

Accelerating the **Arches**

Our **growth strategy** encompasses all aspects of McDonald's business as the leading global omni-channel restaurant brand.



Our Purpose

Feed and foster communities

Our Mission

Make delicious feel-good moments easy for everyone

Values that guide everything we do



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



Growth pillars rooted in our identity



Maximize Our Marketing

McDonald's is a familiar and **iconic global brand**. Through more effective marketing underpinned by actions to support communities, our brand will become a growth driver in its own right.

Commit to the Core

With about 70% of food sales in our top markets from classics like Big Mac®, Quarter Pounder®** burgers and McNuggets®, we have **multiple billion dollar brands** on our menu. We'll serve even hotter and more deliciously juicy burgers and expand chicken offerings.

Double Down on the 3Ds*

McDonald's will accelerate technology innovation so **65M+ customers a day** will experience a fast, easy experience, whether at one of our 25,000 and growing Drive Thrus, through McDelivery, dine-in or takeaway.

* Digital, Delivery and Drive Thru

These pillars are underpinned by our foundation—running great restaurants and empowering our people.

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