

## Double Down on the 3Ds\*

McDonald's will accelerate technology innovation so we can offer customers, a faster, easier experience, whether at one of our 25,000 Drive Thrus, through McDelivery®, dine-in or takeaway.

\* Digital, Delivery and Drive Thru



### Future of Ordering



#### Ordering

Get personalized suggestions on what to order in a phone, Drive Thru lanes or at a kiosk and make a contactless payment.



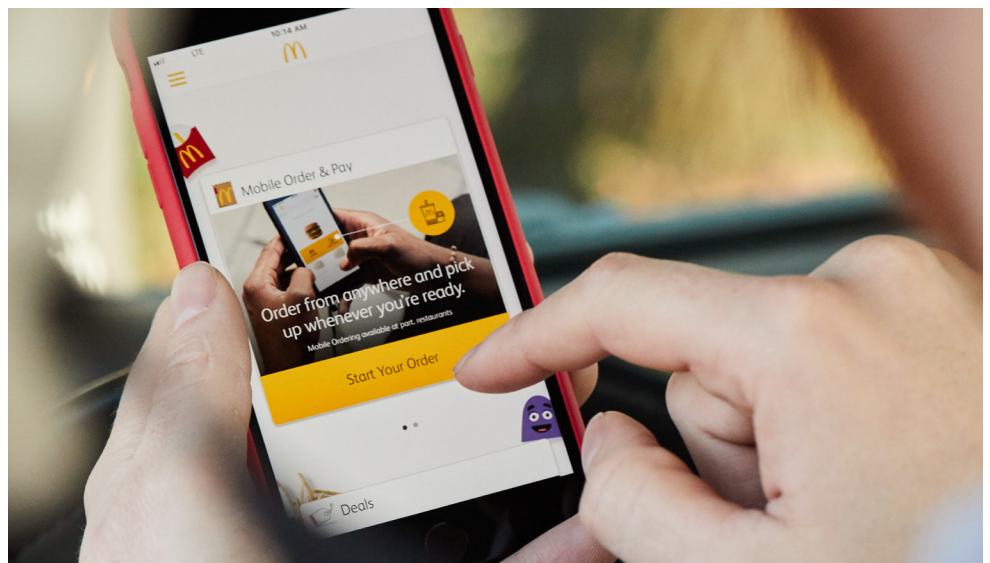
#### Rewards & Offers

Customers may have the ability to receive tailored offers and participate in a loyalty program.



#### Order Pick-up

Customers choose the easiest way to get their food — delivery, Drive Thru options, pick-up, and curbside.



### MyMcDonald's

A new digital experience growth engine, beginning to roll out in our top six markets in 2021, gives customers **enhanced speed, rewards and deals**. It's a seamless McDonald's experience from any way customers order.

#### My mobile order

payment choice

delivery

rewards

deals

McDonald's



### Delivery

Enhancing experience at about 28k restaurants with delivery by adding ability to order delivery via McDonald's app in more markets and improving speed and accuracy.

### Drive Thru Concept Tests



#### Express Drive Thru

A new lane that lets customers using the app skip the line and get their food even faster — it may even come on a conveyor belt.



#### Express Pick Up

New technology can prompt restaurant teams to prep orders when customers are nearby, while dedicated parking spaces ensure fast pick up.



#### On-the-Go

A smaller restaurant footprint focused on Drive Thru, takeaway and delivery with limited or no dine-in seating.

Learn more now [stories.mcdonalds.com](https://stories.mcdonalds.com)