



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

[Monthly IR News] December 2021

January 6, 2022

McDonald's shall continue to place the highest priority on the health of its customers and employees, ensuring that thorough measures are taken to prevent the spread of COVID-19.

Sales of French Fries were limited to small sizes for a week from December 24 to 30 due to the impact of massive flooding near the Port of Vancouver in Canada, which is a transit point for the imported potatoes, as well as the pandemic's disruptions to the global shipping network. Despite the impact of these factors, sales in December continued to be positive compared to the previous year, supported by a steady increase in base sales up to now. However, as disruption in the distribution network is still continuing, we will continue to monitor the situation closely.

In December, all-store sales increased by +3.3% and same-store sales grew by +2.4% compared to the same month of the previous year. Additionally, annual all-store sales for 2021 increased by +10.7% and same-store sales grew by +9.7% compared to the previous year.

- Base sales during dinner time and across various sales channels continued to increase steadily, thanks to the measures for drive-thru, delivery and digital that consider improving our customers' convenience with safety/security as the priority and strengthening of dinner time along with ongoing value programs, introducing of new menu items such as Samurai Mac and carrying out marketing activities that enhance the connection with our customers.
- As the final burger promotion of this year, the traditional winter item "Gracoro®" and new item "Koku-Uma Angus Beef Bolognese Gracoro®" were offered for a limited time and both menu items were enjoyed by many customers.
- For Happy Meals®, as the culmination of the "[Everyone Together Now! How Do We Solve It?](#)" project, Happy Meals with Books were sold with the "Everyone Together Now! How Do We Solve It?" book to support understanding towards diversity and growth in thinking skills among children.

Monthly trends (Year-to-Year basis) FY2021

	(Month)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
All stores	Sales (%)	19.4	1.7	8.4	10.0	6.7	15.8	22.1	6.2	15.8	14.6	6.5	3.3
Same stores	Sales (%)	18.7	1.0	7.5	9.2	5.7	14.7	21.0	5.3	14.7	13.4	5.4	2.4
	GC (%)	-3.2	-11.3	0.8	20.9	22.5	12.3	12.3	-4.4	4.3	5.4	2.7	0.6
	AC (%)	22.7	13.8	6.6	-9.7	-13.7	2.2	7.7	10.1	10.0	7.6	2.6	1.9

Quarterly trends (Year-to-Year basis) FY2021

		Q1 (Jan - Mar)	Q2 (Apr - Jun)	Q3 (Jul - Sep)	Q4 (Oct - Dec)	Cumulative Q4 (Jan - Dec)
All stores	Sales (%)	9.8	10.6	14.2	7.9	10.7
Same stores	Sales (%)	9.0	9.6	13.2	6.9	9.7
	GC (%)	-4.6	18.5	3.7	2.9	4.5
	AC (%)	14.2	-7.5	9.1	3.9	5.0

*Same stores sales represent comparable sales (current vs. previous year) at all McDonald's restaurants in operation at least 13 months.

We will continue to closely monitor the spread of the new coronavirus and keep evolving by flexibly responding to the changing needs of society and our customers. We will also continue to "feed and foster communities" while working toward the realization of a sustainable society.

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<Reference Materials>

Trends in 2020

*Click [here](#) for monthly and store count trends from 2019 onwards.

	(Month)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
All stores	Sales (%)	3.2	15.4	0.5	6.7	15.4	-2.8	1.4	12.9	6.8	11.2	10.2	7.9
Same stores	Sales (%)	2.6	14.7	-0.1	6.5	15.2	-3.2	1.0	12.4	6.3	10.7	9.6	7.2
	GC (%)	1.5	9.2	-7.7	-18.9	-20.7	-19.4	-13.2	-3.2	-8.5	-4.4	-7.5	-7.4
	AC (%)	1.0	5.1	8.3	31.4	45.3	20.1	16.4	16.1	16.2	15.7	18.5	15.7

Quarterly trends (Year-to-Year basis)

		Q1 (Jan - Mar)	Q2 (Apr - Jun)	Q3 (Jul - Sep)	Q4 (Oct - Dec)	Cumulative Q4 (Jan - Dec)
All stores	Sales (%)	5.9	6.4	7.2	9.7	7.3
Same stores	Sales (%)	5.3	6.2	6.7	9.1	6.8
	GC (%)	0.5	-19.7	-8.3	-6.4	-8.5
	AC (%)	4.7	32.2	16.3	16.6	16.7

*Same stores sales represent comparable sales (current vs. previous year) at all McDonald's restaurants in operation at least 13 months.