



McDonald's Corporation 2025 Annual Shareholders' Meeting

Supplemental Questions & Answers

The following questions were submitted in connection with but were not answered during the 2025 Annual Shareholders' Meeting. Consistent with our 2025 Annual Shareholders' Meeting Procedures & Standards of Conduct ("Meeting Procedures"), we have aggregated similar questions and may modify questions for brevity and clarity. We have excluded questions that do not comply with the Meeting Procedures, including those that are irrelevant to meeting matters, relate to pending or threatened litigation or other confidential information of the Company, are derogatory or profane, unduly prolonged or repetitious, related to personal grievances or other matters that are not of interest to shareholders generally, or otherwise unsuitable for the conduct of the meeting. The Meeting Procedures were posted on the Annual Shareholders' Meeting platform. For those interested in a replay of the ASM, please refer to this link [here](#).

Business Performance: How are the current economic factors (including tariffs and current promotions, like the \$5 Meal Deal) impacting McDonald's?

Chris Kempczinski, McDonald's Chairman & CEO, addressed the state of the business within the current macroeconomic landscape—including value, affordability, and other external factors (such as tariffs)—during the live Q&A. To hear the full response, refer to the ASM [replay](#).

Additionally, our unchanged 2025 performance outlook and recent updates on value-focused initiatives around the world were detailed in our [Q1 Earnings](#) call. You can also listen to the earnings call [replay](#).

Nutrition and Health: How does McDonald's address health and nutrition-related risks?

McDonald's is committed to evolving its menu based on the latest science, customer preferences, and public health priorities. On our menu, you will find ingredients used in kitchens all across America—like 100% pure beef patties, freshly cracked eggs, and all-white meat chicken. We talk about our commitment to nutrition on the [Nutrition & Marketing Practices](#) section of our Purpose & Impact site. You can also learn more through our [Food Quality Fact Sheet](#).

Advertising Practices: Given the cascade of companies from [names of two companies redacted] adopting explicit guarantees of nondiscriminatory advertising policies in

response to shareholder concern, would McDonald's consider adopting a similar guarantee?

The Company already has processes in place to ensure that marketing and advertising-related decisions are made in a manner consistent with its Core Values. Any associated risks would be identified through the Company's existing risk management framework, which is overseen by the Board. This question mirrors Proposal 4 submitted for shareholder vote. The proposal did not pass and was addressed through the company's statement in opposition, available in the [McDonald's Corporation 2025 Proxy Statement](#).

Cautionary Statement and Legal Notice

The information in this report contains forward-looking statements about future events and circumstances and their effects upon revenues, expenses, and business opportunities. Generally speaking, any statement in this report not based upon historical facts is a forward-looking statement. Forward-looking statements can also be identified by the use of forward-looking or conditional words, such as "could," "should," "can," "continue," "aim," "estimate," "forecast," "intend," "look," "may," "will," "expect," "believe," "anticipate," "plan," "remain," "confident," "commit," "enable," "potential" and "trajectory" or similar expressions. In particular, statements regarding our plans, strategies, prospects and expectations regarding our business and industry are forward-looking statements. They reflect our expectations, are not guarantees of performance and speak only as of the dates the statements are made. Except as required by law, we do not undertake to update such forward-looking statements. You should not rely unduly on forward-looking statements.