



McDonald's Holdings Company (Japan), Ltd. (2702)

【Monthly IR News】 June 2025

July 4, 2025

In June, System-wide Sales and Same-store Sales increased by 5.1% and 3.6%, respectively, compared to the same month of the previous year.

- We continued to adopt the theme of the popular menu items Teriyaki McBurger and Teriyaki Chicken Fillet-O from May and offered four new products using local ingredients from Hokkaido, Setouchi, and Hakata, respectively, for a limited time. In addition, since Wednesday, June 18, we have been celebrating the release of the latest movie in the Jurassic series with limited-time offers of new products, including the Jurassic World Burgers to mark our first collaboration with Jurassic World as burgers.
- The Roasted Soy Sauce Style Triple Thick Beef, which was made available as a limited-time offer four times in 2024 and was extremely well received by customers, returned for two weeks only from Wednesday, June 4 to Tuesday, June 17, as an exclusive Yoru Mac® item from 17:00.
- On Wednesday, May 28, the Spicy Chicken McNuggets, with the refreshing spiciness of chili peppers and the delicious taste of garlic and onion to linger in the mouth, along with the Tabekurabe PoteNage Large and Extra Large, allowing customers to enjoy two types of nuggets at a reasonable price, were made available for a limited time as exclusive Yoru Mac items from 17:00.
- At the Cannes Lions International Festival of Creativity 2025, the world's largest advertising festival, the "NO SMILES (Smile Agenai)" campaign by McDonald's Japan won the Silver Award in the Creative Effectiveness category. The "NO SMILES" campaign redefined the brand asset of the "Zero-Yen Smile" that McDonald's continued to cherish for many years to match modern values and promoted the diverse ways of working at McDonald's, and its success played a significant role in recruiting crew people.

McDonald's will continue to be a familiar and accessible brand that stays close to every customer, offering the unique hospitality, excitement, and convenient services only McDonald's can provide, along with great value throughout the year.

Monthly Trends (Year-over-Year basis) FY2025

	(Month)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
System-wide	Sales (%)	5.8	2.2	6.6	2.3	16.5	5.1						
Same-store	Sales (%)	4.3	0.8	5.1	0.9	14.7	3.6						
	GC (%)	2.1	0.6	4.8	0.4	9.5	2.3						
	AC (%)	2.2	0.2	0.3	0.5	4.7	1.3						

Quarterly Trends (Year-over-Year basis) FY2025

		Q1 (Jan - Mar)	Q2 (Apr - Jun)	Q3 (Jul - Sep)	Q4 (Oct - Dec)	Cumulative Q2 (Jan - Jun)
System-wide	Sales (%)	5.0	7.8			6.4
Same-store	Sales (%)	3.5	6.2			4.9
	GC (%)	2.6	4.0			3.3
	AC (%)	0.9	2.1			1.5

*System-wide sales are the combined net sales of company-operated and franchised restaurants.

*Same-store sales are the total sales of restaurants operating for 13 months or longer.

<Contact information for inquiries on the above announcement>

[\(McDonald's Company \(Japan\), Ltd.\) Media Interview and Inquiry Form](#)

<Reference Materials>

2024 Trends

* For monthly and store count trends from 2023 onward, click [\[here\]](#).

Monthly Trends (Year-over-Year basis) FY2024

	(Month)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
System-wide	Sales (%)	6.7	7.3	11.2	7.9	6.2	12.1	-0.2	7.0	4.5	3.9	13.5	1.1
Same-store	Sales (%)	5.4	5.8	9.6	6.3	4.9	10.5	-1.6	5.3	2.8	2.3	11.6	-0.4
	GC (%)	1.1	3.2	5.4	3.0	2.3	4.4	-2.1	2.6	0.2	0.8	9.5	-0.1
	AC (%)	4.2	2.5	4.0	3.2	2.5	5.8	0.5	2.6	2.7	1.5	2.0	-0.3

Quarterly Trends (Year-over-Year basis) FY2024

		Q1 (Jan - Mar)	Q2 (Apr - Jun)	Q3 (Jul - Sep)	Q4 (Oct - Dec)	2024 (Jan - Dec)
System-wide	Sales (%)	8.4	8.7	3.8	5.9	6.6
Same-store	Sales (%)	7.0	7.2	2.2	4.2	5.0
	GC (%)	3.2	3.2	0.2	3.3	2.4
	AC (%)	3.6	3.8	2.0	0.9	2.5

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