



Where Does Our Smile Come From?

Our smile is one of the icons of McDonald's.

More than 50 years have passed since the first McDonald's restaurant opened in Japan, and it is impossible to count the number of smiles we have continued to deliver to our customers at our restaurants nationwide.

We have also had many crew members work through the changing times, but why has our smile remained an icon of McDonald's?

The answer is quite simple. We have had many reasons to smile, as well as the desire to keep smiling.

In this booklet, "SMILE," we listen to the reasons and thoughts behind the smiles of our crew members, which you may not usually get to hear about.

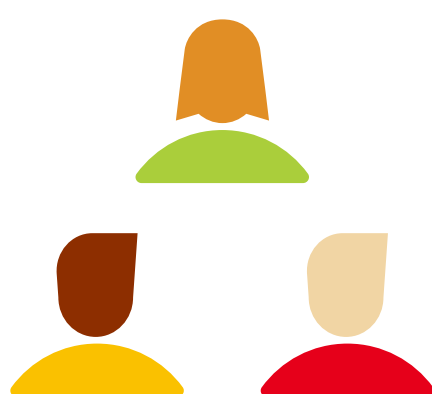


Our Values



Serve

We put our customers and people first.



Inclusion

We open our doors to everyone.



Integrity

We do the right thing.



Community

We are good neighbors.



Family

We get better together.