



McDonald's ČR spol. s r. o.
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Prague, January 27, 2012

Dear Mr Alex,

McDonald's and ISIC started cooperation in the Czech Republic back in 1999.

I can confirm that our joint marketing initiatives, ISIC and Alive communication channels have had a positive impact on building penetration among students.

Joining the ISIC benefit program, McDonald's created a „student's added value“ package which was rated as their favourite many times.

We look forward to continue mutually profitable business and cooperation in 2012.

Regards,

Aleksandra Kovacevic

Senior Marketing manager

McDonald's Czech Republic/Slovakia

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