McDonald's Corporation

Investor Overview

Important Disclaimers

This presentation contains financial measures that are not calculated in accordance with generally accepted accounting principles in the United States ("GAAP"), including Systemwide sales, free cash flow conversion and adjusted operating margin. Systemwide sales include sales at all restaurants, whether operated by us or by franchisees. Free cash flow conversion is free cash flow (cash provided by operations, less capital expenditures) divided by net income. Adjusted operating margin is defined as non-GAAP operating income (operating income adjusted for certain special gains and charges) divided by total revenues. More information about these non-GAAP financial measures, including why management believes they provide useful information to investors, can be found in our filings with the Securities and Exchange Commission (the "SEC"). See the Appendix to this presentation for reconciliations of these non-GAAP financial measures to the most directly comparable financial measures calculated and presented in accordance with GAAP.

2025 and Long-Term Outlooks have been excerpted from our Annual Report on Form 10-K filed with the SEC on February 25, 2025 ("Form 10-K"). 2025 and Long-Term Outlooks comprise forward-looking statements that reflect current expectations, are not guarantees of performance and speak only as of the date of the Form 10-K filing. You should not unduly rely on forward-looking statements. Factors that could cause actual results to differ materially from those in forward-looking statements include those reflected under "Risk Factors" in the Form 10-K and elsewhere in our filings with the SEC.

Website links included in this presentation are for convenience only. Information contained on or accessible through such website links is not incorporated in, and does constitute a part of, this presentation.

McDonald's strategic evolution...



Kroc meets brothers Dick and Mac McDonald at their restaurant in San Bernardino

Kroc becomes the national franchising agent for the McDonald brothers

Kroc forms McDonald's System, Inc. to issue McDonald's franchises under license from the McDonald brothers

100 millionth hamburger sold by McDonald's

1960s, 1970s & 1980s



McDonald's Corporation buys the exclusive rights to the McDonald's name and operating system from the McDonald brothers

First location outside the U.S. opens

McDonald's expands globally to Tokyo, Amsterdam, Munich, and Sydney

The Big Mac, Egg McMuffin, Happy Meal, and Chicken McNuggets are invented and launched The first drive thru opens

...continues to meet customer needs over time



The McFlurry is invented and launched in Canada Accelerated unit growth with continued international expansion

Plan to Win corporate strategy to focus on exceptional customer experience

Dollar Menu value offerings

i'm lovin' it marketing campaign launches **McCafé** is invented and launched in Australia



Turnaround plan announcement (re-franchising, cost savings)

Velocity Growth Plan corporate strategy to focus on Digital, Delivery, and U.S. Experience Of The Future **Accelerating the Arches** corporate strategy to focus on Brand and M-C-D growth pillars: <u>Marketing,</u> <u>Core, Digital, Delivery, Drive Thru and Development</u>

Loyalty Program launches and rapidly expands to 60 markets around the globe

McDonald's Senior Leadership Team



Chris Kempczinski President and Chief Executive Officer 9 Years at McDonald's



Skye Anderson

President, Global Business Services 25 Years at McDonald's



Jon Banner Executive Vice President, Global Chief Impact Officer 3 Years at McDonald's



Ian Borden Executive Vice President, Global Chief Financial Officer

30 Years at McDonald's

Tiffanie Boyd Executive Vice President, Global Chief People Officer 4 Years at McDonald's



Joe Erlinger President, McDonald's USA 22 Years at McDonald's



Morgan Flatley

Executive Vice President, Global Chief Marketing Officer s and New Business Ventures



Marion Gross*

Executive Vice President, Global Chief Supply Chain Officer 31 Years at McDonald's



President, IOM 11 Years at McDonald's



Mark Ostermann Vice President, Chief of Staff, Office of the CEO 12 Years at McDonald's



Desiree Ralls-Morrison

Executive Vice President, Global Chief Legal Officer 4 Years at McDonald's



Executive Vice President, Global Chief Information Officer 3 Years at McDonald's



Jo Sempels President, IDL 32 Years at McDonald's



Manu Steijaert Executive Vice President Global Chief Customer Officer 22 Years at McDonald's

For more information on McDonald's leaders, see full biographies on the <u>leadership</u> page of the McDonald's website

*Retiring effective April 1, 2025

As of 3/3/2025

McDonald's Board of Directors Roster and Committees



Chris Kempczinski Chairman of the Board President and CEO, McDonald's Corporation Executive* Director Since: 2019



Catherine Engelbert

Commissioner, Women's National Basketball Association Audit & Finance*, Corporate Responsibility, Executive Director Since: 2019



Jennifer Taubert EVP and Worldwide Chairman - Pharmaceuticals, Johnson & Johnson Audit & Finance, Compensation Director Since: 2022



Anthony Capuano President and CEO.

Marriott International, Inc. Compensation, Corporate Responsibility Director Since: 2022



Margaret Georgiadis

Co-Founder and CEO, Montai Health Audit & Finance, Governance Director Since: 2015



Paul Walsh Executive Chairman, McLaren Group Limited Corporate Responsibility*, Governance, Executive Director Since: 2019



Kareem Daniel

Former Chairman, Disney Media and Entertainment Distribution Audit & Finance, Compensation Director Since: 2022



Mike Hsu

Chairman and CEO, Kimberly-Clark Audit & Finance, Corporate Responsibility Director Since: 2024



Amy Weaver President and CFO, Salesforce, Inc. Audit & Finance, Governance Director Since: 2022



Lloyd Dean Chief Executive Emeritus and Founding Executive, CommonSpirit Health Compensation*, Executive, Governance Director Since: 2015



John Mulligan**

EVP and COO, Target Corporation Compensation, Corporate Responsibility Director Since: 2015



Miles White Lead Independent Director Former Executive Chairman and CEO, Abbott Laboratories Governance*, Compensation, Executive Director Since: 2009

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As of 3/3/2025

* Chair of committee; ** On 1/13/25, Mulligan notified McDonald's of his decision to retire from the Company's Board of Directors, effective as of the date of the Company's 2025 Annual Shareholders' Meeting.

For more information on McDonald's Board of Directors, see the **Board of Directors** page of the McDonald's website

McDonald's

The World's Largest Restaurant Company



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The McDonald's System

The three-legged stool of McDonald's franchisees, suppliers, and employees

Franchisees



95% of McDonald's restaurants are locally owned and operated, providing the entrepreneurial spirit of local business owners

Suppliers



Many recognize McDonald's as having the **most integrated**, efficient and innovative supply system in the food service industry **Employees**



1 in 8 Americans have worked at a McDonald's restaurant, learning skills that can go wherever they go

The balance of interests among the three groups is essential to McDonald's success

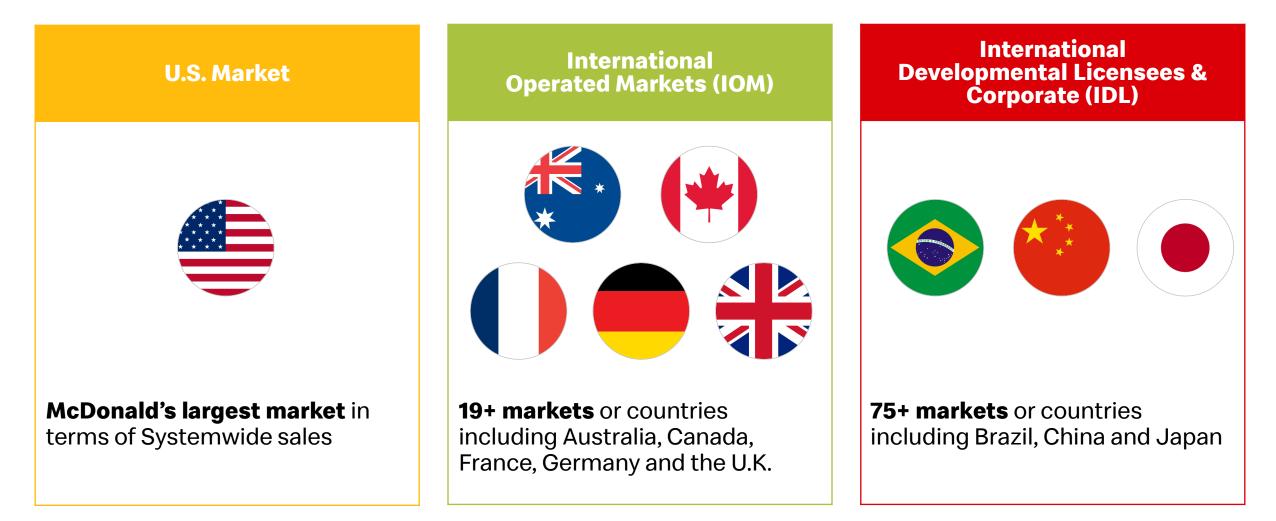
McDonald's Business Model

Revenues from rent, royalties and initial fees and profits from directly operating restaurants

Conventional License ~50% of Restaurants		Developmental License ~20% of Restaurants		Foreign-Affiliated ~25% of Restaurants		McOpCo ~5% of Restaurants	
Investment	\$ Profits	Investment	\$ Profits	Investment	\$ Profits	Investment	\$ Profits
Equipment	Operating profits (Cash flow)	Equipment	Operating profits +	Equipment	Operating profits +	Equipment	
Building + Real estate	Rent + Royalties	+ Building + Real estate	Rent (Cash flow)	+ Building + Real estate	Rent (Cash flow) Royalties +	+ Building + Real estate	All Operating Profits
			Royalties		Equity in Earnings		
Rent and royalties to the Company based upon a percent of sales with minimum rent payments		Royalties to the Company based upon a percent of sales; licensees provide the capital to develop restaurants		Royalties to the Company based upon a percent of sales and equity in earnings representing McDonald's ownership stake		Profits to the Company from directly operating restaurants	

McDonald's Global Business Operates Under 3 Segments

U.S., Intl Operated Markets, and Intl Developmental Licensed Markets & Corporate

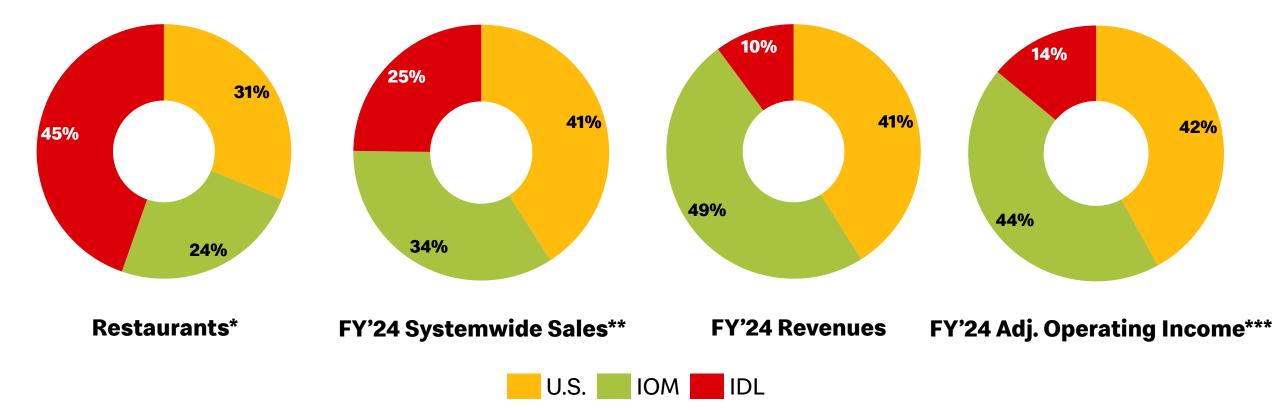


As of 12/31/2024

For a complete list of markets and store counts, see the Supplemental Information on the Financial Information page of the McDonald's Investor Relations website 10

McDonald's Segment Breakdown

U.S. and IOM segments are ~90% of FY'24 revenue and adj. operating income***



* As of 12/31/2024

** Systemwide sales is a non-GAAP financial measure; see "Important Disclaimers"

*** Excludes Corporate activities from IDL segment. Adjusted operating income consists of approximately 35% U.S. Dollars and 65% International currencies, of which 11

approximately 70% is in EUR, GBP, AUD, and CAD. Adjusted operating income is a non-GAAP financial measure; see "Important Disclaimers"

U.S. Segment

Unrivaled drive-thru presence and strong unit economics with a 95% franchised ownership mix*

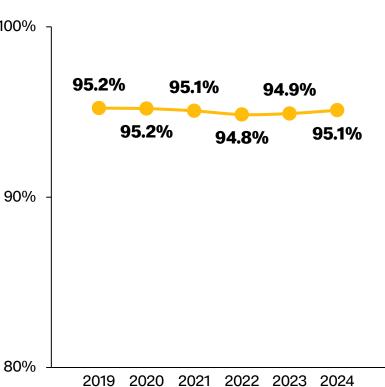
Average Unit Volumes* (In millions U.S. \$)



Over 95% of Restaurants

have a Drive Thru

% Franchised Restaurants

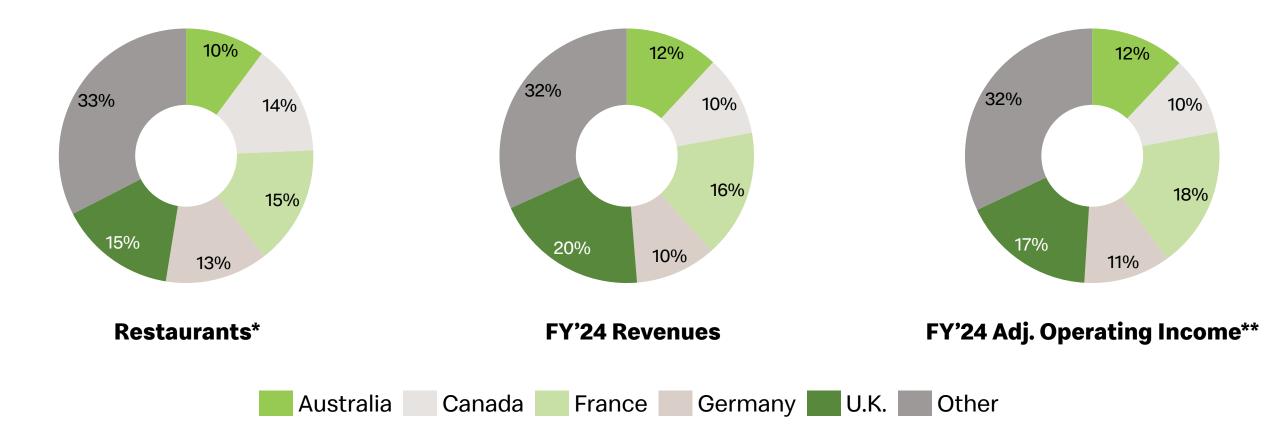


\$0M

\$5.5M

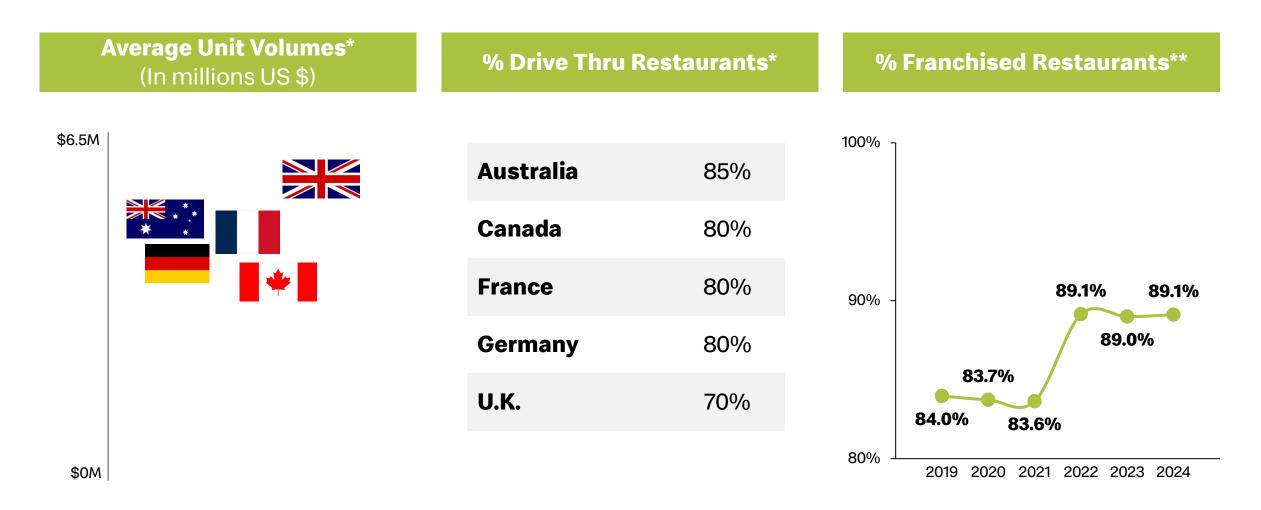
IOM Segment

Powerful brand presence and largely reimaged asset base with an 89% franchised ownership mix*



IOM Segment

High average unit volumes across markets

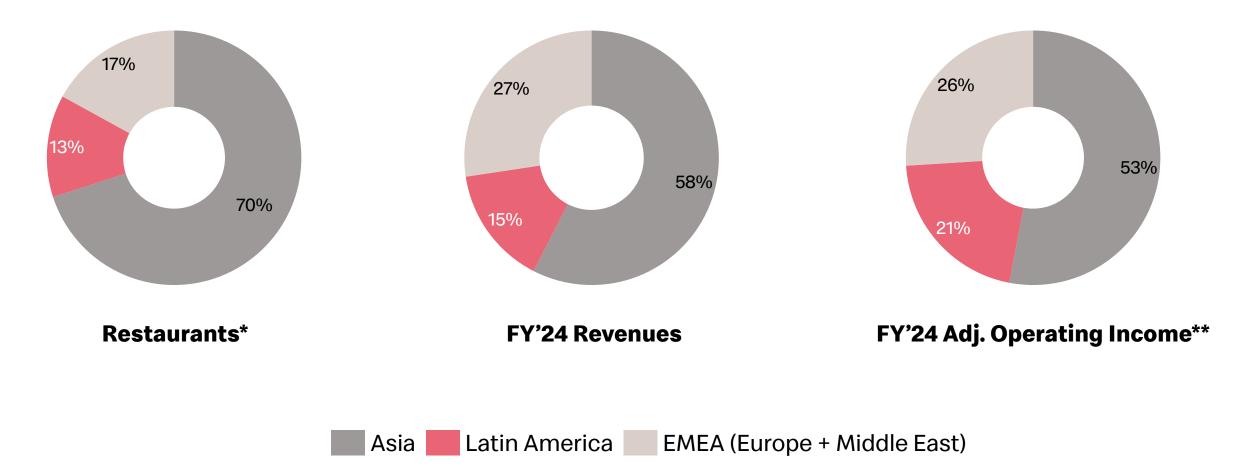


* As of 12/31/2024

** Reflects the sale of the Company's business in Russia in the second quarter of 2022 (Majority of restaurants in Russia were Company-owned)

IDL Segment

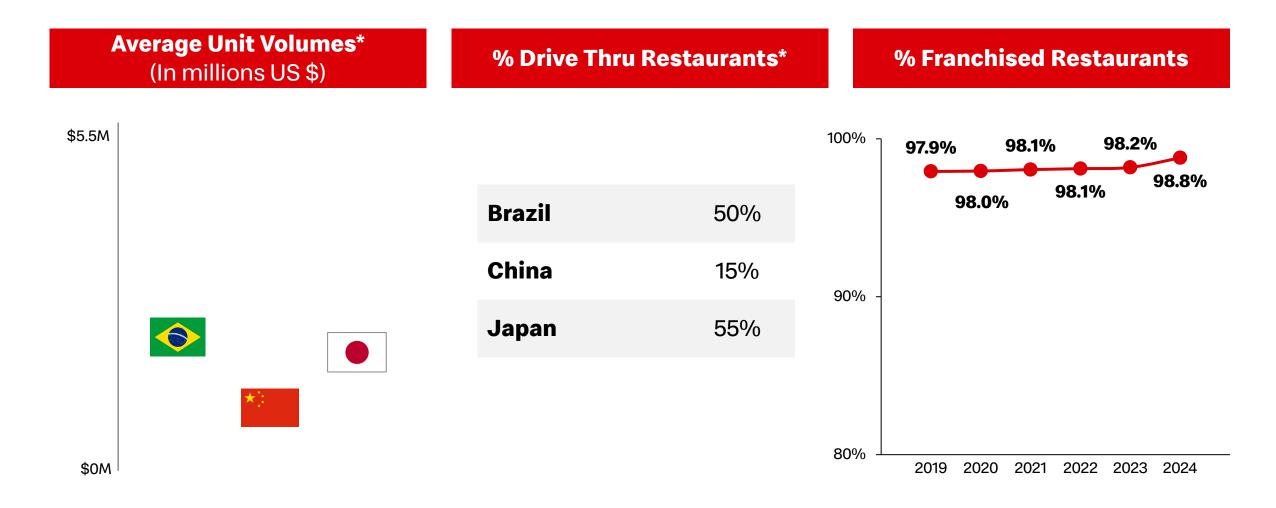
Geographically diverse segment comprised primarily of developmental licensees with a 99% franchised ownership mix*



* As of 12/31/2024

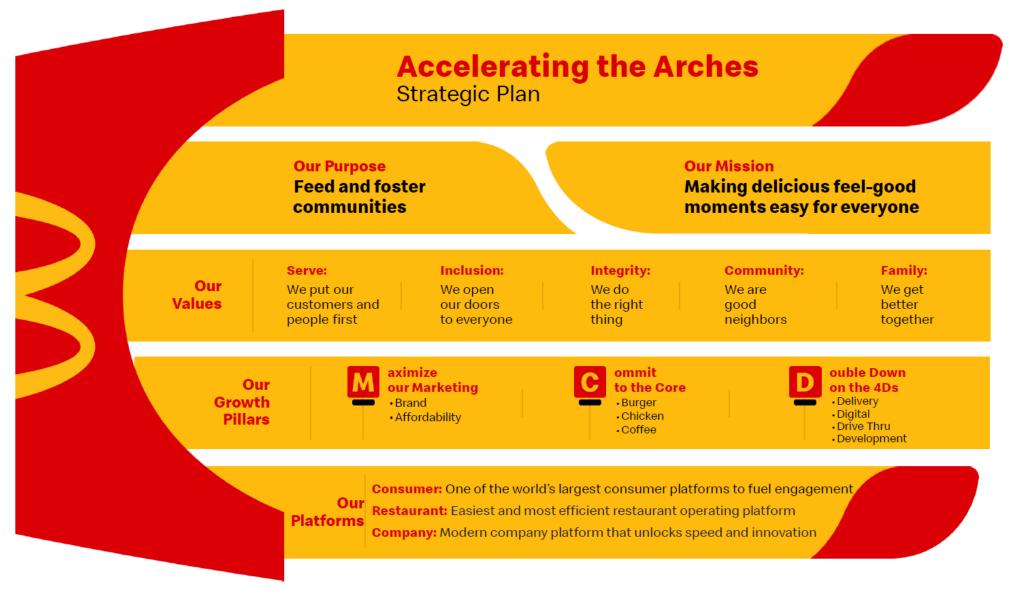
** Excludes Corporate activities. Adjusted operating income is a non-GAAP financial measure; see "Important Disclaimers"

IDL Segment Highly franchised segment



Evolution of Accelerating the Arches Strategic Plan

Additions of Restaurant Development and Our Platforms



For more information on McDonald's strategy, see the <u>Accelerating the Arches</u> page of the McDonald's website

McDonald's Purpose

To feed and foster communities

Food Quality and Sourcing



Working toward responsibly sourcing

priority commodities, prioritizing animal health and welfare and making safe, quality food accessible to families across the world Community Connection



Helping **feed and support people** when and where they need it most Serving up bright futures in our communities, nurturing skills, helping to **accelerate equity** and respecting human rights

Job, Inclusion &

Empowerment

Our Planet



Helping to **drive climate action**, protecting natural resources, reducing waste and transitioning to more sustainable packaging and toys

McDonald's Impact and Progress

McDonald's continued to have a positive impact on people and the planet

Food Quality and Sourcing

As of the end of 2023, McDonald's has achieved its goal of sourcing **100% cage-free eggs** in all U.S. restaurants by 2025 - two years ahead of schedule.

In aggregate, **over 99% of our primary commodities,** such as beef, soy (for chicken feed), palm oil, coffee, and fiber (used in primary guest packaging) **continued to be sourced from suppliers supporting deforestation-free supply chains** as of the end of 2023.

In 2023, we maintained the removal of artificial flavors, added colors from artificial sources, and artificial preservatives where feasible from Happy Meal Offerings in our 20 inscope markets.

Community Connection

\$20 million donated to RMHC in 2023 by McDonald's Corporation as part of its five-year, \$100 million commitment to help support families when they need it most.

\$53 million raised in 2023 for the "Round-Up for RMHC" program,

which allows customers at participating restaurants to round up their purchase to the nearest whole number of their local currency, with the difference being donated to RMHC.

Reduced barriers to employment for 2.2 million young people in communities around the world through training programs and employment opportunities – exceeding our target goal two years early.

Job, Inclusion & Empowerment

Our 2023 pay gap analysis shows that McDonald's substantially **attained equal pay**, and in 2024 intends to close the small gaps identified in line with our commitment.

In 2023, **we expanded Hamburger**

University with a new Learning Center in Riyadh, Saudi Arabia, bringing the total number of physical Hamburger University locations to nine as of year-end 2023. We also brought HU Online to eight additional markets in 2023. **HU Online is live in 70 markets around the globe** as of year-end 2023.

Our Planet

In 2023, The Science Based Targets initiative (SBTi) validated our **global 2050 net-zero emission reduction target**. During a year of strong growth, we also **reduced emissions** (from a 2018 baseline) through initiatives such as improving efficiencies in restaurant operations and engaging suppliers.

We're continuing to reduce plastics in Happy Meal[™] Toys around the globe and transition to more sustainable materials, progressing to a **63.7% reduction in virgin fossil fuel-based plastic in Happy Meal toys since 2018** (15.9% improvement on YE 2022).

McDonald's Values

The backbone of our Brand is a commitment to a set of core values that define who we are and how we run our business and restaurants

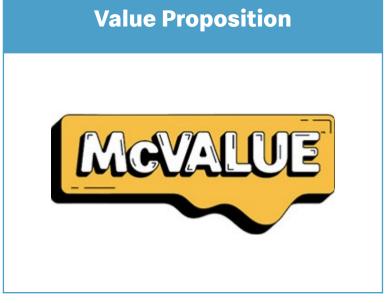


McDonald's values are the filter through which all business decisions are made because **actions are bigger than words**

Maximize Our Marketing Growth Pillar

Tapping into the rituals and memories that are already special to McDonald's fans

Brand at the Center



Value at every tier of the menu; providing delicious & affordable menu options is a cornerstone of the McDonald's Brand

Meet customer needs through everyday low-price options, affordable meal bundles, limitedtime deals, and digital offers available in our mobile app **Fan Truths** that build on customer affinity through relatability and cultural moments

Scaling feel good marketing

around the globe to connect with customers in authentic ways

World Class Creative



Building brand equity by embracing **bold creative** and staying **connected to culture**

Communicating the story of our **brand, food and purpose** in creative ways that resonate with our fans

Commit to the Core Growth Pillar

Global core menu items represent nearly 65% of total sales*

Cultural Relevance



Tap into customer demand for familiar favorites, serving our iconic products that are beloved by customers like our World Famous Fries[®] and Chicken McNuggets[®] **Global Core Menu**



17 unique brand equities with >\$1B in sales including the Big
Mac[®], McCrispy[®] and McMuffins[®]

Improving classics via "Best Burger"; a series of operational and formulation changes designed to deliver hotter, juicer, tastier burgers

Menu Innovation



Focused on **gaining share in Chicken** by aggressively growing our chicken brands

Scaling emerging favorites,

including McCrispy® and McSpicy®

Double Down on the 4Ds Growth Pillar

Unlocking growth by delivering a personalized and convenient customer experience

Digital



Loyalty users are highly engaged, with over 175M 90-day active users in 60 markets around the world

~\$30B in Systemwide sales* to loyalty members in 2024

As of 12/31/2024

* Systemwide sales is a non-GAAP financial measure; see "Important Disclaimers"

Delivery



Delivery is in ~100 markets, representing nearly 90% of restaurants

Integrated McDelivery

within the McDonald's app

Long-term strategic partnerships with delivery providers

Drive Thru



Nearly 28K drive thru locations globally, including over 95% of U.S. locations

Competitive advantage in

providing convenience and meeting customers' demand for flexibility & choice

Development



Accelerating our pace of development to capture demand

Targeting expansion to 50,000 restaurants by the end of 2027, which would make it the fastest period of restaurant unit growth in Company history

Foundation

Speed, accuracy, friendliness, and quality are correlated with business performance

PACE



Grading and consulting program active in nearly all major markets

Operational improvements in several key markets driven by dedicated support at lowerperforming restaurants **Customer Satisfaction**



Customer satisfaction improving across almost all markets

Even greater ambitions are fueled by gains in customer satisfaction and are a testament to the dedication of our restaurant teams

Speed of Service



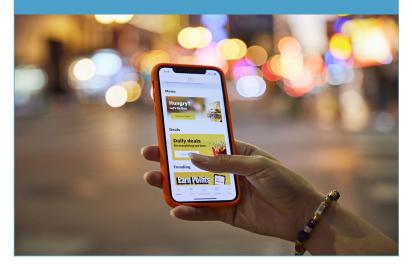
Increasingly faster despite a challenging labor environment

"Ready on Arrival," enables crew to begin assembling a customer's mobile order prior to their arrival at the restaurant to expedite service and elevate customer satisfaction

Platforms

Build on our competitive advantages and unlock new growth opportunities

Consumer



Creating **one of the world's** largest consumer platforms,

which will bring together the best of our brand and utilize our physical and digital competitive advantages Restaurant



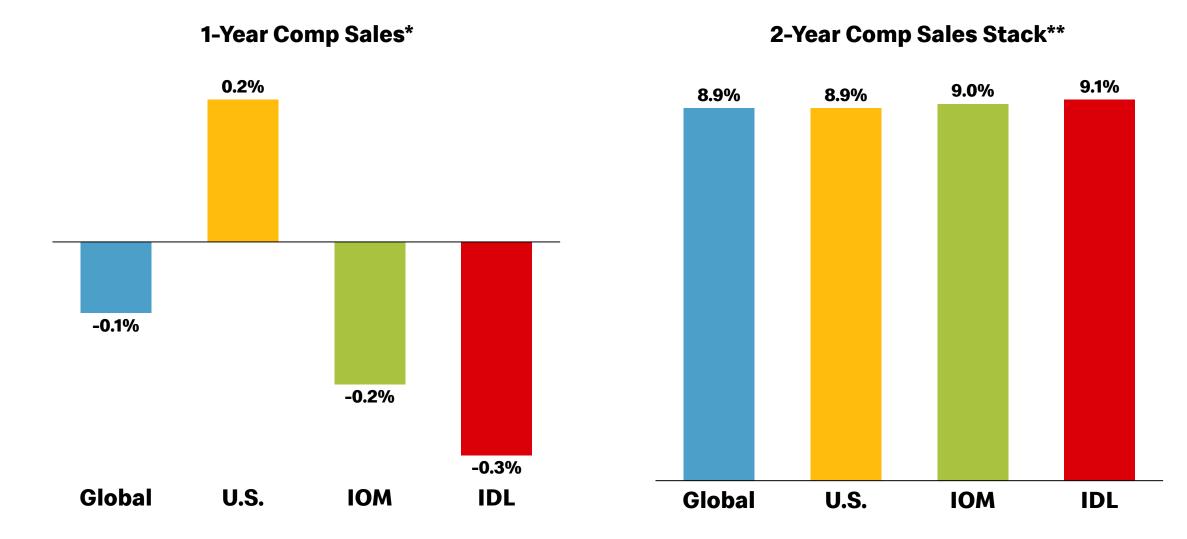
Building the **easiest and most efficient restaurant operating platform,** enabling franchisees to run restaurants more efficiently and make the crew's jobs easier Company



Building a **modern operating platform** that will **unlock speed and innovation** throughout the organization, becoming faster, more innovative and more efficient at solving problems

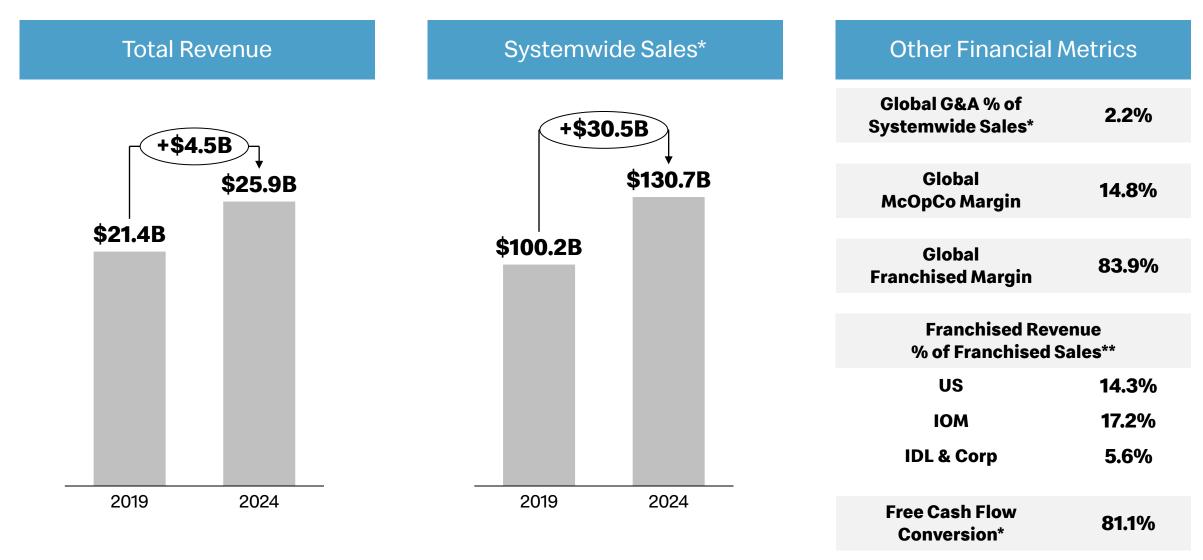
2024 Global and Segment Comp Sales

Driven by continued execution of the Accelerating the Arches strategy



2024 Global Financial Overview

Strong growth over the last 5 years is a testament to the resilience of the business

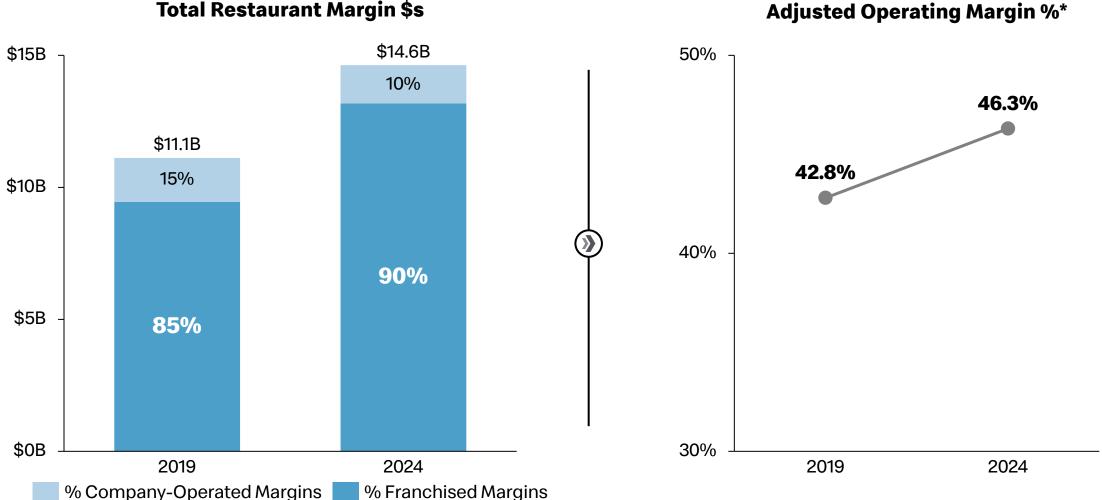


*Systemwide sales and free cash flow conversion are non-GAAP financial measures; see "Important Disclaimers"

**Calculated as: Franchised Revenues divided by Franchised Sales for the segment

Adjusted Operating Margin*

Franchise margin represented ~90% of margin dollars in 2024, driving continued business model stability



Adjusted Operating Margin %*

* Adjusted operating margin is a non-GAAP financial measure; see "Important Disclaimers."

Capital Allocation Philosophy

Optimize and prioritize returning free cash flow to shareholders

Invest in the Business



Invest in opportunities to **grow the business** and **drive strong returns**, including capital expenditures and investments in technology, digital,

and our Global Business Services(GBS) organization

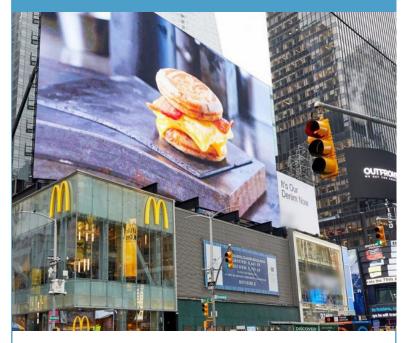
Payout Dividends



Prioritize the Dividend

48 consecutive years of dividend increases

Repurchase Shares

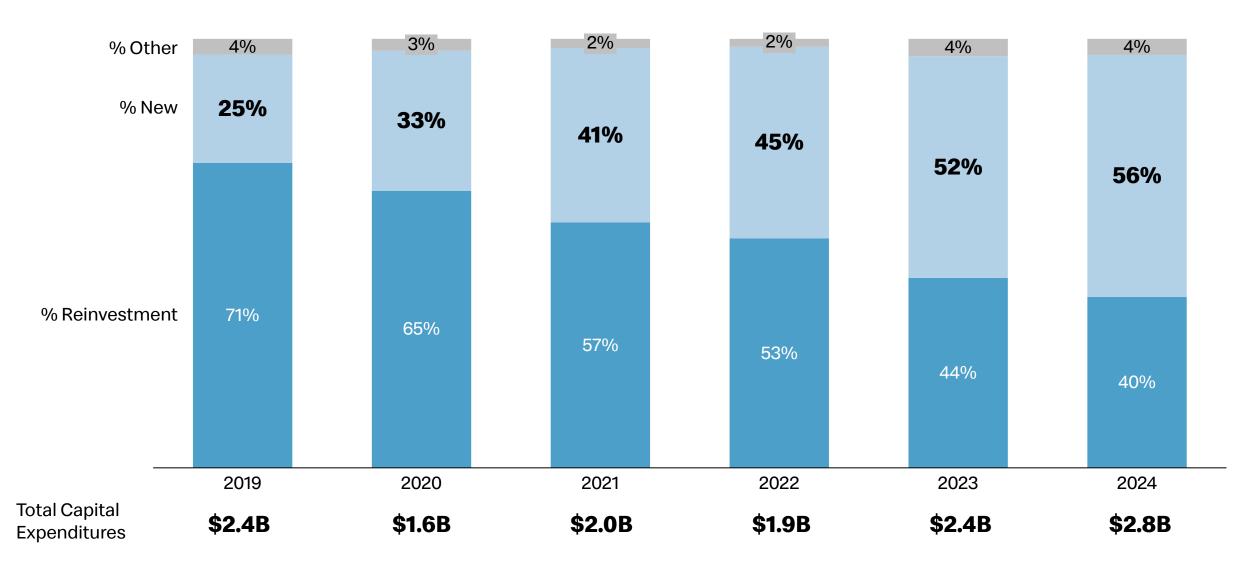


Repurchase shares with remaining free cash flow over time

Maintain a **strong balance sheet** while repurchasing shares

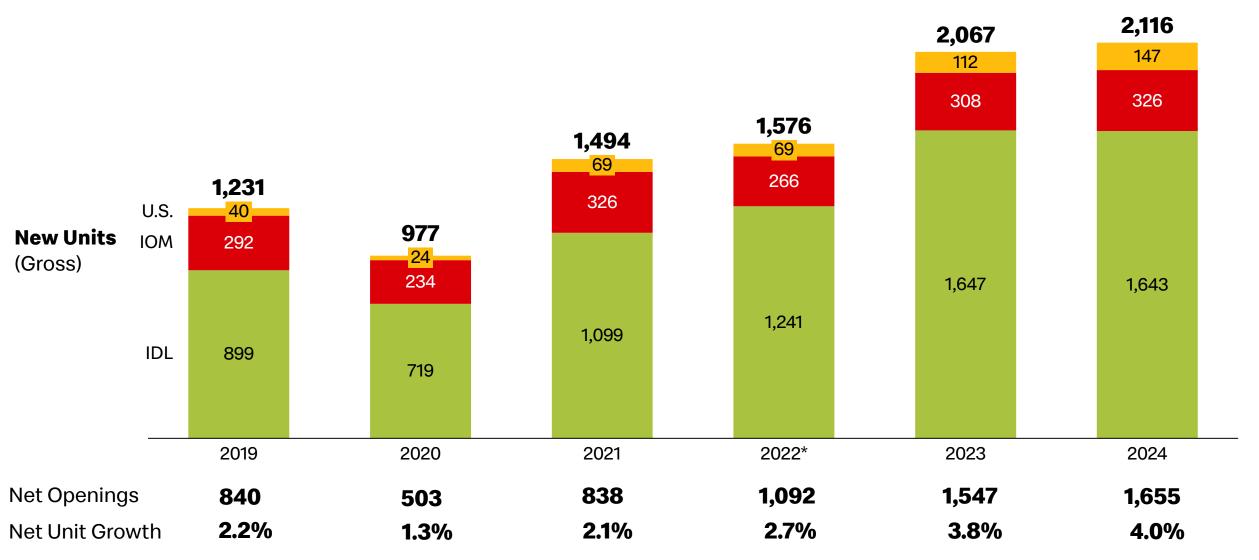
Capital Expenditures

Shift in capital expenditures from reinvestment to new units



Restaurant Openings

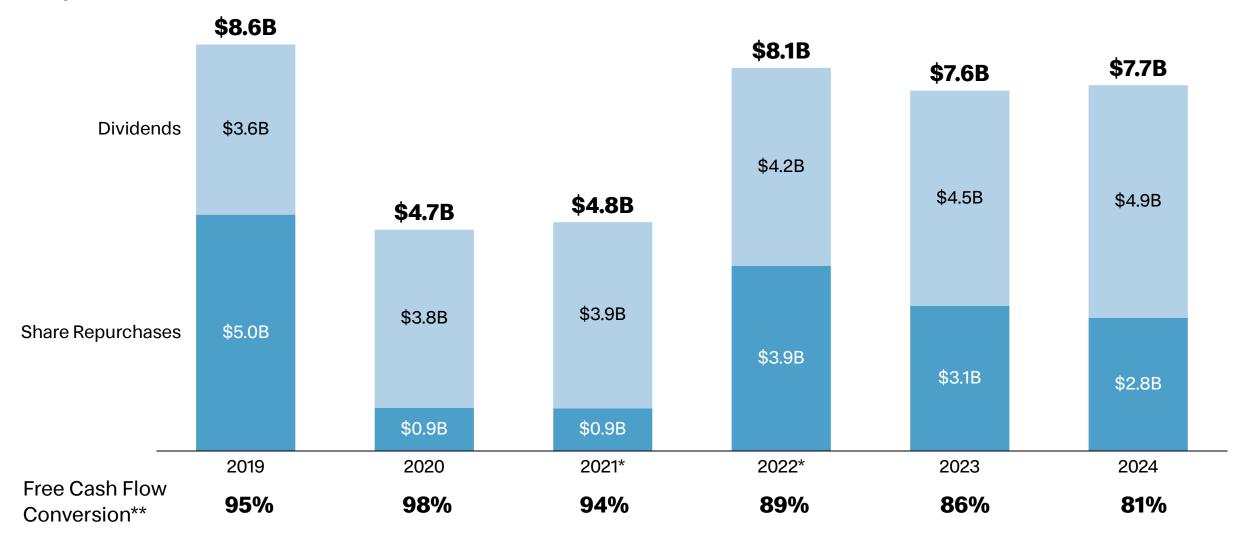
The pace of restaurant openings has increased



 * Excludes the sale of the Company's business in Russia in the second quarter of 2022

Cash Returned to Shareholders

McDonald's has consistently returned cash to shareholders via dividends and share repurchases over time

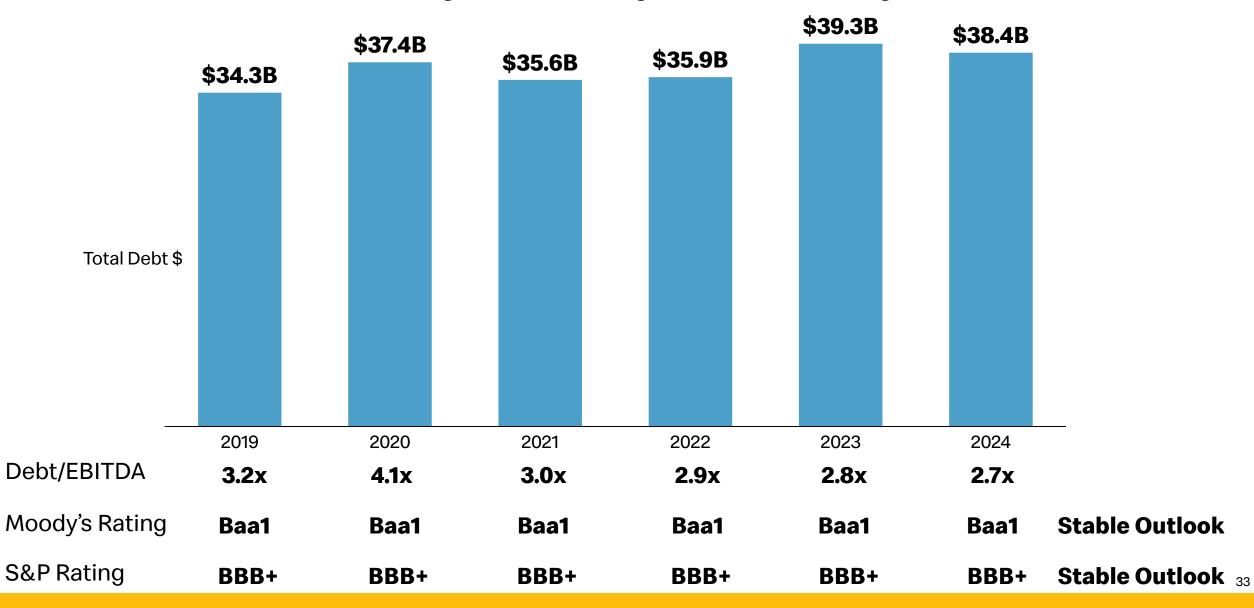


* Paused share repurchases March 2020 – September 2021

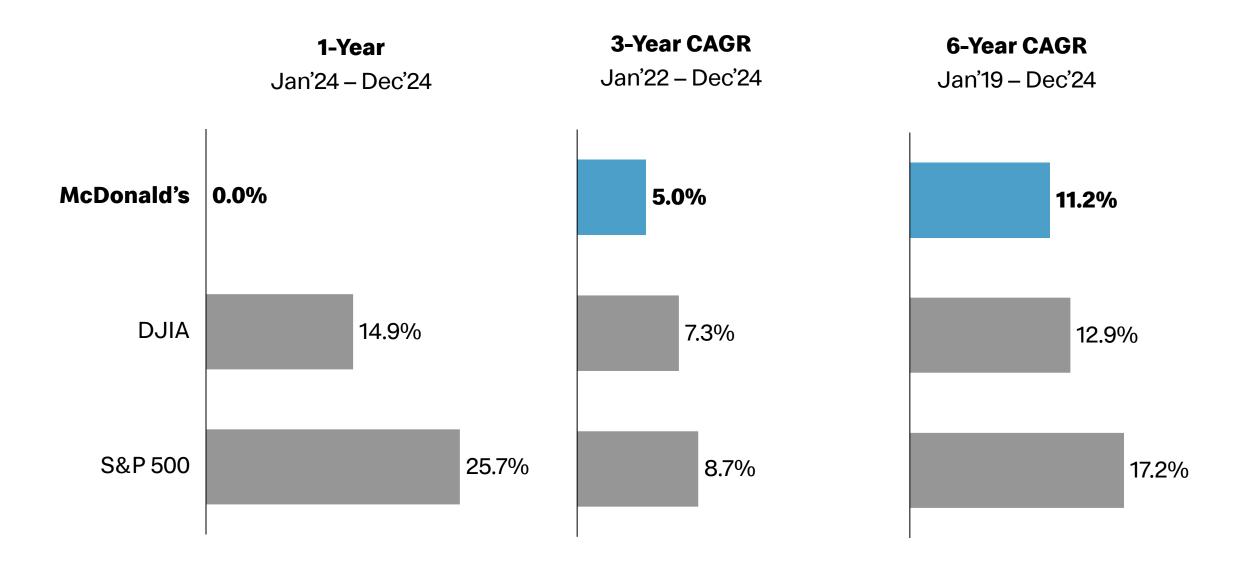
** Free cash flow conversion is a non-GAAP financial measure; see "Important Disclaimers"

Capital Structure

McDonald's maintains a strong investment grade credit rating



Total Shareholder Return Performance History



2025 Outlook*

Based on current conditions, the following is provided to assist in forecasting the Company's future results for 2025:

- The Company expects net restaurant unit expansion will contribute slightly over 2% to 2025 Systemwide sales** growth, in constant currencies
- The Company expects full year 2025 Selling, general and administrative expenses of about 2.2% of Systemwide sales**
- The Company expects 2025 **operating margin** percent to be in the mid-to-high 40% range
- Based on current interest and foreign currency exchange rates, the Company expects **interest expense** for the full year 2025 to increase between 4% and 6% driven primarily by higher average debt balances and higher average interest rates
- The Company expects the **effective income tax rate** for the full year 2025 to be between 20% and 22%. Some volatility may result in a quarterly tax rate outside of the annual range
- The Company expects 2025 **capital expenditures** to be between \$3.0 and \$3.2 billion, with the majority directed towards new restaurant unit expansion across the U.S. and International Operated Markets. Globally, the Company expects to open approximately 2,200 restaurants. The Company expects to open about 600 restaurants in the U.S. and International Operated Markets segments, and that developmental licensees and affiliates will contribute capital towards about 1,600 restaurant openings in their respective markets. The Company expects nearly 1,800 **net restaurant additions** in 2025
- The Company expects to achieve a **free cash flow conversion**** rate in the low-to-mid 80% range

^{*} Excerpted from the Company's Form 10-K; see "Important Disclaimers"

^{**} Systemwide sales and free cash flow conversion are non-GAAP financial measures; see "Important Disclaimers"

Long-Term Outlook*

Over the long-term, the Company expects to achieve the following average annual financial targets:

- Net restaurant unit expansion of about 2.5% of Systemwide sales** growth, in constant currencies
- Continued operating margin expansion
- Sequential increases in **capital expenditures** of about \$300 million to \$500 million each year through 2027
- Between 4% and 5% net new restaurant unit growth, targeting 50,000 global units by 2027 with a run rate of about 1,000 gross restaurant openings across the U.S. and International Operated Markets segments in 2027
- Free cash flow conversion** rate targeted to be in the 90% range, with the conversion percentage likely below this target during a period of heightened investments

^{*} Excerpted from the Company's Form 10-K; see "Important Disclaimers"

^{**} Systemwide sales and free cash flow conversion are non-GAAP financial measures; see "Important Disclaimers"

Our Strategic Plan is Guiding Our Ambition



Our Growth Pillars

Maximize our Marketing

- Driving scale through marketing
- Maximizing the return on investment
- Creating a more personalized approach to value



- Piloting a new large burger equity
- Scaling McCrispy to nearly all markets by the end of 2025
- Extending McCrispy into wraps and tenders, delivering an additional point of chicken share
- Deploying Best Burger to nearly all markets by the end of 2026



- Deploying Ready on Arrival technology in the top 6 markets by the end of 2025
- Reaching 250 million 90-day active loyalty members and \$45 billion in annual loyalty Systemwide sales by the end of 2027
- Generating 30% of delivery sales through integrated delivery by the end of 2027
- Surpassing 50,000 restaurants globally by the end of 2027

Leveraging technology to unlock greater innovation, speed and efficiency for customers, restaurant teams, and employees

Appendix: GAAP Reconciliations

Adjusted Operating Income & Adjusted Operating Margin (dollars in millions)							
	<u>2024</u>	<u>2019</u>					
Operating income	\$11,712	\$9,070					
Strategic restructuring charges	\$221	\$74					
South Korea & Israel transactions	\$70	\$-					
Adjusted operating income	\$12,003	\$9,144					
Total revenues	\$25,920	\$21,365					
Adjusted operating margin	46.3%	42.8%					

Appendix: GAAP Reconciliations

Free Cash Flow & Free Cash Flow Conversion (dollars in millions)										
	<u>2024</u>	<u>2023</u>	<u>2022</u>	<u>2021</u>	<u>2020</u>	<u>2019</u>				
Cash provided by operations	\$9,447	\$9,612	\$7,387	\$9,142	\$6,265	\$8,122				
Less: Capital expenditures	\$2,775	\$2,357	\$1,899	\$2,040	\$1,641	\$2,394				
Free cash flow	\$6,672	\$7,255	\$5,488	\$7,102	\$4,624	\$5,728				
Net income	\$8,223	\$8,469	\$6,177	\$7,545	\$4,731	\$6,025				
Free cash flow conversion	81.1%	85.7%	88.8%	94.1%	97.8%	95.1%				