



**McDonald's Corporation**  
**2020 Annual Shareholders' Meeting**

**MEETING CONDUCT STANDARDS AND PROCEDURES**

Welcome to McDonald's 2020 Annual Shareholders' Meeting. We thank you in advance for adhering to the following procedures that have been established in order to provide for an orderly meeting for all those attending.

**BUSINESS OF THE MEETING**

The business of the meeting will be presented as set forth on the Agenda, which is available in the "Meeting Materials" section of the virtual meeting platform. Only Agenda items may be transacted at this meeting. In accordance with the Company's Restated Certificate of Incorporation and By-Laws, additional nominations to the Board and shareholder proposals will not be accepted.

The Chairman will have the discretion to take such action as he may deem necessary or desirable to conduct the meeting in a business-like and orderly manner.

**PRESENTATION OF SHAREHOLDER PROPOSALS**

Only the proponents or their previously-arranged legal representatives may present the shareholder proposals and only during the time the proposals are before the meeting. Each proponent or representative will be allowed up to two minutes to present each proposal and should restrict his or her comments to the proposal being presented.

**QUESTION AND ANSWER PERIOD**

1. Upon logging into the virtual meeting platform, a shareholder may submit a question relevant to meeting matters or the Company's business in the text box designated for such purpose.
2. In an effort to address as many questions as possible during the meeting, questions submitted by multiple shareholders on similar topics may be grouped, summarized, and answered together.
3. We encourage all shareholders to include their name and contact information in the event that we are unable to respond to your question during the Q&A Period. We will respond to your question after the meeting.
4. The Company will not address any questions that include remarks that are, among other things, disorderly, derogatory, repetitious, not a matter of interest to shareholders generally, unduly prolonged, related to personal grievances, or related to material non-public information of the Company.

**ADDITIONAL RULES OF CONDUCT**

5. Because this is a shareholders' meeting, only shareholders as of the record date of March 23, 2020 are permitted to vote or ask questions during the Annual Shareholders' Meeting. Non-shareholder guests and members of the media will not be permitted to vote or ask questions.
6. If you have already voted your shares, your vote has been received by the Company's inspector of elections, and there is no need to vote again during the meeting, unless you wish to revoke or change your vote.
7. Recording of the Annual Shareholders' Meeting is prohibited. A webcast playback will be available 24 hours after completion of the meeting at [www.virtualshareholdermeeting.com/MCD2020](http://www.virtualshareholdermeeting.com/MCD2020) and will remain available for approximately 30 days following the meeting.

## **EMERGENCY ADJOURNMENT**

8. By order of the Chairman, in the event (i) technical issues prevent the Chairman from hosting the meeting within 30 minutes of the time for which the meeting was called; or (ii) the meeting ends unexpectedly prior to the polls closing, and the meeting cannot resume within 30 minutes, then the meeting shall be adjourned, to reconvene at McDonald's Corporate Headquarters, 110 N. Carpenter Street, Chicago, IL 60607, on Friday, May 22, 2020, at 12:00 p.m., Central time, solely for the purpose of convening the meeting and adjourning it a second time to reconvene virtually. The Company will make an announcement on its investor relations Web site at [www.investor.mcdonalds.com](http://www.investor.mcdonalds.com) regarding the date for convening the virtual meeting and conducting the business of the meeting.