone technology, and give our customers an experience that is as fast, easy and enjoyable as possible. We're excited for customers across the country to try out the app and tell us what they think."

The new MyMacca's app is available to download on iOS via the Apple App Store and Android via Google Play. For a limited time only, customers who download the mymacca's app will also be able to discover a hidden value offers within the menu. Can you find it?

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About McDonald's Australia

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 950 McDonald's restaurants across Australia, 80 per cent of which are franchised and run by local businessmen and women. The organisation employs more than 100,000 people in restaurants and corporate offices Australia-wide, and is the largest employer of youth in the country. McDonald's creates more than 6,000 new jobs each year and spends over \$40 million per annum on training and people development. McDonald's suppliers export \$175 million worth of Australian products annually and its restaurants spend more than \$1.6 billion on food, packaging and other Australian goods and services each year.

For more information visit www.mcdonalds.com.au or <https://www.facebook.com/McDonaldsAU>. McDonald's is also on Twitter – check us out at <https://twitter.com/maccas>.