



Yuliya Badritdinova

Managing Director

McDonald's Ukraine Ltd

BRIEF BIOGRAPHY:

Yulia Badritdinova is a Managing Director of McDonald's Ukraine, the leading food-service company of more than 9 000 employees who annually serves more than 100 mln customers in Ukraine. Being one of the largest investors in Ukraine, McDonalds have contributed to country economy almost \$300 million in infrastructure and stores development during the last 23 years.

Yuliya has been working at McDonald's for almost 10 years. Prior to her current role she was a Marketing & Corporate Communications Director. She also was a Professor of Worldwide Hamburger University in 2017 and 2018 where she trained international teams of marketers from around the Global McDonald's system.

Yuliya has a variety of experiences serving in non-for-profit Boards.

She is a member of the Board of Directors of the American Chamber of Commerce (ACC) in Ukraine since June 2019 and serves as a responsible Board member of Human Capital Committee and Retail Committee.

Yuliya is a Chair of Ronald McDonalds House Charities Board of Governors in Ukraine. The main goal of RMHC Chapter in Ukraine is to bring family-centered approach to the Ukrainian hospitals and open Family rooms in hospitals to keep families together while children are in treatment.

In 2016-2019 Yuliya was serving as an Executive Board member in leading non-for-profit IB School in Kyiv - Pechersk School International, where she was an active member of Governance & Strategy committee.

Yuliya he believes that the country can prosper only when it cares about culture and education and constantly invests and develops these areas. Her family supports a variety of cultural and educational projects and institutions in Ukraine.

Yuliya is a very active and responsible parent for 12-years old daughter Alina.

Why do you think membership in the American Chamber of Commerce is important for business operating in Ukraine?

As a big investor, McDonald's is interested in reforms to create more transparent rules at the market, establish the rule of law and to substantially increase the easiness of doing business in Ukraine. The American Chamber of Commerce is a great platform that helps to address business needs to relevant authorities – local and central as well as connect people and companies to maximize their efforts. Collectively much more can be achieved than by individual organization. In addition, every member has a voice to shape the priorities and focus areas for the Chamber's work.

What motivates you to be a Chamber Board Member?

As a company, we're responsible for serving not just Big Macs but the best interests of our crew, customers, suppliers, and every community member we touch. We're uniquely placed to use our scale to help improve lives, solve problems and take on the barriers that stand in the way of thriving communities. We take our responsibility seriously and we're proud of the progress we're already making on our existing commitments, in partnership with our suppliers and our people. We are ready to share our best practice with the country and other companies in a variety of areas like food safety, hospitality, integrity & compliance and innovations.

McDonald's philosophy can be explained in two words: Serving Here. I truly believe that by serving in ACC as a Board Member I will contribute to common goals of the business through the development of ACC, its members and Ukraine. My and my company's experience, knowledge, and passion to change the world for better will help gaining it. And I repeat, Collectively much more can be achieved than by individual organization.

Why do you feel you are qualified to serve on the Chamber Board? What skills would you bring to the Board?

First and foremost, I have a relevant experience – Board member in ACC and international school and Chair of the Board in an intranational charity organization.

I am representing a compliant and transparent American company and I deeply share McDonald's values – Serve, Inclusion, Integrity, Community and Family. I believe that these values are essential for the Board members as a guidance in decision-making.

I have a clear understanding what is governance vs operations and that the Board role is a strategic oversight and goals setting rather than operational tasks. At the same time, I also believe both McDonald's long-term experience and practical knowledge coming from daily operations can be instrumental assisting ACC management with the necessary expertise.

I share the fact that every Board Member is representing the entire community and industry not the isolated company interests.

How have you been active in the Chamber over the course of the last two years?

I've jointed the Chamber Board in June 2019 and I was re-elected in November 2019. I am engaged and active Board Member, also responsible for the Human Capital Committee where we focusing on Labor code reforms and Retail committee where we strive to simplify legislation and to establish transparent and compliant rules for the industry to make Ukraine easier and more attractive country to invest.

What activity or Committee would you participate in and be responsible for?

If I honored to be re-elected, I would continue be responsible for Retail & E-Commerce and Human Capital Committees. McDonald's is a unique combination of different industries – retail, fmcg, hospitality and people. We have an experience to share in all these directions. At the same time retail questions along with people related questions correlate with the company **purpose which is feed and foster communities.**
