



Mario Resca **Chairman – McDonald's Italy**

As Chairman of McDonald's Italy, Resca also serves in other leadership positions in Italy including: President of American Chamber of Commerce in Italy, President of Italia Zuccheri, Board Member of U.P.A. (Union of Advertising Association), President of Confimprese, member of the Board of Directors of ENI and Mondadori. In addition, he is the President of Ronald McDonald House Charities® and Commissary of Cirio-Del Monte. In June 2002 he was awarded the honor of "Cavaliere Del Lavoro" "Knight" by the President of the Italian Republic.

In 1968, one year before he graduated with an Economy degree at Bocconi University, he began to work as an Economic Journalist at Espansione (Mondadori- McGraw Hill). In 1969 he joined Chase Manhattan Bank in Milan, working at the London and New York offices. In 1972 he became the Marketing Manager of the Rome Branch. The next year he was nominated Vice President and became Branch Manager of Bari Branch.

In 1974 he joined Fiat Group as the Director of Biondi Finanziaria and then Eurogest. In 1976 he joined as a Partner at Egon Zehnder (one of the most important recruiting companies in the world). He became Managing Partner of Egon Zehnder Italia and Manager of the M&A worldwide network. During this period he also held the following positions: President of Sambonet S.p.a. and Kenwood Electronics, Board member of Lancome Italia, RCS company (Corriere Della Sera) and Versace Group. In 1990 he was Founder and Partner of Eric Salmon&Partners.

In 1992 he began his experience with the McDonald's system as Master Franchisee of Lombardia Region. In 1995 he became President and Managing Director of McDonald's Italy with the objective of developing the McDonald's system in Italy. In 1996 he opened 10 restaurants (in 10 years McDonald's had opened just 10 restaurants in Italy) and the next year acquired 80 Burghy restaurants (of Cremonini Group) that subsequently became their meat supplier. This is McDonald's first acquisition case in the world.

Today McDonald's Italy has more than 340 restaurants, and employs more than 16,000 people. In 2002 the sales were over € 470 million.