



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 almost 10 000 employees that annually serve more than 100 million customers in Ukraine. Being one of the largest investors in Ukraine, McDonald's has contributed to the country's economy by more than \$300 million in infrastructure and stores development during the last 24 years and is listed among TOP-100 Ukraine's largest taxpayers.

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 the Hospitality & Tourism Committee, Retail & E-Commerce Committee, Consumer Goods Committee, and in the role of Treasure in 2021.

Yuliya is the Chair of Ronald McDonald House Charities Board of Governors in Ukraine. The main goal of the RMHC Chapter in Ukraine is to bring the 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 the Governance & Strategy committee.

Yuliya believes that the country can prosper only when it cares about the future same as about the present, which means investing and developing the culture and education.

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 effective reforms to create more transparent rules at the market, establish the rule of law and 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?

McDonald's philosophy can be explained in two words: Serving Here. As a company, we may and should become an influencer of positive changes in every community we interact with. To be where we can impact the most. To lead aiming to serve the best way possible. To influence changes as time and conditions require. Consequently, elaborate better ways to work and serve in crisis, taking care of those who are facing additional difficulties in everyday life. To make a better life through the best quality of goods and products, proven sources of supplies. To bring in technologies and business models, enabling taking care both of people and the planet, bring practices to be more friendly to the environment. To create jobs, bringing equal and wider opportunities but also to maintain constant interpersonal contact and contact with the community. To make this a powerful source of inspiration and creativity for local businesses and business society.

After all, big business is already reporting directly to the community and should make commitments to ensure the prosperity of communities and the environment in the future.

I truly believe that by serving in ACC as a Board Member I will contribute to the common goals of the business through the development of ACC, its members, and Ukraine. My own and my company's experience, knowledge, and passion to change Ukraine for a better place to live and to do the business will help to gain it. As I said before, 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 relevant experience as a Board member in ACC and international school and Chair of the Board in an international charity organization.

I am representing a compliant and transparent American company and I deeply share McDonald's values – Serve, Inclusion, Integrity, Community, and Family. Moreover, we're embodying the principle that actions are bigger than words. I believe that these values and this approach are essential for the Board members as guidance in decision-making. I am principled and I prioritize common goals ahead of the individual company goals.

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

The ACC's mission to improve the business climate in Ukraine and make Ukraine a more attractive country for investments and talent development is extremely resonating with my personal aspiration and McDonald's impact strategy.

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

I've joined the Chamber Board in June 2019 and I was twice re-elected in November 2019 and 2020. I am an engaged and active Board Member, also responsible for the Retail committee where we strive to simplify legislation and to establish transparent and compliant rules for the industry to make Ukraine an easier and more attractive country to invest.

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

If I am honored to be re-elected, I would continue to be responsible for Retail & E-Commerce and other people and service-related committees as well as general committees. McDonald's is a unique combination of different industries – retail, FMCG, hospitality, and people with huge experience in food safety and sourcing, logistic, and much more. Thus, we are ready to share this knowledge and inspiration with others.
