



Courtesy Connections

2023

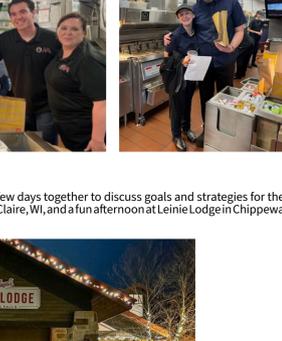
Operational Excellence

Wheelock Grand Opening!

On October 12th, Courtesy Corporation was proud to open a new McDonald's in Rochester, MN! The full schedule of grand opening activities kept the new store busy all weekend. Activities included a Chamber of Commerce ribbon-cutting ceremony, giveaways for kiosk and drive-thru customers, a digital "parking lot party," a Ronald McDonald House wish list drive, and a guest appearance from Indy NXT race car driver, Hunter McElrea. We are excited to expand to this new area of Rochester!



- VIP Family Fun Ronald McDonald House Night** - The new restaurant hosted a magical VIP Family Fun Ronald McDonald House night for Ronald McDonald House Charities Midwest MN, WI, IA children and families on Tuesday, October 10, with fun activities including a face painter, magician, coloring activities and of course a meal and desserts! It was a wonderful night to celebrate and kick off a very special week.
- Century High School Donation** - A percentage of sales from 4-6 pm on October 17 was donated to the SOS Resource Room, a food and clothing pantry for students and families, at Century High School to support student programs.



Record-Setting Day - Losey Blvd, La Crosse, WI
We take great pride in celebrating our crew and manager's achievements. Pictured are employees at Losey Blvd in La Crosse, WI, on a record-setting day!

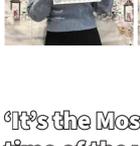


Annual Planning Meeting
Every year, our leadership and support teams spend a few days together to discuss goals and strategies for the year ahead. This year's Planning Meeting was held in Eau Claire, WI, and a fun afternoon at Leinie Lodge in Chippewa Falls, WI, was enjoyed by all.



McFamily

Congratulations to the 30+ employees who celebrated significant anniversaries during Q3 and Q4 of 2023!



Laurie Cassel
Mason City, IA
45 Years



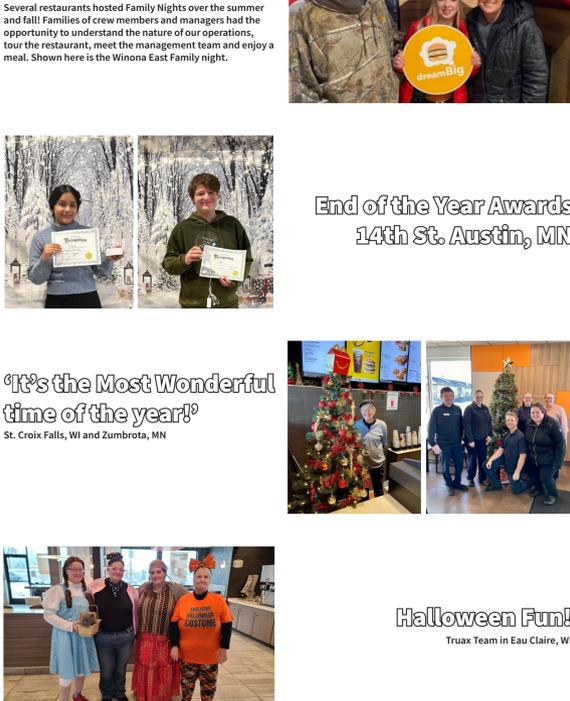
Kirsti Chwanec
Osseo, WI
30 Years



Linda Neeman
George St. - La Crosse, WI
25 Years

2023 Anniversary Party

To celebrate and honor all the individuals who held milestone anniversaries in 2023, a dinner and gathering was held at The Waterfront in La Crosse, WI!



McFamily Celebrations!

Family Night!

Several restaurants host Family Nights over the summer and fall! Families of crew members and managers had the opportunity to understand the nature of our operations, tour the restaurant, meet the management team and enjoy a meal. Shown here is the Winona East Family night.



'Tis the Most Wonderful time of the year!'
St. Croix Falls, WI and Zumbrota, MN

End of the Year Awards
14th St. Austin, MN



Make a Wish
Madison and her family visited our George St. restaurant in La Crosse, WI, as part of her Make-A-Wish Reveal Party. Being the McDonald's super fan that she is, it was a perfect place to reveal that she and her family were going to Disney World!



Mexican Independence Day!
Winona West - Winona, MN



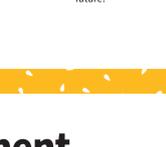
Community Events



National Night Out
Onataska, WI



National Night Out
Altoona, WI



Clearwater Holiday Parade
Eau Claire, WI



Community Parade
Bloomer, WI



Business Honor Roll Award
Turtle Lake, WI



Halloween Bash
Mason City, IA



Meet Menomonee
Menomonee, WI



Trick or Treat on Main
Roberts, WI



Job Fair
Westfield, WI



Fort McCoy Wellness Fair
Tomah, WI



Winona State University Game Day
Winona, MN



River City Youth Hockey
La Crosse, WI



Digital Parking Lot Parties
This summer, we turned the parking lots into a party to spread the word about the McDonald's App! Customers who had the McDonald's app could win prizes generously donated by Coca-Cola. And those who didn't have the app learned about the great benefits and deals. The Big Mac Car even made an appearance at the parties!



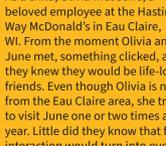
Thankful Tuesday
On Tuesday, November 21st, all 64 Courtesy Corporation restaurants celebrated our 8th annual Thankful Tuesday! All active Police Officers, EMTs, Military, and Firefighters received a free Combo Meal inside, with a flash of their badge or ID. We were able to give away 544 combo meals to these individuals who sacrifice so much for the communities we are in! Pictured is a photo from our store in Merrill, WI, which was able to serve the entire Fire Department.



Eagle Bluff Elementary McSchool Night - Onataska, WI
In December, the Onataska store welcomed school staff, parents, and students of Eagle Bluff Elementary to the restaurant and donated a percentage of sales to their PTO Fund. Eagle Bluff had a fantastic turnout for their McSchool Night, and we hope to continue partnering with them in the future!

People Development

As Courtesy Corporation continues to develop and grow, there have been some exciting changes taking place throughout our company. In the second half of 2023, 132 employees have been promoted to a new level of management! Kuddos to the managers and the Training Department for your leadership to help others rise and achieve their goals!



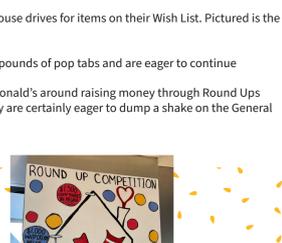
NFOM 2023

Twenty-six General Managers attended the National Field Office Meeting in Las Vegas, NV, to celebrate the Power of Us, One Team, and Our People. The week was spent learning, connecting, and celebrating everything accomplished in 2023 while aligning goals and insights for 2024.



English Under the Archways Graduates

Congrats to Alicia and Anallely, employees at the Sparta, WI store, for completing the English Under the Arches course for one and a half years. Anallely loves how fast-paced her job is and seeing her kitchen run smoothly, and Alicia loves the people she gets to work with on a day-to-day basis. "I liked the other people in the class. They helped me gain confidence in speaking English. It is easier to talk with other managers and find the words I need to say," said Cortez. English Under the Arches is a free McDonald's program for learning English, available to all employees.



Employee Commitment

Congratulations to all our employees who balance school and work. In 2023, Courtesy Corporation McDonald's gave nearly \$11,724 in tuition dollars to our employees! McScholars and Archways to Opportunity are two awesome college tuition benefits available to all employees. For more information on how to participate, contact Human Resources at 608-781-8080.

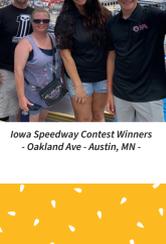
2023 McScholars Total
\$11,724



2023 Archways Total
\$230,700

McDonald's Besties - Olivia & June

As a child, Olivia and June became best friends at the Hastings Way McDonald's in Eau Claire, WI. From the moment Olivia and June met, something clicked, and they knew they would be life-long friends. Even though Olivia is not from the Eau Claire area, she tries to visit June one or two times a year. Little did they know that first interaction would turn into over 10 years of friendship and visits to McDonald's.



RMHC

Race Party at Ronald McDonald House Charities - Midwest

As part of the grand opening celebration for the new Rochester, MN McDonald's, Hunter McElrea hosted a "Race Party" with the children and families at the Ronald McDonald House! The children at the House enjoyed trying on McElrea's helmet and racing remote control cars with the Indy NXT race car driver.

Hunter McElrea is a proud ambassador of Courtesy Corporation and a big supporter of the Ronald McDonald House. Together, Courtesy Corporation donated \$19,000 for RMHC with his podium finishes from the 2023 season.

Onalaska BGC Groundbreaking

We are thrilled to support a new Boys and Girls Club at Onalaska Middle School! This dedicated space within the middle school will be the Boys & Girls Clubs of Greater La Crosse 9th Club serving our community. A groundbreaking ceremony was held to celebrate the bright future in Onalaska!

Ronald McDonald House Charities - Madison Giving Tree & Donation Drives

The holiday season can be an especially difficult time for many of the families staying at the Ronald McDonald House.

The Giving Tree Program is one way to provide families with essential needs during a stay at the House. Seven of our restaurants surrounding the Madison House participated in the Giving Tree program this year! Ornaments with wishlist items listed are hung on the tree that customers can purchase and donate to families in need.

Many other restaurants organized Ronald McDonald House drives for items on their Wish List. Pictured is the donation box at the Sparta, WI store!

- A Kindergarten class in Barron, WI collected 32 pounds of pop tabs and are eager to continue collecting more!
- A friendly competition at the Ellsworth, WI McDonald's around raising money through Round Ups has earned them a pizza party thus far, and they are certainly eager to dump a shake on the General Manager, Megan!

RMHC - Madison Gratitude Visits

Stephanie Hayden, Chief Executive Officer of RMHC - Madison, visited the Wisconsin Dells restaurants to thank them for all their hard work in raising money for the House.

Courtesy Moments

Pumpkin Decorating Contest
- Sparta, WI -

Happy Birthday Marty!
- North PM Team -

Iowa Speedway Contest Winners
- Oakland Ave - Austin, MN -