

Positioned Well to Navigate Recovery

We possess several unique advantages that ensure our success is built to last.

“Throughout our history, McDonald’s has demonstrated the strategic foresight necessary to position our business for the future. Our strong Drive Thru presence and the investments we made in delivery and digital over the past few years have served us well through these uncertain times. We saw continued improvement in our results throughout the second quarter as markets reopened around the world. I’m especially proud of the way the McDonald’s System continues to provide a safe environment for both customers and crew, building on our 65-year legacy as a responsible and reliable choice for safe food. We’re confident that the strong foundation we’ve built, combined with the unique advantages of our System, position us well to continue operating successfully during this pandemic and emerge even stronger.”

Chris Kempczinski

McDonald’s President and CEO

We’re leaning into our advantages:



Our Brand

Customers have been seeking known and familiar brands that they can count on. And, for our customers, while safety is a top concern, the need for value and convenience is also on the rise.



Running Great Restaurants

We introduced new safety procedures in all our restaurants, modified our menus, and developed new, contactless ways to serve our customers. Customer satisfaction actually improved across almost every major market, and hit an all-time high in the U.S.



Drive Thru

Our unmatched Drive Thru penetration has allowed us to continue serving more customers, in more markets, than anyone else. This safe and convenient service channel has been particularly appealing to our customers during the pandemic.



Our System

The strength of our System – our franchisees, employees and suppliers – has been, and always will be, our secret sauce. Our three-legged stool is committed to feeding and fostering the nearly 40,000 communities where we operate, and the pandemic has demonstrated our System’s unwavering commitment.

Q2 2020 Update

Nearly all restaurants are open to serve customers worldwide

Global comparable sales: **-23.9%***

*with continued improvement in results as the quarter progressed

