



MEDIA RELEASE

Macca's Launches First National Loyalty Program
Earn and enjoy rewards from some of Macca's most iconic products

Wednesday 2 March 2021: The loyalty program everyone has been craving is finally here, as McDonald's Australia launches MyMacca's Rewards nationally from Thursday, 3 March.

MyMacca's Rewards is McDonald's Australia's first national loyalty program and allows customers to earn 100 points for every \$1 spent on eligible food and drink purchases via the MyMacca's app.

Once customers receive 2,500 points and more, they will be able to redeem their rewards on a range of menu favourites such as McCafe coffee, Cheeseburger, Fries and Big Mac.

Points	Redeemable products
2,500 points	McCafé coffee of any size, Hamburger, small soft drink, Apple Pie or apple slices.
5,000 points	Bacon & Egg McMuffin, Cheeseburger, large Fries, McFlurry or Crispy Snack Wrap.
7,500 points	Big Mac, Quarter Pounder, McChicken, Filet-O-Fish or Classic Chicken Salad.

Tobi Fukushima, Marketing Manager, McDonald's Australia, said: "The only thing better than enjoying your Macca's faves is being rewarded for it!

"With the launch of MyMacca's Rewards, customers all over Australia can now earn points for every dollar spent, redeemable against some of our most iconic menu items.

"The rewards program is a way for us to give back to our loyal customers by providing greater convenience, value and rewards.

"The more you earn, the more you unlock, so jump onto the MyMacca's app and start collecting those points!"

Through integrating rewards into the MyMacca's app, customers can now order food, earn points and enjoy their favourite Macca's items in the one place.

The nationwide launch follows the successful trial of the program in South Australia last year.

For more information visit: www.mcdonalds.com.au/mymaccas-rewards

ENDS

Notes to editors:

**Eligible items**

All food and beverage items excluding RMHC products, RMHC donations (including roundup and McHappy Day donations) and delivery fees. Points are not available on purchases via McDelivery.

Instructions for existing customers

Already have the MyMacca's app? No worries. When you place your next order via the app, you'll see new Terms and Conditions. By accepting these, you'll be able to access MyMacca's Rewards.

Instructions for new customers

Easy! Download and sign up to the MyMacca's app via Google Play or the Apple App Store. Once signed in, read and accept the Terms and Conditions. From March 3, you will be ready to earn Loyalty points on all eligible orders.

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About McDonald's Australia:

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 1,000 McDonald's restaurants across Australia, nearly 85 percent of which are franchised and run by local businessmen and women. The organisation employs more than 105,000 people in restaurants and corporate offices Australia-wide and is the largest employer of youth in the country. McDonald's creates more than 3,000 new jobs each year and spends over \$40 million per annum on training and people development.

For more information, visit www.mcdonalds.com.au or McDonald's social channels: [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) or [YouTube](#).