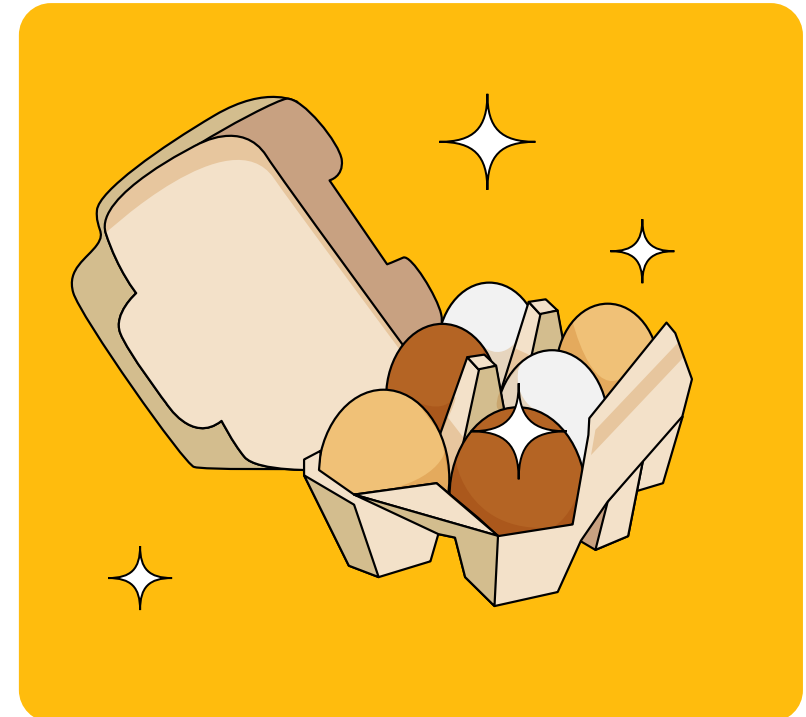




Purpose & Impact Progress Summary

2024–2025





A Message From Our CEO



McDonald's celebrated its 70th anniversary this year. From day one, our business has been grounded by more than great food; we're rooted in consistency, quality and community impact. What sets our brand apart is not just what we do, but how we do it.

Through generations of ever-changing global economies, technological booms, extraordinary evolution and resounding connection to the center of culture, we've grown stronger year after year by staying true to what we do best: serving delicious food with unmatched value to our customers while feeding and fostering communities around the world.

Building an Enduring Business

Growing our business – serving 70 million customers in 43,000 restaurants and counting, while preserving resources – is no small feat for a brand of our size. Across our System, we're ensuring quality food is accessible and affordable for families; exploring ways to power our restaurants even more efficiently; and encouraging farmers, producers and suppliers to adopt practices that support a resilient, thriving food system we depend on for our iconic menu. Consuming less as we strive to do more is imperative to maintaining our competitive advantage. Together with our Franchisees and suppliers, we have made genuine progress through tenacity, agility and adaptability.

Empowering People, Everywhere

McDonald's has always been a people business, creating access to opportunity for everyone we serve: our customers, employees, Franchisees and suppliers. No matter where you are in the world, our restaurants are places where everyone is welcome – and often where opportunity begins. Dedicated investment in

tuition assistance, learning development and career training helps make education and advancement more accessible for more people in more communities. This year it's been an absolute pleasure to celebrate 50 years of incredible impact with our forever partner, Ronald McDonald House Charities. This milestone was made even more meaningful by a record-breaking \$73 million raised through Round-Up for RMHC, alongside continued support from our corporate funding. We are inspired by the work that has been done – and will continue – to empower our people and uplift our communities across the world.

We're committed to ensuring that our growth is sustainable, aligned to our values and creating positive impact in the places that matter most. When we act with intention, we don't just serve our communities; we strengthen them. That's how we'll continue to feed and foster the world around us today, tomorrow and for generations to come.

Chris Kempczinski, Chairman and CEO, McDonald's Corporation



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A Message From Our Leaders



When we lean into the combined strength of the McDonald's System, we have the power to transform our business and positively shape the world around us.

McDonald's is one of the largest brands in the world, but, at our heart, we are a collective of local businesses. Through shared accountability with our suppliers and the approximately 2 million people employed by us and thousands of dedicated Franchisees, we're able to learn from one another, scaling local solutions to create more sustainable food systems and improve access to opportunity around the world.

Every day, we're investing in the programs and talent we need to serve and source the delicious, high-quality, affordable food our customers count on. It's not just the right thing to do – it's essential to driving sustainable growth. In a year in which McDonald's opened over 2,000 new restaurants globally and increased Systemwide sales, we simultaneously reduced our greenhouse gas emissions, increased our use of sustainable packaging and continued to deliver on our commitment to inclusion.

Results like these are not guaranteed, nor will they always be linear. Like many companies with ambitious goals, we face challenges and uncertainties from a multitude of stakeholders. McDonald's is committed to driving progress. We'll continue to learn, innovate and push forward – because of the benefits we see to our business and its resilience.

Jon Banner, Executive Vice President and Global Chief Impact Officer, McDonald's Corporation



Our Reporting Suite

This Progress Summary shares our actions and progress across the globe throughout 2024. Explore more about our Purpose & Impact using the links below.



Purpose & Impact Report

An in-depth disclosure of 2024 progress against our Purpose & Impact focus areas and goals.



Our Purpose & Impact web pages

Our approach to each topic is covered in detail on the Our Purpose & Impact pages of our corporate website, including the full scope of our foundational strategies, policies and approaches.



Climate Resiliency Summary

Detailed insights into our climate targets, approach and progress toward net zero by 2050.



SASB Index

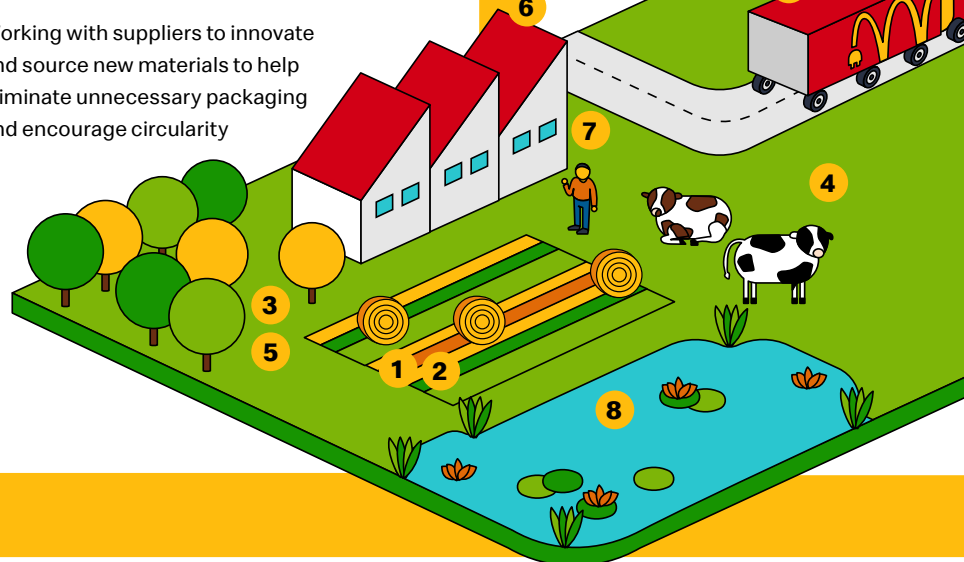
McDonald's reports through the voluntary SASB framework within the Food & Beverage sector.



The McDonald's System

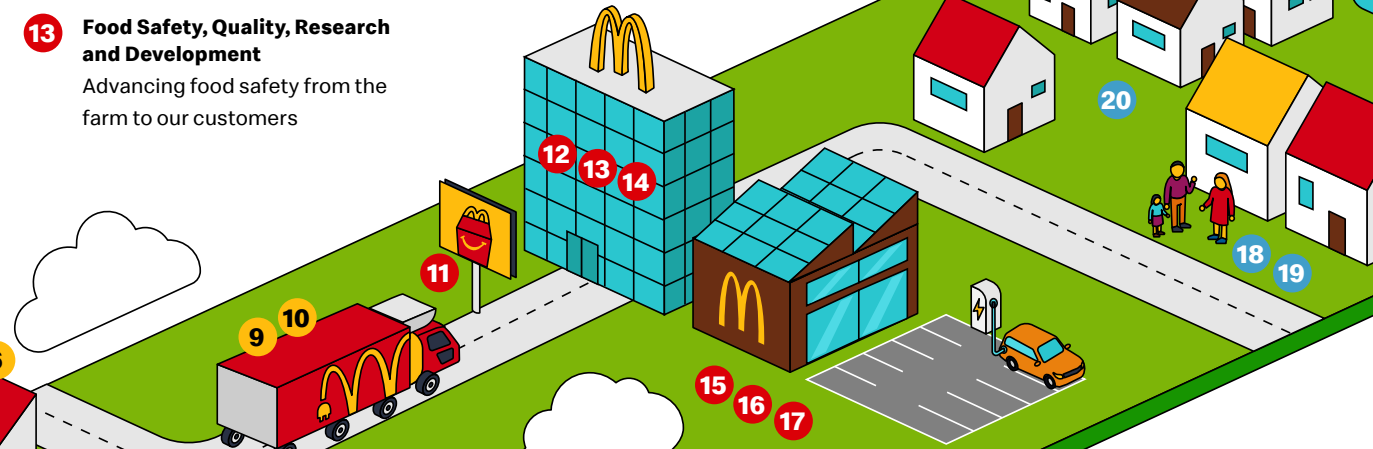
Our Suppliers

- 1 Identifying opportunities for increased efficiency
- 2 Supporting suppliers in farm management and scaling regenerative practices
- 3 Helping protect nature and promote biodiverse ecosystems
- 4 Helping to improve animal welfare and responsible antibiotic use
- 5 Tackling deforestation in our supply chain
- 6 Engaging with suppliers on emissions reductions
- 7 Respecting human rights in our supply chain
- 8 Conserving water, using it responsibly and efficiently and building resiliency
- 9 Collaborating with suppliers to advance food safety from the farm to our customers
- 10 Working with suppliers to innovate and source new materials to help eliminate unnecessary packaging and encourage circularity



Our Operations, Employees & Franchisees

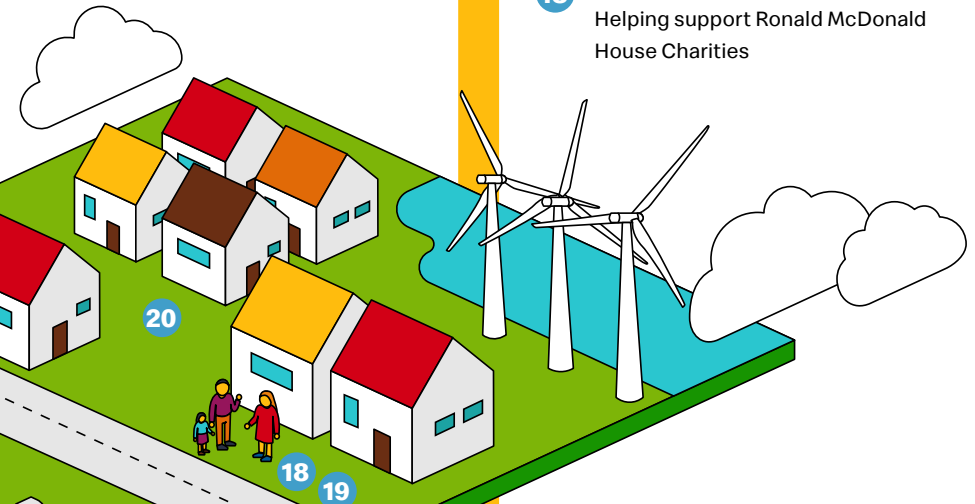
- 11 **Nutrition and Choice**
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- 17 **Within All Restaurant Buildings/Sites** (Company-owned and operated restaurants and Franchisee-owned restaurants)
 - Reducing energy use in our restaurant operations
 - Designing more sustainable restaurants
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 - Helping support Ronald McDonald House Charities
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 - Offering hardship and disaster relief for Company-owned and operated restaurants in the U.S.
 - Providing food and supply donations
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 - Reducing barriers to youth employment
 - Promoting volunteerism opportunities and resources





Our Impact Strategy & Approach

We are taking action on the issues that are most important to our business, and that will help create long-term sustainable value.

Our Planet

A thriving planet is essential to our ability to source the ingredients McDonald's needs to feed and foster communities for generations to come. That's why we are taking actions that will help our business be more resilient in the future, such as protecting natural resources, reducing waste and transitioning to more sustainable packaging and toys.

Food Quality & Sourcing

The safety and quality of our food is a top priority. We're working toward responsibly sourcing our priority commodities, promoting animal health and welfare and making safe, quality food accessible to families across the world.

Our Impact Strategy

Jobs, Inclusion & Empowerment

McDonald's is, and has always been, a people business. We are committed to fostering workplaces where people feel supported, have access to opportunity and feel empowered to realize their full potential. Guided by our values, we are working on becoming better champions, sponsors and leaders to help empower the people and communities we serve.

Community Connection

With more than 43,000 restaurants globally, McDonald's has a unique connection with communities around the world. We believe that comes with a responsibility to help support the people within them. It's a responsibility we take seriously – because we believe that when our communities thrive, so does McDonald's.



Every day we work toward the future we want for our planet, our people and the thousands of communities we call home. Taking action on climate impact and increasing access to opportunity for everyone in our value chain are non-negotiable elements of how we do business to remain resilient and adaptable in an ever-changing global landscape. Our ability to source and serve our fans the food they love today and for the next generation is dependent on the investments we're making in local communities. Together with our incredibly innovative and ambitious suppliers, operators, partners and teams around the world, we are helping to ensure sustainable growth."

Beth Hart, Chief Sustainability & Social Impact Officer, McDonald's Corporation





Progress Against Our Goals at a Glance

This table provides a brief overview of the progress we’re making toward our goals. For more detail on all of our goals and progress statements, please see our [Purpose & Impact Report](#).



Animal Health & Welfare and Responsible Antibiotic Use

Goal	Status	Progress
Pork Housing Goal (U.S.): We’re working with pork suppliers to phase out the use of gestation stalls (small, enclosed pens) for housing pregnant sows by the end of 2024.	Achieved	Achieved as of the end of 2024. We’ve phased out the use of gestation stalls for confirmed pregnant sows in McDonald’s U.S. pork supply.
Broiler Welfare Goal (Multiple Markets): We are committed to sourcing chickens raised with improved welfare outcomes. To achieve this, we have outlined eight specific commitments for our in-scope markets, which are expected to be fully implemented by the end of 2024. ¹	Achieved	As the end of 2024, we have achieved our eight Broiler Welfare Commitments across in-scope markets. See page 20 for more details.
Responsible Antibiotic Use in Chicken Supply Chain Goal (Multiple Markets): Eliminate the use of antibiotics defined by the World Health Organization (WHO) as Highest-Priority Critically Important Antibiotics (HPCIA) to human medicine from all chicken served in in-scope markets by the end of 2027. ²	In Progress	Across in-scope markets, HPCIA use has been eliminated in Australia, Brazil, Canada, Europe, Japan, South Korea and the U.S., with China expected to comply before the end of 2027.
Responsible Antibiotic Use in Beef Supply Chain Goal (Multiple Markets): In collaboration with our suppliers, producers and farmer partners, we will establish market-appropriate targets for use of medically important antibiotics – as defined by the WHO – in our beef supply chain, and we will partner in the collection of antibiotic use data and measurement of progress on responsible use associated with the beef industry globally.	In Progress	In December 2022, we established market-specific targets for the responsible use of antibiotics in our beef supply chain for 10 in-scope markets (representing over 80% of our global beef supply chain as of the end of 2022). ³ We continue to grow our partnerships to increase data availability, access and collection to help us better understand antibiotic use and identify opportunities for improvement.



Climate Action

Goal	Status	Progress
Reduce absolute Scope 1 and 2 GHG emissions by 50.4% from Company-owned and operated restaurants and offices, by the end of 2030, from a 2018 base year.	In Progress	Guided by our climate risk and opportunities insights and driven by our goals, during 2024 we pursued various actions to help reduce emissions – from enhancing how we design and power restaurants to supporting more sustainable agriculture production techniques.
Reduce absolute Scope 3 energy and industrial GHG emissions by 50.4% from Franchisee and Company-owned and operated restaurants, and the facility, logistics and plastic packaging emissions in our supply chain, by the end of 2030, from a 2018 base year.	Facing Challenges	As with all journeys to advance change and meet goals, there are challenges along the way and it’s clear we cannot do this alone. McDonald’s has a complex global supply chain and many stakeholders that have varied interests. Changes in circumstances, regulatory standards and methods of measuring achievement may impact progress, which may not be linear.
Reduce absolute Scope 3 Forest, Land and Agriculture (FLAG) GHG emissions by 16% and maintain no deforestation across its primary deforestation-linked commodities, by the end of 2030, from a 2018 base year.	Facing Challenges	



Ross Barney Architects and the photographer Kendall McCaugherty, Hall, Merrick, McCaugherty Photographers



Nature, Forests & Water

Goal	Status	Progress
<p>Eliminate Deforestation Goal (Multiple Markets): Eliminate deforestation from our global supply chains by the end of 2030, building on the progress from our 2020 milestones in highest-priority commodities and regions.</p> <p>We continue our focus on supporting deforestation-free supply chains for our primary commodities: beef, soy (for chicken feed), palm oil, coffee and fiber (used in primary guest packaging).</p>	<p>In Progress</p>	<p>The Company continues to drive resiliency-focused transformation of production systems in its supply chain through its work toward eliminating deforestation and addressing conversion for the below primary commodities and origins.</p> <p>Percentage of Commodities Sourced in 2024 Supporting Deforestation-Free Supply Chains</p> <ul style="list-style-type: none">• Beef: 77% of beef sourced from high-priority origins in Argentina, Australia, Brazil and Paraguay, per the McDonald’s Deforestation-Free Beef Procurement Policy, was verified to be deforestation-free through geo-monitoring. High-priority origins represented 10% of our global beef volumes in 2024. Details can be found in our <u>Deforestation-Free Beef Procurement Policy</u>.⁴• Soy (for chicken feed) 100%: The Company supports the resilient transformation of soy-producing regions by investing in landscape-level solutions and initiatives covering 100% estimated soy volumes in feed for chicken produced outside of the U.S. and Canada.⁵• Palm oil 100%: The Company requires palm oil sourced for McDonald’s restaurants or as an ingredient in McDonald’s products to be covered by <u>Roundtable on Sustainable Palm Oil (RSPO)</u> certification.⁶• Coffee 96.6%: The Company requires coffee sourced for McDonald’s restaurants from Honduras, Indonesia and Vietnam to be <u>Rainforest Alliance Certified™</u> and for ground and whole bean coffee from other countries to be sourced from Rainforest Alliance, Fairtrade International certified or from a McCafé Sustainability Improvement Platform (SIP) program.⁷• Fiber-based primary guest packaging 98.99%: The Company requires that fiber for primary guest packaging at McDonald’s restaurants be sourced from <u>Forest Stewardship Council® (FSC®)</u> chain of custody certification or the <u>Programme for the Endorsement of Forest Certification (PEFC)</u> for deforestation.⁸



Packaging, Toys & Waste

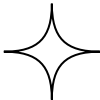
Goal	Status	Progress				
<p>Guest Packaging Sourcing Goal (Multiple Markets): We aim to source 100% of our primary guest packaging^{9,10} from renewable, recycled or certified materials by the end of 2025.</p>	<p>In Progress</p>	<p>As of the end of 2024, we were 90.93% of the way toward our goal of sourcing 100% of our primary guest packaging^{9,10} from renewable, recycled or certified materials by the end of 2025.</p> <p>Non-structural components of packaging are out of scope.¹¹</p> <p>We continue to face challenges in identifying commercially scalable renewable, recycled or certified sources for certain packaging items that meet our and our customers’ expectations, including the linings and lids used for hot items contained in fiber packaging. These challenges will impact our ability to source 100% of our primary guest packaging from renewable, recycled or certified materials by the end of 2025.</p> <p>Percentage of primary guest packaging from renewable, recycled or certified sources</p> <table><tr><td>2024</td><td>90.93%</td></tr></table> <p>Percentage of primary fiber-based guest packaging sourced from recycled or certified sources</p> <table><tr><td>2024</td><td>98.99%</td></tr></table>	2024	90.93%	2024	98.99%
2024	90.93%					
2024	98.99%					





Packaging, Toys & Waste

Goal	Status	Progress
Added Fluorinated Compounds Goal (Multiple Markets): Ensure all primary guest packaging is free from intentionally added fluorinated compounds by the end of 2025. ¹²	In Progress	As of the end of 2024, 99.82% of our guest packaging items did not contain intentionally added fluorinated compounds.
Guest Recycling Goal (Multiple Markets): We aim to implement global and local solutions across our business to advance the reduction, reuse, composting and/or recycling of guest packaging, and help create demand for recycled materials by the end of 2025.	In Progress	<p>In 2024, approximately 89.6% of restaurants in markets with advanced infrastructure¹³ offered guests the opportunity to recycle and/or compost packaging items.</p> <p>In these restaurants, guest packaging is collected in customer-facing bins for back-of-house or off-site sorting for recycling or composting, utilizing existing local waste infrastructure systems.</p>
Plastic Reduction in Happy Meal Toys Goal (Multiple Markets): Drastically reduce plastics in Happy Meal toys around the globe and transition to more sustainable materials by the end of 2025. ¹⁴	In Progress	<p>As of the end of 2024, we reduced virgin fossil fuel-based plastic for Happy Meal toys by 80.26% as compared to a 2018 baseline.</p> <p>This progress has involved decreasing the use of virgin fossil fuel-based plastics. For example, in 2024 we began using viscose stuffing made from wood pulp, fabric and stuffing made from recycled plastic, and bagasse molded fiber made from sugarcane in Happy Meal toys.</p>






Our Planet


Our success is closely interlinked with the health of shared natural resources, which form the foundation of the agricultural supply chains for our menu.

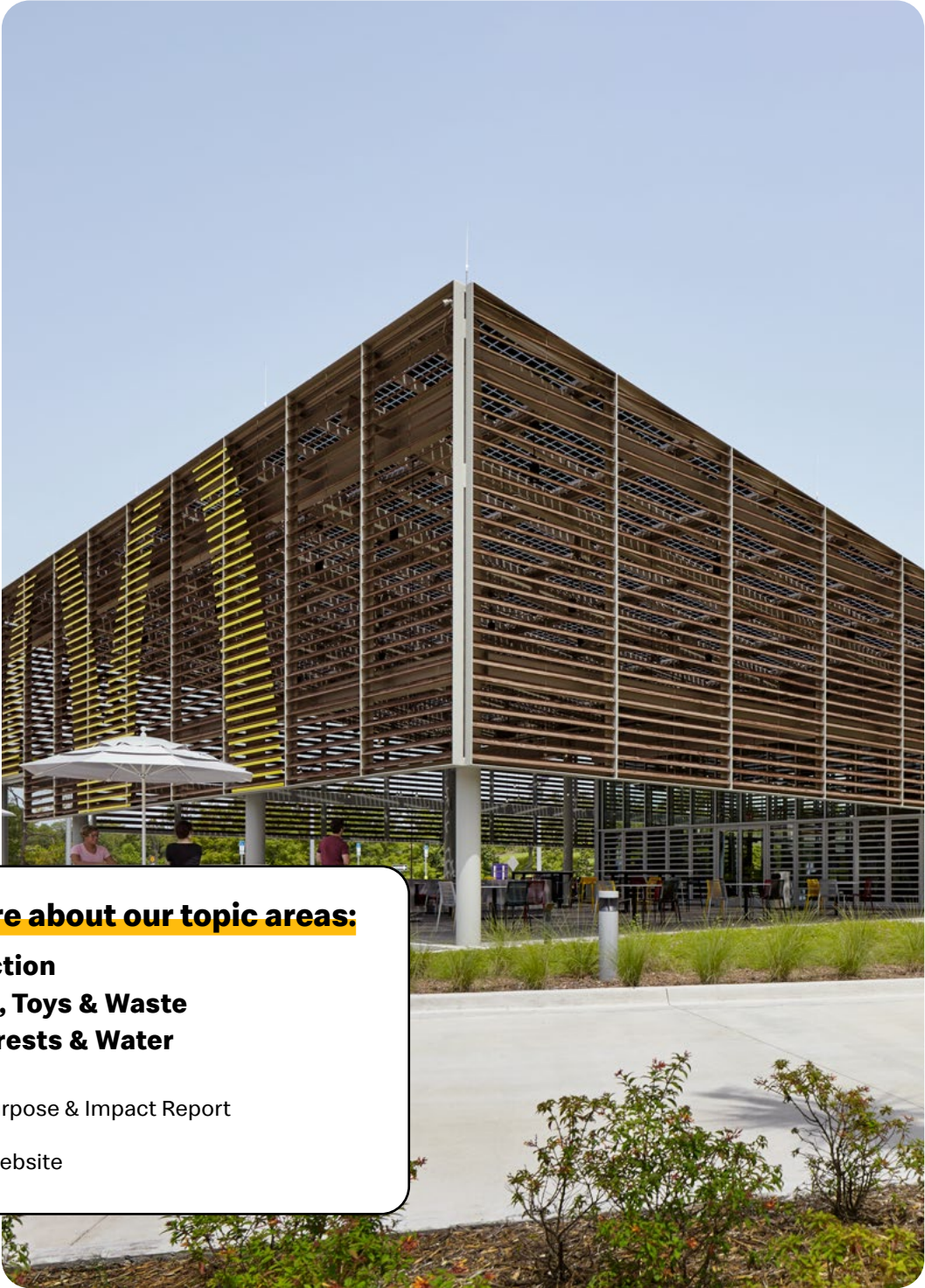
As such, to continue feeding the communities we serve for generations to come, we recognize we need to protect our planet and manage our impacts. We're helping to drive climate action, protect natural resources and reduce waste and are transitioning to more sustainable packaging and toys.

Read more about our topic areas:

- Climate Action
- Packaging, Toys & Waste
- Nature, Forests & Water

 in our Purpose & Impact Report

 on our website





Designing Restaurants With Sustainability in Mind

Revealing the details behind our impactful restaurant design features.

Take a look at these clever approaches to design from across the world.

Japan

Sourcing Renewable Energy

Over 200 McDonald's restaurants in the Kansai and Kanto regions of Japan are supported by solar Power Purchase Agreements (PPAs), which, collectively, have reduced emissions by nearly 5,000 metric tons CO₂e since February 2025.¹⁵

U.K.

Utilizing Recycled Materials

McDonald's opened a net zero restaurant in 2021 in Market Drayton in the U.K. Powered by solar and wind generated energy, the building features sheep's wool insulation, cladding made from recycled technology equipment and a drive-thru lane made of recycled tires. A net zero restaurant blueprint was developed based on Market Drayton and, as of the end of 2024, it has been used to inform nine new restaurant builds.

France

Belgium

Poland

Switzerland

Norway

Circular Restaurant Décor

We are continuously evolving the customer and crew experience, including the way we build and furnish our spaces. Since 2023, we have been exploring circular restaurant décor in our restaurants, testing innovative solutions that balance visual impact with sustainability. We have now debuted our circular restaurant décor at eight sites across France, Belgium, Switzerland, Norway and Poland, with several more in the pipeline.

Brazil

Reusing Resources

A restaurant in São Paulo, Brazil, kept sustainability in mind when it came to restaurant design with its living roof, solar-powered LED lighting and furnishings made with recycled plastic. Resource conservation is a central aspect of the design, as both rainwater and air conditioning condensation are collected for reuse.

The restaurant is treating waste on-site and uses the compost to grow vegetables in the community farm, located in the parking lot. This is part of the Arcos Dorados Sustainable Construction Policy.

Indonesia

Energy Efficiency

In 2024, a new restaurant in South Jakarta became Indonesia's first food and beverage establishment to receive green building certification for the planning stage at the Madya (intermediate) level. Awarded by the Jakarta Provincial Office of Public Works, Spatial Planning and Land, the building design integrates features targeting 25% energy savings, in line with government requirements.



Read about Climate Action in more detail in our [Purpose & Impact Report](#).





Reducing Waste

From litter cleanups to food donations, we are taking steps to help reduce, reuse and recycle waste.



Streamlining Packaging in Norway
McDonald's Developmental Licensee (DL) in Norway partnered with Keep Norway Clean in 2024 to assess key waste streams for its restaurants and make recommendations, including reducing the use of items such as lids and straws. One restaurant in Norway reduced its packaging-related waste by over 14,000 pieces in just two weeks by removing such items.

McDonald's DL in Norway and Keep Norway Clean also piloted a project in Tromsø, McDonald's first location in Northern Norway, to study waste impact in a previously McDonald's-free area. Waste was measured before and after the restaurant opened, and results showed a reduction in litter compared to before the restaurant opened. The restaurant implemented strong routines, including mapped cleanup routes and scheduled litter rounds, ensuring a clean environment.



Poland



Netherlands

Litter Cleanups in Poland and the Netherlands
In Poland, McDonald's restaurants collaborated with Planet Heroes and local communities for litter collection events. Over 3,000 participants volunteered in 663 collection events in 2024. This resulted in over 4,000 60-liter bags of waste being collected from sidewalks and park grounds.¹⁶

In the Netherlands, businesses are required to clean up litter within 25 meters of their premises. McDonald's restaurants in the Netherlands strive to go beyond this minimum requirement by partnering with local governments to address litter. We have five local litter agreements across 20 restaurants in five communities (Rotterdam, The Hague, Vriezenveen, Vlissingen and Doetinchem). The aim of these agreements is to focus efforts on litter hotspots, help improve the availability of waste facilities so that litter is avoided and raise community awareness about the need to dispose of waste properly.



Brazil



Japan

Reducing Food Waste in Brazil and Japan
In Brazil, our DL's food donation program is helping to address food insecurity and reduce food waste. Since launching in 2023, nearly 400 restaurants have donated the equivalent of 210,000 meals to vulnerable communities. In Japan, McDonald's restaurants are repurposing food waste into animal feed, fertilizer and biomass fuel.



Turkey

Turning Food Waste Into Biopolymer Trays in Turkey
In 2024, McDonald's DL in Turkey launched an initiative called the Green Tray Project to help reduce both plastic use and food waste. The project involves the upcycling of waste from bun production into biopolymers. The biopolymers are then turned into McCafe® trays. The carbon footprint associated with the production of trays made from biopolymers is nearly 60% less than the carbon footprint associated with the production of trays made entirely of virgin plastic. As of the end of 2024, biopolymer trays are being piloted at one restaurant in Turkey with plans to expand to more restaurants in 2025.



Netherlands

Recycling Uniforms in the Netherlands
McDonald's restaurants in the Netherlands began collaborating with a uniform supplier to recycle old uniforms in 2023. As of the end of 2024, approximately 77,537 pieces of fabric that could have otherwise gone to landfill were instead recycled. Making uniforms out of this material saved

approximately 121 million liters of water in 2024 in the production process compared to making uniforms out of entirely new material.



Read about this in more detail in our [Purpose & Impact Report](#).



60%

less carbon footprint associated with the production of trays made from biopolymers than virgin plastic





Championing Energy Efficiency in India



India

Real-time energy monitoring has helped restaurants identify meaningful opportunities for reductions in energy use.

In India, 92% of McDonald's restaurants have adopted energy management systems to monitor and control energy usage in real time. This has helped the restaurants identify opportunities to reduce energy use. By leveraging other technologies to help increase energy conservation and efficiency, such as automated temperature controls, evaporative coolers and LED lighting systems, McDonald's restaurants in India have reduced their combined electricity consumption since

2021 by approximately 16 million kWh. In 2024, these types of measures reduced electricity consumption by approximately 3 million kWh across all McDonald's restaurants in India compared to 2023.

Additionally, McDonald's restaurants in India are transitioning to renewable energy sources, such as solar. For example, McDonald's Kohlapur, Maharashtra has a solar roof top.



Read about our planet in more detail in our [Purpose & Impact Report](#).

92%

of McDonald's restaurants in India monitor and control energy usage in real time

Driving Change With Electric Deliveries in Australia



Australia

In a step toward decarbonizing its operations, Martin Brower – the logistics provider to McDonald's restaurants in Australia – launched its first electric delivery truck in 2024.

Consistent with the government's National Electric Vehicle Strategy to increase uptake of electric vehicles, the Australian Federal Minister for Climate Change and Energy showed support by being present for the inaugural delivery. This marks the beginning of a broader trial, aimed at assessing the potential operational efficiencies and environmental benefits gained by Martin Brower transitioning to electric-powered transport in Australia. Electric vehicles can present various benefits compared to fossil fuel-powered alternatives, such as emitting fewer localized air pollutants and reducing operational noise.





Food Quality & Sourcing

We're working toward creating a secure, more sustainable future for food by advancing safety and quality, helping to improve animal health and welfare in our supply chain and making balanced, quality meals more accessible to families across the world.

Improving animal health and welfare in our supply chain is also central to our sustainability strategy. Through more sustainable ingredient sourcing we are providing quality food and varied menu choices to help support the well-being of future generations.

Read more about our topic areas:

Food Safety

Nutrition & Marketing Practices

Responsible Sourcing

**Animal Health & Welfare and
Responsible Antibiotic Use**

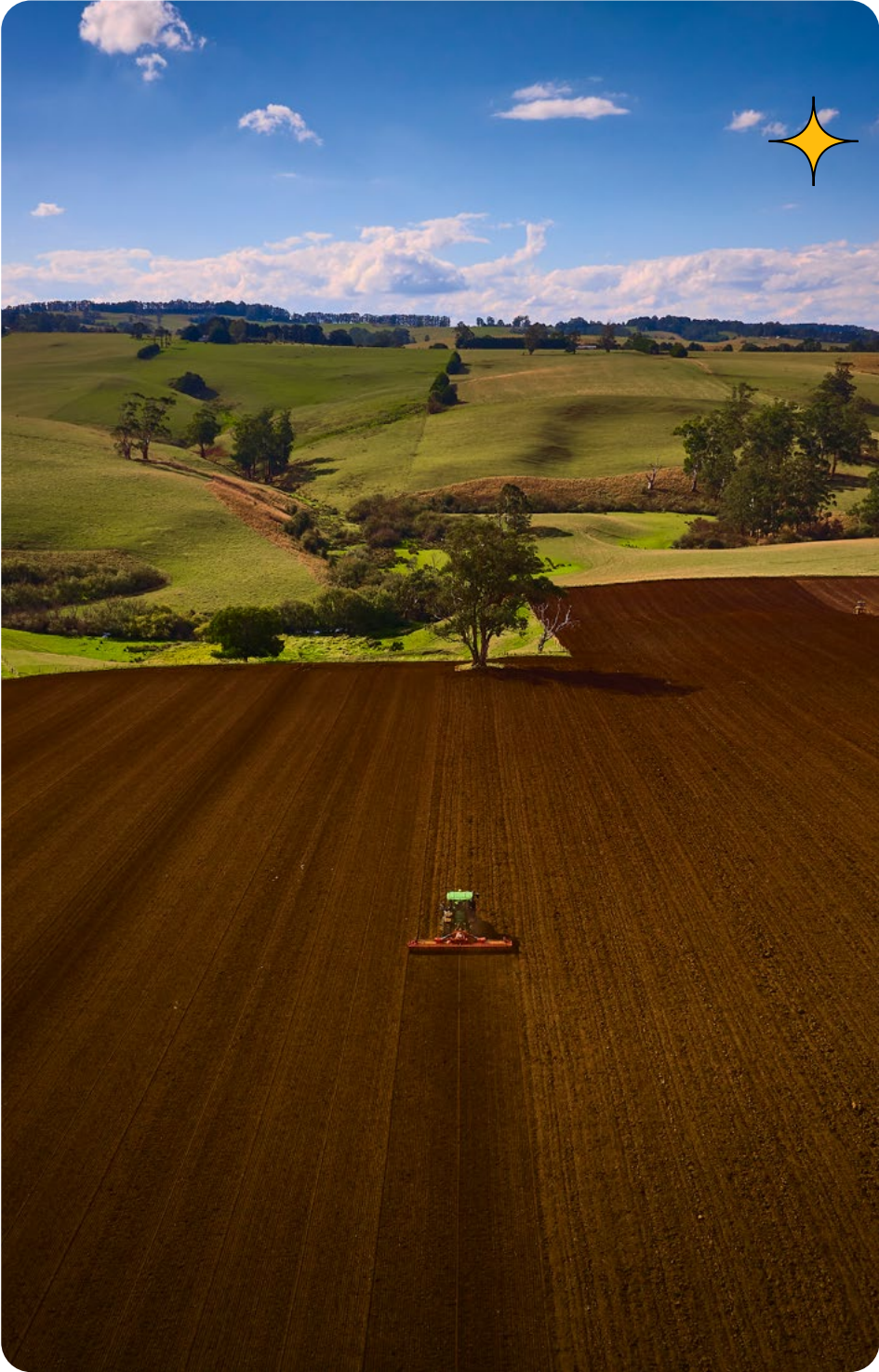


in our Purpose & Impact Report



on our website





Supporting and Advancing Regenerative Agriculture

Our unique partnerships are helping forge new ground in farming techniques.



Promoting Regenerative Agriculture in the U.K.

The Sustainable Fries Fund (SFF), which was launched in 2020 by McDonald's and McCain, is a £1 million joint investment to help U.K. potato growers adopt more sustainable practices. Through the Fund, growers can access grants to invest in soil health, water efficiency and regenerative agriculture research.

The SFF has supported the establishment of three potato innovation hubs in the U.K., which serve as platforms for knowledge exchange about the adoption of regenerative agriculture practices. These hubs are complemented by the McCain Classroom, an online education platform containing updates on SFF research for potato growers.

During 2024, soil health assessments have been conducted across 84 farms, using the Soil Health Benchmark. The assessments allow farmers to make better decisions on future soil management. Pollinator trials in 2024 have also shown a 490% increase in invertebrate biodiversity in field margins compared to cropped areas, reflecting a similar trend in 2023.



Contributing to Restoring Croplands in Canada

In Canada, McDonald's is collaborating with Ducks Unlimited Canada and Cargill on a Regenerative Forage program to restore 125,000 acres of cropland to grass and pasture by 2025. McDonald's will contribute a total of \$625,000 CDN to the program.

Now in its fourth year, the initiative has enrolled over 108,000 acres and involves more than 200 farmers who are working to regenerate ecosystems and support wildlife habitats.



Researching Grazing Practices in France

In France, McDonald's is supporting the Pâturond research project, which studies grazing practices in cattle farming. The initiative evaluates three methods – continuous grazing, rotational grazing and adaptive multi-paddock grazing – to understand the extent to which each has the potential to enhance biodiversity and promote carbon sequestration while maintaining production potential.

The project will analyze soil carbon measurements, conduct floral inventories to assess species richness and guide faunal biodiversity studies. The findings will help inform McDonald's efforts toward driving greater adoption of regenerative agriculture methods.



Poland

Advancing Regenerative Agriculture in Poland

Alongside Farm Frites – a potato grower that has provided potatoes used to produce McDonald’s World Famous Fries® for over three decades – McDonald’s is supporting over 200 farmers in Poland to implement a regenerative agriculture program.

The program aims to help improve farmers’ resilience to the impacts of climate change by encouraging the use of regenerative practices, such as crop rotation and no-till cultivation, that can help reduce soil erosion, increase biodiversity and support ecosystems.

The initiative is embracing technology to help advance sustainable practices. For example, participants use GPS-guided sprayers that apply pesticides and fertilizers with precision, helping to reduce

the amount needed. They also utilize soil moisture monitoring equipment to help encourage the farmers to irrigate crops more effectively and conserve water.

We are committed to participating in initiatives like these that promote sustainability-focused practices and help ensure the future of farming.

Crop rotation is the practice of growing different crops sequentially on the same land to help maintain soil fertility.

No-till cultivation involves planting crops without disturbing the soil through ploughing or tilling, helping to prevent erosion and retaining moisture.

Growing Together

Canada

McDonald’s Canada and Cargill are collaborating to help advance farming practices that will help promote the long-term resilience of the Canadian beef industry.

In 2024, McDonald’s Canada and Cargill announced a \$100,000 investment in research initiatives in Canada led by the Beef Cattle Research Council (BCRC). The research will focus on improving soil health, cattle productivity, carbon sequestration and grazing management, with the aim of helping to ensure the long-term resilience of the Canadian beef industry.

The hope is that the results of this research will help equip generations of Canadian-based farmers and ranchers with the tools they need to incorporate innovative farming practices at their farms and ranches.





Promoting Sustainable Coffee Sourcing



We want customers to walk into any McDonald's restaurant globally and enjoy an affordable, quality cup of coffee that benefits farming communities, supports a deforestation-free supply chain and is more sustainably sourced.

We do this by sourcing coffee from farms participating in approved roaster-led programs that comply with the McCafé Sustainability Improvement Platform (SIP).

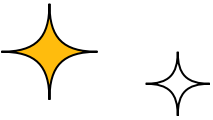
Launched in 2016 with partners including Conservation International and the Committee on Sustainability Assessment (COSA), McCafé SIP sets out the framework to engage and guide McDonald's coffee supply chain in sustainable sourcing practices. Since its launch, SIP has supported thousands of coffee-growing families. In collaboration with roasters and local communities, the program has delivered numerous training sessions and provided tailored technical assistance to coffee farmers. These efforts support the

adoption of best practices in coffee quality, labor management, farm safety, climate resilience and the conservation of natural resources. It also promotes long-term investments by the McDonald's System in coffee growers and their communities.

For example, McCafé SIP farmer Don Francisco Javier Calle's farm is a model for regenerative farming techniques. Constantly striving to do better for his business and the planet, Don Francisco's implementation of renewable energy sources and sustainable operation advancements is leading the way for smallholder farmers in the region.

Empowered in part by McCafé SIP resources, Don Francisco converted 100% of his washed coffee processing and drying energy from fossil fuel power to solar power, reduced water consumption by 20% and planted over 300 new shade trees on his farm.

The farm continues to improve year-over-year as Don Francisco strives for a more prosperous and sustainable future. Importantly, he shares his knowledge with his neighbors, striving to uplift his fellow coffee farmers and protect the local environment in the process.



100%

of Don Francisco's washed coffee processing and drying now runs on solar power instead of fossil fuels

20%

reduction in water consumption achieved

300

new shade trees planted to support farm sustainability





Future-Focused Farming

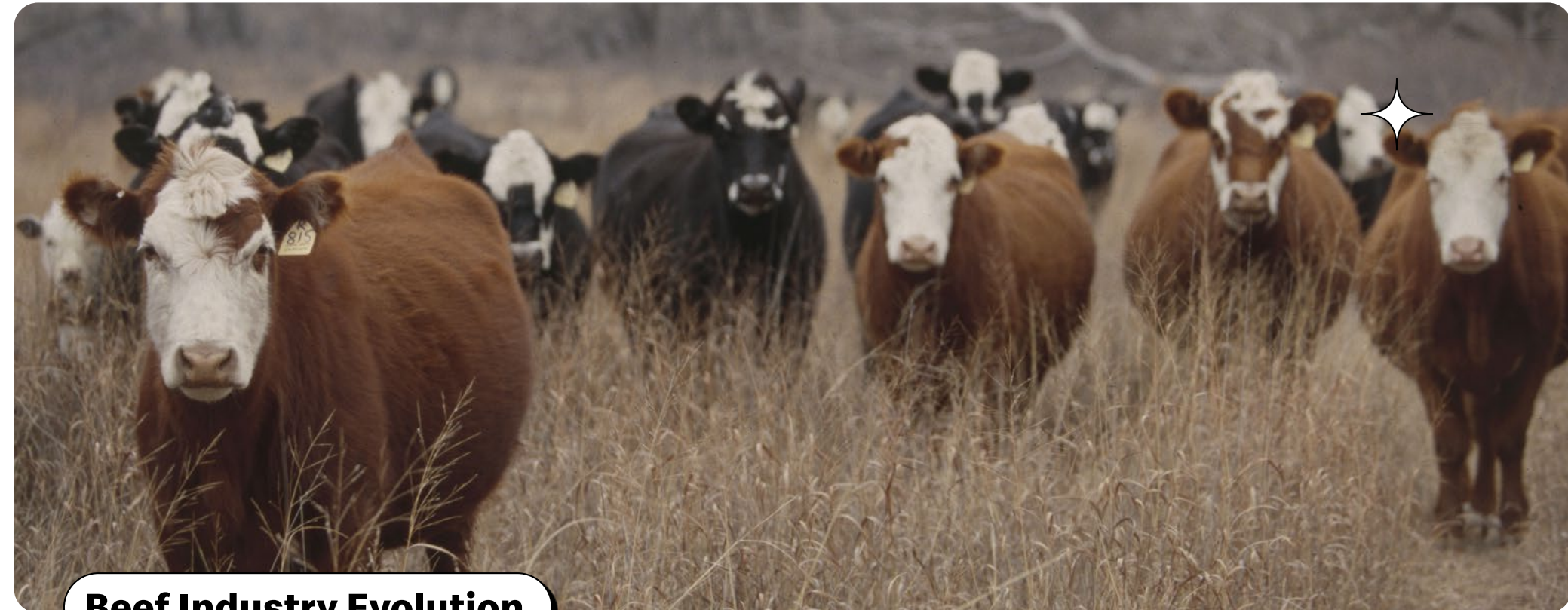


Poland

In Poland, two innovative farming initiatives are making strides in promoting sustainability-focused agricultural practices.

In Poland, McDonald's is encouraging farmers to sign up to Cultivate OSI, a beef sourcing platform that brings together over 35,000 farms. The platform financially rewards farmers with monetary bonuses per kilogram of meat sold if they demonstrate that they have adopted certain practices focused on animal welfare and sustainability – for example, grazing, feed and waste management techniques that help reduce emissions associated with beef production. The platform also promotes the ethical treatment of animals by incentivizing farmers to adopt health monitoring, humane handling and grazing conditions that can support overall animal well-being.

McDonald's is dedicated to helping transform farming practices in Poland by encouraging suppliers to adopt these types of initiatives.



Beef Industry Evolution



U.S.

McDonald's One Health Beef (OHB) project is fostering industry collaboration to help drive transparency in cattle health and antibiotic use through evidence-based medicine.

McDonald's has led a collaboration within the U.S. beef industry, including among cattle feeders, beef processors and beef procurement groups, to develop a closed-loop, real-time data system that can collect antibiotic use information for cattle. The OHB project launched in 2024 and helps facilitate the collection and discussion of information regarding cattle health and well-being, including antibiotic use.

This OHB project represents progress against the Company's Responsible Antibiotic Use in Beef Supply Chain Goal (Multiple Markets), including

its commitment to partner in the collection of antibiotic use data and measurement of progress on responsible use in the beef industry. The aim is to help OHB participants learn about the variables informing cattle production and management practices, which can be used to guide group discussions, increase understanding and identify opportunities for improvement.



Read about Animal Health & Welfare and Responsible Antibiotic Use in more detail in our [Purpose & Impact Report](#).





Seeds of Change



Norway

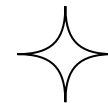
We are dedicated to helping support farmers, and we aim to build lasting relationships that cultivate growth.

Supporting Young Farmers in Norway

Every year since 2009 – in partnership with the Norwegian Rural Youth Association and agricultural cooperative Felleskjøpet Agri – McDonald’s DL in Norway recognizes a “Young Farmer of the Year” as part of its commitment to supporting sustainable agriculture and local food production. This initiative helps to highlight the vital role agriculture plays in Norway’s economy and aims to inspire more young people to pursue careers in farming.

The 2024 winners operate a cattle and dairy farm in the Vang municipality. They were recognized for their future-focused approach to farming and dedication to quality, animal welfare and sustainability.

The winners’ achievements have garnered national attention, including an invitation from the Norwegian Government to participate in Green Week in Berlin as part of a business delegation. As advocates for the next generation of farmers, the winners have said that they want to inspire others to join the industry, and their long-term vision is to cultivate a sustainable farm that contributes to Norway’s agricultural future.



Mapping Our Impact



Arcos Dorados

The McDonald’s System is harnessing technology to help improve the traceability of beef served in McDonald’s restaurants.

McDonald’s DL Arcos Dorados has been using advanced satellite mapping to monitor over 3 million hectares of land on a monthly basis since 2019. By tracking cattle movements and verifying farm origins, Arcos Dorados is helping to ensure adherence to McDonald’s global Deforestation-Free Beef Procurement Policy, which aims to eliminate deforestation and address conversion for commodities and regions where we can deliver the greatest impact, including for primary commodities like beef.

Technology is used to track the volumes and origin of beef, which helps support traceability and accountability. For example, in Brazil, Arcos Dorados monitored 26.4 million hectares of land in 2024. In addition, over 8,000 farms and nearly 3.5 million animals were tracked across Brazil.

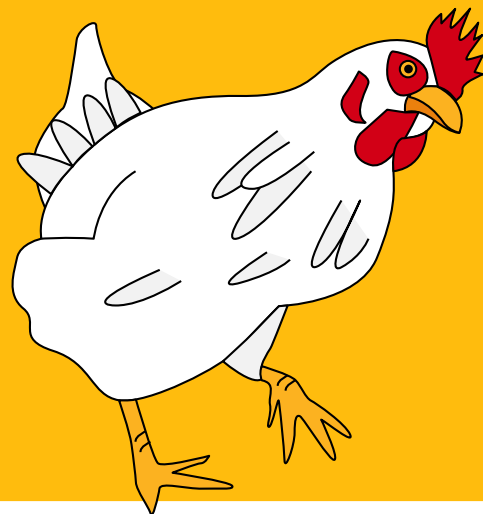
The McDonald’s System’s efforts extend beyond Brazil to other priority beef-producing regions such as Argentina, Australia and Paraguay. By leveraging technology and collaborating with suppliers, the System can help support resiliency-focused agricultural practices.

3M

hectares of land monitored per month since 2019 by Arcos Dorados

Progress Against Our Commitments

As of the end of 2024, we achieved our eight Broiler Welfare Commitments, aimed at helping us source chickens raised with improved welfare outcomes across in-scope markets.



We established these commitments in 2017 and, since then, have worked to bring these commitments to life.

In 2018, we established a Chicken Sustainability Advisory Council (CSAC) to help guide our efforts. The Council is made up of researchers, academics, nongovernmental organizations (NGOs) and suppliers who provide important insights about the latest science and research regarding animal welfare standards. In 2019, the Council helped define 15 key welfare indicators to help inform measurement of our progress.

Contributing to the development of welfare measurement technology was one aspect of our commitments. We contributed \$2 million to the Sensing, Monitoring, Analysis, Reporting Technology (SMART) Broiler initiative, which was matched by an additional \$2.6 million in funding from the Foundation for Food and Agriculture Research (FFAR). The research associated with this initiative ran through Q3 2024 and enabled the automation of gathering animal health and welfare indicator data.

We conducted commercial trials in 2022 to study the effects of certain production parameters – such as breed and stocking density – on welfare, behavior, environmental and economic outcomes. The results of these trials helped inform the development and testing of our Enrichment and Lighting Standard in 2022 and 2023. The standard helps promote natural behaviors such as pecking, perching and dust-bathing, and is mandatory across all in-scope markets as of the end of 2024 and applied to over 2 billion birds in 2024.

As of the end of 2024, our suppliers implemented Controlled Atmospheric Stunning (CAS) systems across 100% of dedicated processing facilities in the U.S. and Canada. CAS is recognized by the U.S. Department of Agriculture as being humane for the animal. We have completed a process to define and implement our third-party on-farm auditing protocol as of the end of 2024. We have also assessed the feasibility of extending these commitments to additional global markets.

Having achieved our commitments, we will consider ways to continue making a positive impact on animal welfare matters in our supply chain.



An ethical approach to animal welfare in broiler farming is our ongoing responsibility. We are committed to working with our supply chain partners on continuous improvements, with outcome- and science-based targets and innovative investments at the heart of our journey. We leverage platforms for knowledge sharing, artificial intelligence and expert insights to support decision-making and drive sustainable improvements, as evidenced by real-time welfare data from live birds. Our strategy is to build an industry that is safe, ethical and responsible – one that we trust to feed our families and friends.”

Dr. Jutta Schmid, QA Raw Material Manager, OSI Europe

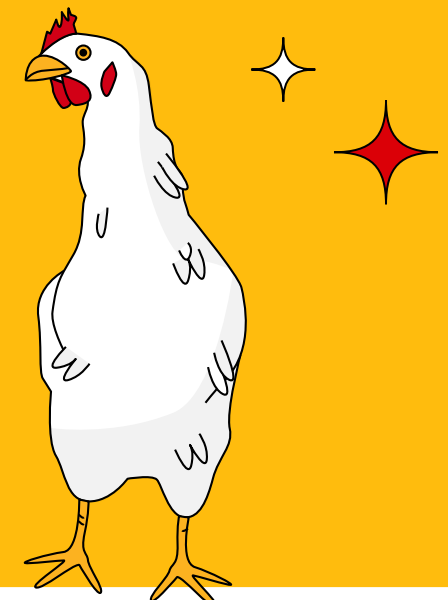


Read about Animal Health & Welfare and Responsible Antibiotic Use in more detail in our [Purpose & Impact Report](#).



Our advancements in animal welfare underscore the power of collaboration, with scientists, suppliers and advocates each contributing significantly. By integrating expertise with innovation, we have established new benchmarks and propelled the industry forward. This is just the beginning of what we aim to achieve.”

Dr. Karen Schwean-Lardner, PhD Professor of Poultry Management and Welfare, USASK (University of Saskatchewan)





Quality Ingredients



U.S.

Ever wonder what goes into making your favorite food at McDonald's?

In the U.S., we use quality ingredients that are grown, raised and harvested by U.S. farmers and ranchers. And every day, our kitchens prepare and serve your meal to the highest standards.

Here are a few examples:

- We've used 100% pure beef patties since 1955 – seasoned with a pinch of salt and pepper.
- Our Chicken McNuggets® are made with 100% white meat, with no artificial preservatives, colors or flavors.
- Our World Famous Fries® are made from whole potatoes that must meet our high standards for size, shape, varietal, color and storability.
- We use freshly cracked eggs on our Egg McMuffin® sandwiches and all the eggs we source in the U.S. are 100% cage-free.

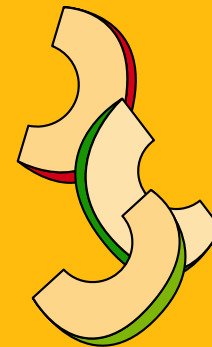
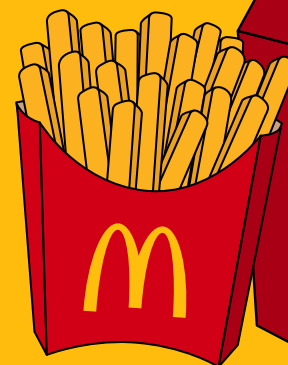
- Our Filet-O-Fish® sandwich is made with wild-caught Alaskan Pollock.
- Our Happy Meal® products offer recommended food group items like apples and low-fat milk.

Here's what's not in our food:

Over the years, we've taken steps to simplify our ingredients by following a science-based approach and listening to what our customers want. A few examples of food additives you won't find on the menu in the U.S.: Red Dye No. 3, TBHQ, BHT/BHA, Titanium Dioxide, Azodicarbonamide.



Read more on our [website](#).



The Secret Ingredient



Argentina

Our System takes steps to help promote the use of locally produced ingredients at McDonald's restaurants.

In Argentina, Arcos Dorados, our DL sources 95% of its ingredients locally, meaning that they are produced in the country. This helps support farmers and contributes to ingredients being fresh. For example, the DL sources its pickles from Fray Luis Beltrán, Mendoza, and potatoes are grown by farmers in Balcarce, Buenos Aires. The dairy products used for desserts are sourced from Carlos Casares.



Jobs, Inclusion & Empowerment

We're helping build bright, safe and inclusive futures by nurturing skills, uplifting communities and respecting human rights, empowering the people and the communities we serve.

Empowering the communities we serve is fundamental to building the change we want to see. We are also committed to helping our Restaurant Staff achieve their goals and, with our Franchisees, have awarded over \$230 million in tuition assistance through Archways to Opportunity®. Using our global influence, we aim to positively impact all who engage with our business.

Read more about our topic areas:

Human Rights

Inclusion

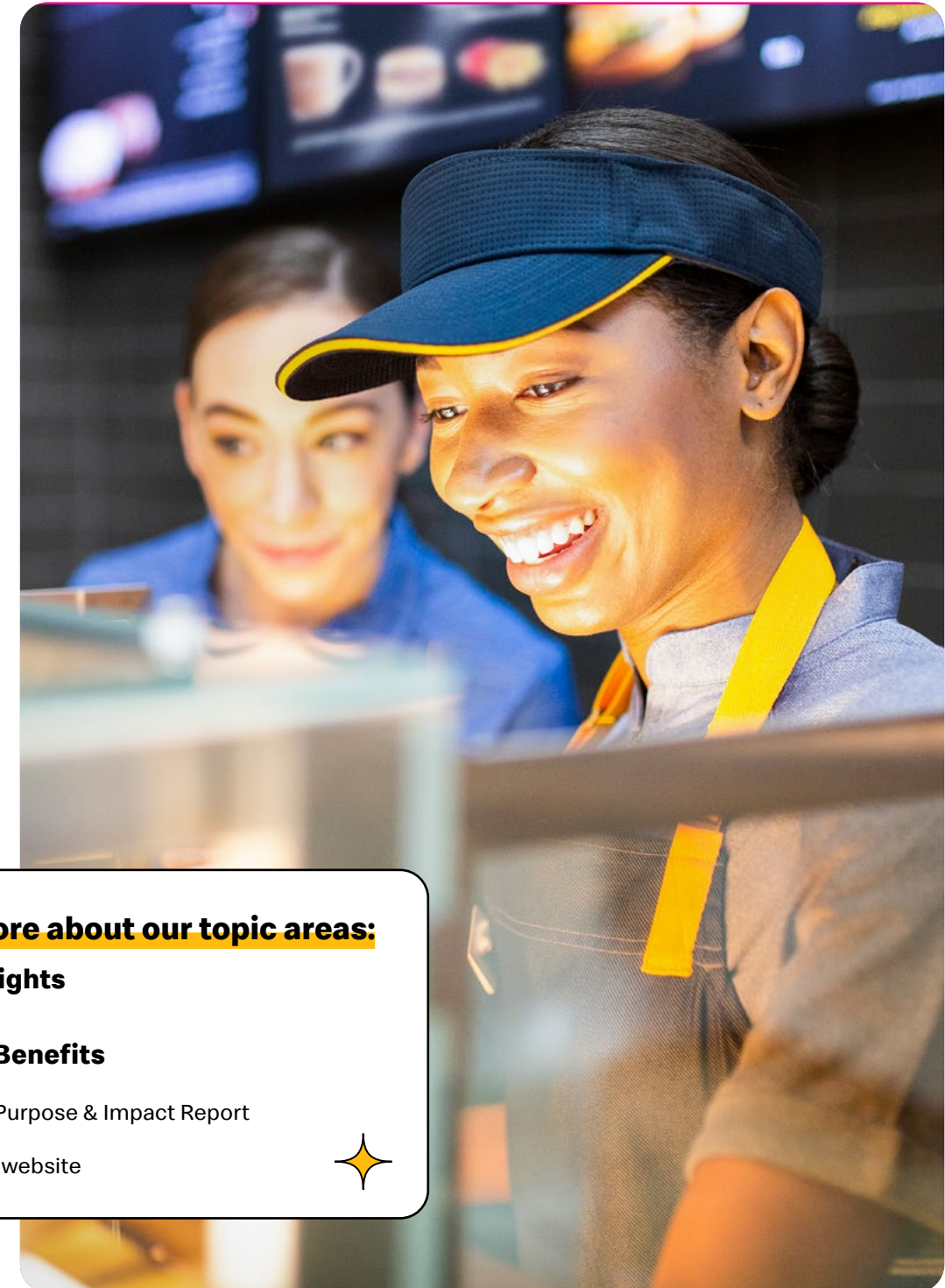
Talent & Benefits



in our Purpose & Impact Report



on our website





Upskilling Around the Globe



Archways to Success

Stories from graduates of our Archways to Opportunity® program.

McDonald's Archways to Opportunity is equipping U.S.-based Restaurant Staff with financial support to pursue their academic goals. From graduating college or earning a high school diploma to learning English and gaining access to academic and career advice, the program exists to break down barriers to education.



Stephanie: From Crew Member to College Graduate and Mentor

Stephanie began her McDonald's journey 20 years ago as a crew member. Today, she's a Training Coordinator with the Greentree Organization – and a proud graduate of the Archways to Opportunity program. With the help of McDonald's tuition assistance, she earned her bachelor's degree in Business Administration from Colorado Technical University.



Through McDonald's tuition assistance program, I attended Colorado Technical University with 100% tuition covered. With five-week classes, I balanced my full-time work, school and personal life easily. Attending was one of the best decisions I've ever made!"

Stephanie Gafford, Leadership and Development Supervisor



Michael: From Homelessness to College Graduate

Michael turned to McDonald's during a difficult time in his life – and found more than a job. Through Archways to Opportunity, he earned his high school diploma and later an associate degree in Business Administration from Colorado Technical University. The program gave him not only an education but also a renewed sense of purpose.

Now a restaurant operations expert overseeing 22 locations, Michael mentors young team members and shares how Archways to Opportunity helped change his life. Currently pursuing a bachelor's degree, he's committed to giving back and showing others how education and opportunity can lead to lasting transformation.

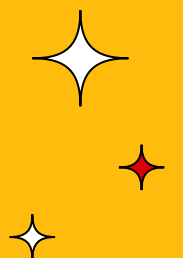


I see myself in many of our workers because McDonald's gives everyone an opportunity. I always tell people, 'There's something good in everybody – someone just has to bring it out.'"

Michael Shackleford, Area Supervisor



Read about Talent & Benefits in more detail in our [Purpose & Impact Report](#).





Climbing Up the Golden Arches

Starting out in entry-level roles, these employees from the United Arab Emirates (UAE) have successfully worked their way through the McDonald's ranks.



Anoop: From Delivery Rider to Restaurant Manager

In December 2013, Anoop Kumar arrived in the UAE from Kerala, India. Embarking on a career as a McDonald's UAE delivery rider, his hard work earned him two "Rider of the Year" awards in 2014 and 2016. Anoop later transitioned to the restaurant kitchen, where he met his wife and continued to excel. Recognized for his commitment and dedication to his roles, Anoop was ultimately promoted to Restaurant Manager – the first delivery rider in McDonald's UAE to go from being a delivery rider to a restaurant manager.



Wissam: From Trainee to Vice President

Wissam Maarouf moved from Syria to Sharjah in 1995. Beginning his career as a McDonald's UAE trainee, his dedication and strategic thinking propelled him through the Company.

Seven promotions later, Wissam is now Vice President of McDonald's UAE, a role that provides leadership, coaching and direction to diverse operations teams.



Zaldy: From Restaurant Staff to Director of Supply Chain

Zaldy Villanueva was 19 when he traveled to the UAE from the Philippines in 1994. In his first role, he was responsible for training the team that would open the UAE's first McDonald's restaurant at Dubai's Al Ghurair Centre.

Over nearly three decades, Zaldy has grown into a respected Director of Supply Chain and Quality Assurance. Known affectionately as "Mr. McDonald's" by his colleagues, he has built a life in the UAE for himself and his family, reflecting his resilience and dedication.



The Company's focus on training, mentorship and career development has been a constant source of motivation, empowering me to aim higher and overcome challenges."

Zaldy Villanueva, Director of Supply Chain and Quality Assurance





Supporting Career Development

McDonald’s is committed to creating career pathways that encourage employees to specialize within the business. These stories highlight two employees who have gone on to become Franchisees.



U.S.

David’s Inspiring Career Ladder

David began his McDonald’s journey in 1989 as a crew member while attending school. Over the years, he progressed through roles – from Restaurant Manager in Miami, Florida, to Vice President of Operations and Franchising across Latin America and the U.S., McDonald’s support helped him tackle new challenges with confidence.

A key part of David’s growth came through McDonald’s Employee Business Networks (EBNs), which offered space for connection, support and development. These networks, along with leadership development programs,

shaped his leadership style and commitment to inclusion. For David, inclusion is about creating access to opportunity and ensuring everyone has what they need to succeed.

Today, as a franchise owner in Houston, Texas, a goal he reached in 2022, David leads with those same values. He credits McDonald’s with embracing his experience, helping him excel at every stage: “As a leader, I’ve implemented several strategies to uphold McDonald’s value of inclusion. I work to ensure that every team member feels valued by fostering a culture of respect and open communication. I encourage my team to celebrate differences and build a truly inclusive environment. It’s about paying it forward.”



The Company’s commitment to professional growth, such as leadership development, mentorship and exposure to diverse international markets, was instrumental in helping me navigate my journey.”

David Garcia, Franchisee



Germany

Olga’s Journey to Success

Olga began her McDonald’s career through a vocational training program, driven by her passion for gastronomy and desire to grow. At every stage, from apprentice to restaurant leadership, McDonald’s offered training, mentorship and meaningful responsibility. With the support of her mentors and the resources to overcome challenges, Olga’s career flourished.

“The high flexibility was crucial for me with three children and a husband working full time. I was always able to shape my work to fit my life,” explained Olga.

That foundation inspired Olga to focus on developing others. As a training officer, she led a restaurant staffed mostly by apprentices, creating the kind of supportive and flexible space that helped her thrive. Her empathy and ability to build



The McDonald’s brand is constantly evolving and offers me exactly the environment that meets my needs: diversity, dynamism and genuine collaboration across all differences.”

Olga Voss, Franchisee

welcoming teams led to her promotion to District Manager, where she supported multiple restaurants.

Olga believes her journey was shaped by more than effort – it was influenced by the access to opportunity McDonald’s provided. She continues to lead by example, investing in people and creating spaces where everyone can grow. In April 2024, Olga reached her ultimate milestone by becoming a Franchisee, proudly managing two McDonald’s restaurants.



Read about Inclusion in more detail in our [Purpose & Impact Report](#).



Opening Doors



Creating meaningful employment opportunities for people with learning difficulties.

Back in 2022, McDonald's Lithuania teamed up with NGO SOPA to promote employment opportunities for people facing barriers in the labor market. This initiative focuses on supporting people with mental or physical disabilities, long-term unemployed individuals, those without prior work experience and individuals with learning difficulties.

Since the beginning of our partnership with SOPA in 2022, we have employed over 15 individuals through their support. One of the inspiring outcomes of this partnership is the employment of Miroslav, who joined the Parkas restaurant in Vilnius, Lithuania through SOPA. When asked what he likes most about work, Miroslav says that the work itself gives the greatest satisfaction.

McDonald's Lithuania takes a personalized approach to supporting its employees by tailoring job responsibilities to align with individual capabilities and health conditions. This adaptive model helps ensure that all employees can contribute meaningfully to an environment that respects their unique needs.



Empowering Leaders



In June 2024, our newest Hamburger University campus opened its doors in Guatemala City.

Since opening, over 350 students from across the region have graduated from the university, attending courses such as Transition to Leadership, Leading Great Restaurants and Developing the Leader in Me. These courses aim to prepare employees at various stages of their careers – from operational positions to leadership roles – to drive success across our restaurants.

Located close to public transport networks, the campus features five classrooms that can accommodate up to 85 students at a time. After graduating, students have gone on to become Training Coaches, Shift Managers, Department Managers and General Managers across the McDonald's System.

The new campus in Guatemala represents a significant milestone in McDonald's learning and development strategy. It is designed

to improve employee retention by offering continuous opportunities for professional growth and to enhance organizational performance through targeted training programs. Additionally, the campus is expected to benefit the local community by generating jobs and strengthening local economic development.

Hamburger University now has 10 physical locations, supporting our commitment to excellence with its ambitious learning and development program.

Hamburger University

Hamburger University is McDonald's center of training excellence, designed to upskill and reskill employees globally, create a culture of continuous learning and instill a strong sense of pride. It allows employees to grow in their current role and helps prepare them for the next level of responsibility, combining hands-on experience, networking and mentoring, and structured classes – both on-site and online.



Fair Oaks Foods: A Partnership Built on Inclusion



Built on trust and shared values, a decades-long partnership is helping strengthen McDonald's supply chain.

Fair Oaks Foods, a family-owned cooked meat business, began its relationship with McDonald's in 1985. Over the years, the Fair Oaks business relationship with McDonald's has grown significantly, built on mutual respect and shared values. Today, Fair Oaks supplies breakfast sausages to McDonald's restaurants throughout the U.S. and Canada, as well as strip bacon for U.S. locations.

Fair Oaks has become a key partner committed to evolving alongside us. The company not only delivers high-quality products but has also embraced the importance of providing its own employees with a welcoming and inclusive workplace.

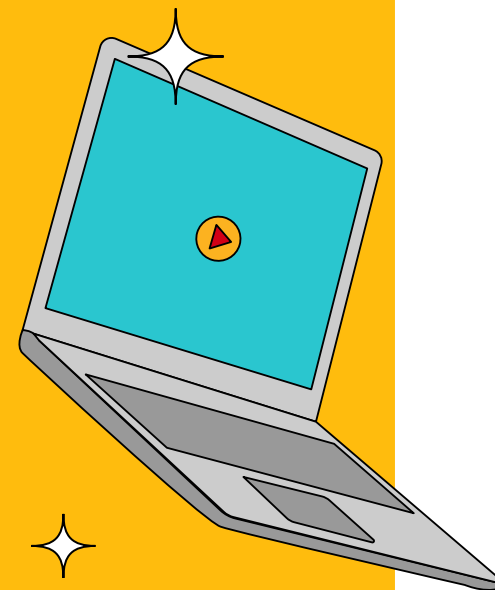
McDonald's support has played an integral role in helping Fair Oaks grow – through sharing best practices, connecting with key guest speakers and providing valuable insights from other suppliers and Franchisees.

For instance, Fair Oaks was inspired through best practice sharing to design a more effective employee communication plan and strengthen its support resources. Inclusion is a cornerstone of the Fair Oaks culture, reflected in an open-door policy that promotes listening, feedback and accountability.



Like how people at McDonald's say that ketchup runs in their veins, I like to think that inclusion runs in our blood."

**Mike Thompson, Sr.,
CEO of Fair Oaks Foods**



Championing Para Sports



An inspiring partnership in Germany is putting para sports in the spotlight.

McDonald's Germany has partnered with the National Paralympic Committee in Germany to launch the "We the (In)visible" campaign – increasing visibility for individuals with disabilities and promoting their social participation in everyday life. The campaign began in December 2023, coinciding with the International Day of Persons with Disabilities. A powerful advertisement, "We the (In)visible" highlighted "invisible heroes" to raise awareness of the underrepresentation of para sports.

In 2024, we built on this work, sharing stories of local athletes and showcasing Franchisees' grassroots efforts to support disabled individuals through sport. For example, a local Franchisee Steffen Stark sponsors the RSV Lahn-Dill premier league for wheelchair basketball. The team was featured in an advertisement highlighting McDonald's and para sports.

In July 2024, we introduced inclusive sports Smurf toys in the Happy Meal – 4 of 15 toys had a visible disability. We highlighted the campaign through media activations, bringing greater sight to para sports and underpinning our ongoing commitment to inclusion.



Read about Inclusion in more detail in our [Purpose & Impact Report](#).



Community Connection

We understand our business thrives when our communities thrive, so we seek to act both globally and locally, helping feed and support people when and where they need it most.

We seek to act both globally and locally, supporting those who need it most. Whether it's helping advance employment opportunities for young people, stepping up in times of crisis or helping families whose children are sick or injured, we seek to make a positive difference in our communities around the world.

Read more about our topic areas:

Community Impact & Philanthropy
Ronald McDonald House Charities



in our Purpose & Impact Report



on our website





Welcoming Spaces

Designing and adapting our restaurants to serve the needs of our communities.

We want our restaurants to be places where everyone feels welcome. Recognizing that every community has unique priorities, we focus on tailored approaches to inclusive restaurant design.

Philippines

In the Philippines, our team has introduced a concept known as the “Night Classroom.” Through this initiative, party areas in participating McDonald’s are converted to study areas at night, offering students and teachers free Wi-Fi and a place to focus and refuel.

Malta

In Malta, three restaurants offer “quiet spaces” with noise-canceling headphones, sensory toys and dimmer lights to create a more comfortable experience for people with sensory disabilities. These rooms, which are run by crew trained to help customers with neurodiversity challenges, were designed in collaboration with Prisms Malta and the Autism Parents Association.

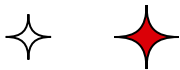
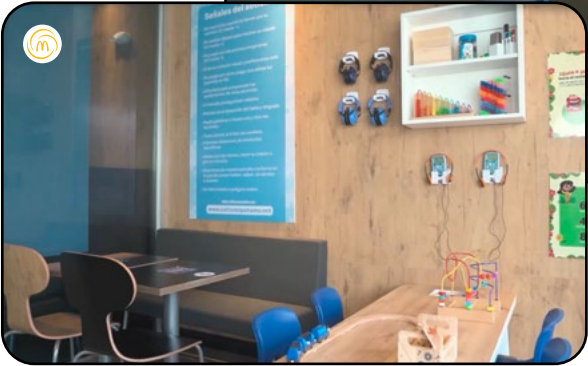
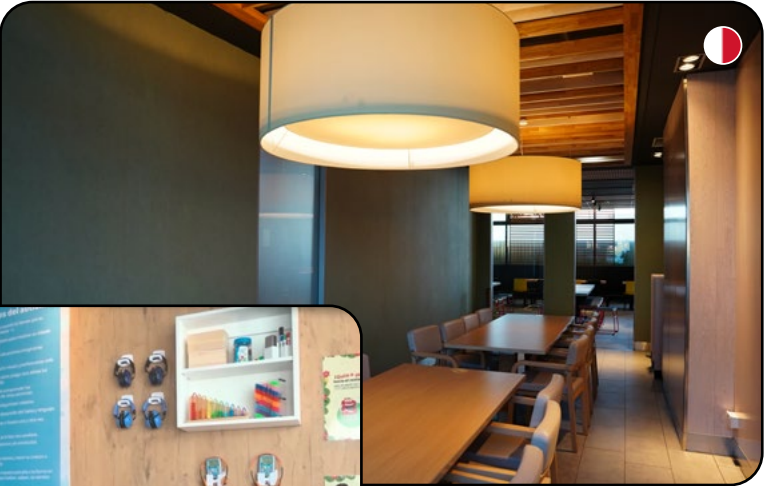
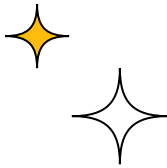
Arcos Dorados

Our Latin American DL Arcos Dorados is working to ensure its restaurants are inclusive for people with neurodiversity challenges and their families. It launched an initiative called Espacio Azul (meaning “blue spaces”) in more than 2,000 restaurants across 10 countries. These restaurants focus on the following criteria: minimized sensory stimuli in design; pictogram menus to improve readability; training for Arcos Dorados teams and sub-Franchisees; and priority service for neurodiverse people at the checkout and dining areas.



McDonald’s has always strived to be a safe place where everyday, feel-good moments can happen for all. Students, in particular, have already been treating McDonald’s as their go-to place for group meetings or study sessions, so the McDonald’s Night Classroom is a way of supporting them with their schoolwork – staying true to our bigger commitment of championing education.”

Fidel Balbieran, McDonald’s Philippines Local Store Marketing Director





Small Change, Big Impact: How McDonald's Supported RMHC in 2024



Across the globe, McDonald's customers turned everyday purchases into extraordinary support for Ronald McDonald House Charities® (RMHC).

For 50 years, McDonald's ongoing support of RMHC has been consistent with our purpose to feed and foster communities. Here are just a few examples of how our markets made a difference in 2024 – one meal, one product and one smile at a time.



Year-Long Promotions

Year-round menu items like coffee, cookies or bottled water support RMHC with every sale.

Canada: \$515K raised from RMHC® Cookie sales.

Poland: \$800K raised from oat cookie sales.

Ukraine: \$114K brought in through a cheeseburger campaign.

New Zealand: \$342K donated from bottled water sales.

McHappy Day

Fundraising campaigns for RMHC through product sales and events.

Brazil: \$4.15M raised for RMHC Brazil from a portion of Big Mac sales during McDia Feliz 2024.

Australia: \$3.9M brought in through a month-long fundraising campaign featuring Big Macs, merchandise, kiosks, drive-thru donations and more.

France: \$3.3M raised across all French restaurants in three days by donating €1 from the sale of select items.

Guatemala: \$779K raised from a portion of Big Mac sales during their promotional window.

Round-Up for RMHC

Customers round up their total to the nearest dollar, with the difference donated to RMHC.

U.S.: \$60M raised for RMHC Local Chapters, helping customers give back to RMHC.

Happy Meal Donations

In many markets, every Happy Meal sold includes a year-round donation to RMHC.

Japan: A portion of Happy Meal sales benefited RMHC and raised \$412K.

Singapore: A portion of Happy Meal sales benefited RMHC and raised \$366K.

South Africa: A portion of Happy Meal sales benefited RMHC and raised \$289K.

Germany: \$327K raised from the sale of books in Happy Meal products.

Limited-Time Product Promotions

A portion of proceeds from limited-time menu items – like sweet treats or themed promos – are donated to RMHC.

Switzerland: \$132K collected from RMHC Donut sales.

UK: \$331K raised from the sales of the Birthday Donut.

Special Fundraisers

In-restaurant merch like stickers, totes and novelties raise funds and awareness for RMHC.

Thailand: More than \$18K raised through Happy Tote Bags, each made from 30 recycled bottles.

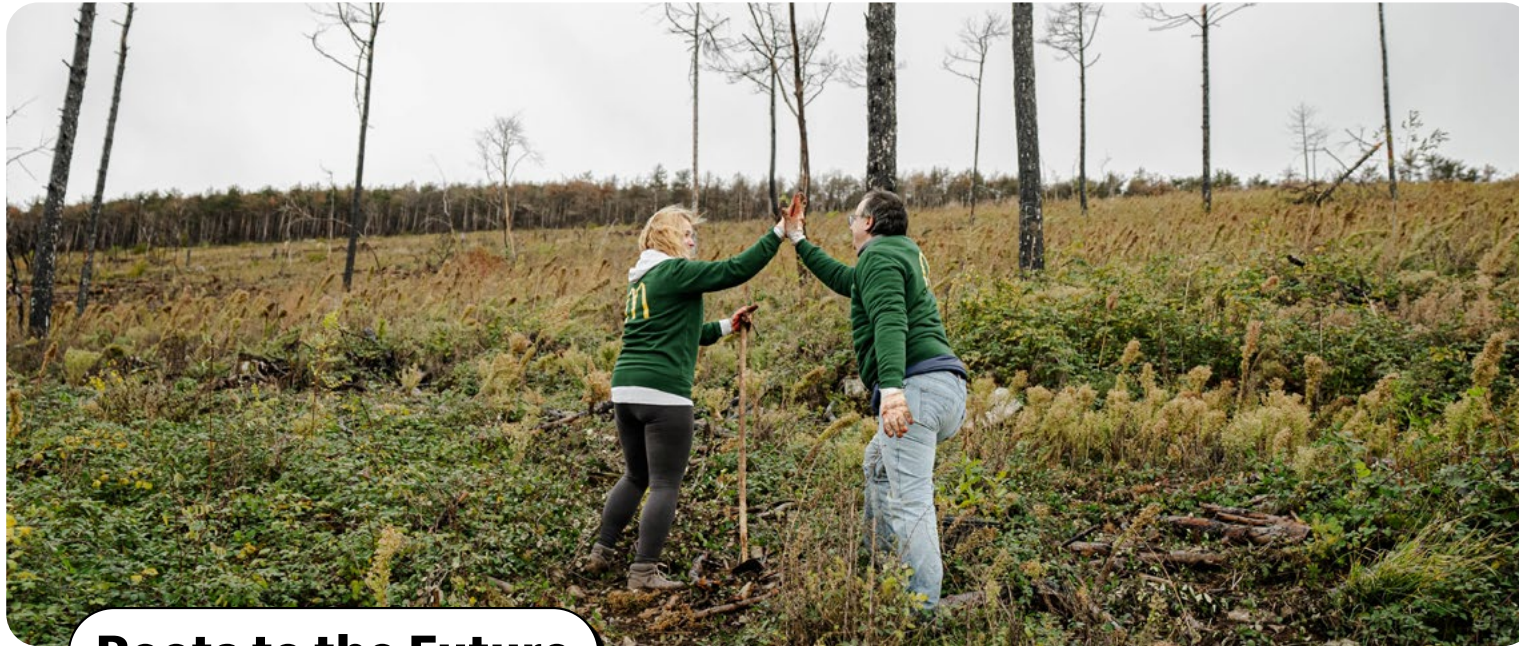
Czech Republic: \$562K collected from “Helping Hand” stickers and holiday medical patches.

Hong Kong: \$262K contributed through community events, including sponsorship of a charitable “Kidathon” run.

Romania: \$36K raised through bunny and squirrel toy sales.

McDonald's is proud to serve as a founding and forever mission partner of RMHC for the last 50 years.

Read about RMHC in more detail in our [Purpose & Impact Report](#).



Roots to the Future



McDonald's is helping communities in Slovenia to restore damaged land.

In 2022, the Karst terrain was devastated by Slovenia's largest forest fire in history. Dedicated to showing up for our communities when they need it most, McDonald's Slovenia entered a three-year partnership with the Slovenia Forest Service to help restore the land and support the communities affected by the fire. McDonald's employees have been involved with tree-planting initiatives,

and McDonald's Slovenia is supporting restoration efforts through a €30,000 pledge over three years.

In 2025, to continue this partnership and help ensure the long-term resilience of the region, McDonald's is supporting the establishment of a new learning center in Maribor to encourage the adoption of more sustainable agricultural practices. This initiative will include the planting of over 1,500 fruit trees, with a focus on 1,000 of the strongest trees being carefully selected, grafted and donated to the local community, empowering them to rebuild their environment and grow a more sustainable future.

Nourishing Communities in Need



In 2024, McDonald's Canada reinforced its commitment to feeding and fostering communities through a continued partnership with Food Banks Canada, now in its fifth year.

McDonald's Canada and its independent Franchisees donated 500,000 meals to Food Banks Canada, supporting its ambition to provide approximately one million meals every year to Canadians in need.



Read about community connection in more detail in our [Purpose & Impact Report](#).



Nearly 2 million people come through McDonald's Canadian restaurants every day, not just because they love our food, but because we share a community connection. For us, that means supporting programs and initiatives that help care for Canadian families, like Food Banks Canada. McDonald's Canada and our independent franchises are proud to support their important efforts in addressing food insecurity across the country as part of our commitment to feeding and fostering communities."

Anika Malik, Senior Director, Canada Impact Team, McDonald's Canada





Golden Neighbor Program



Poland

McDonald's aims to strengthen community connections through our Golden Neighbor program.

We are committed to helping our local communities both every day and in times of crisis. McDonald's Golden Neighbor program, which launched in 2023, is a perfect example of how we are putting this into action.

Our Franchisees and their staff often live close to the restaurants where they work and are part of the local area, and we believe they are best placed to understand and contribute to the unique needs of their community. The Golden Neighbor program aims to support Franchisees to develop their own community initiatives.

The program provides expert project planning guidance and marketing support. In 2024, 91 Franchisees were involved in the program.

In Poland, our Franchisees Jacek and Paweł Chodakowski organized a Kashubian language contest for school students at their restaurant in Puck. The Kashubian language is the only regional language in Poland and the event aimed to inspire future generations to continue learning it. In 2023, the 10th edition of the competition was held, attended by nearly 150 participants. The next edition of the competition, in 2024, attracted 180 participants.

Many of the Golden Neighbor events support local RMHC programs and blood donation drives at restaurants. In 2024, McDonald's Franchisees raised money for the RMHC Beds for Parents program to purchase and donate 337 beds for the parents of sick children to hospitals across the country.

The Golden Neighbor program continues to be a powerful example of how local action, guided by shared values, can help create stronger, more connected communities.

91



Franchisees were involved in the Golden Neighbor program in 2024

337

beds were purchased and donated for parents of sick children in hospitals across the country in 2024





Endnotes

- 1

Broiler welfare: These commitments apply to chickens raised for sale at McDonald’s restaurants in Australia, Canada, France, Germany, Italy, Ireland, the Netherlands, Poland, South Korea, Spain, Switzerland, the U.K. and the U.S. Russia has been removed from the scope of this goal based on our 2022 exit from this market.
- 2

Chicken antibiotic use: Markets covered by this goal include Brazil, Canada, Japan, South Korea, the U.S., Australia, China and Europe. For the purposes of this goal, Europe includes Austria, Azerbaijan, Belgium, Bulgaria, Croatia, the Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Moldova, the Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland, Sweden, the U.K. and Ukraine. As of December 2023, Belarus, Bosnia & Herzegovina and Kazakhstan have been removed from the scope of this goal based on our exit from those markets.
- 3

Beef antibiotic use: This goal focuses on Australia, Brazil, Canada, France, Germany, Ireland, New Zealand, Poland, the U.K. and the U.S., which represented our top 10 beef sourcing countries and accounted for over 80% of our global beef supply chain as of the end of 2024.
- 4

Beef. We continue to refine our calculation methodology, which may create potential inconsistencies with previously reported information. **Scope:** includes volume from raw material suppliers (if in priority origins according to the McDonald’s Deforestation-Free Beef Procurement Policy) to beef suppliers to the McDonald’s System and all McDonald’s restaurants owned and operated by the Company and its Franchisees that sell beef. In 2024, the McDonald’s System sourced 90% of its beef from low-priority origins under the McDonald’s Deforestation-Free Beef Procurement Policy. McDonald’s requires all beef raw material sourced from high-priority origins to adhere to McDonald’s Deforestation-Free Beef Procurement Policy and meet the requirements as outlined in McDonald’s Commitment on Forests and Natural Ecosystems. Countries with origins currently identified as high priority for beef include Brazil, Paraguay, Argentina and Australia. **Exclusions:** Grain-fed Australian beef and beef used as secondary ingredients in McDonald’s products; for example, as flavoring in a sauce.
- 5

Soy (for chicken feed). **Scope:** Includes all estimated soy volume used in the feed of chicken sourced for McDonald’s products by all chicken suppliers to the McDonald’s System and all McDonald’s restaurants owned and operated by the Company and its Franchisees that sell chicken. Landscape-level solutions and initiatives are efforts within and with communities facing potential natural ecosystem conversion risk (including deforestation) and/or human rights-related risk in a defined geographic area to address environmental, social and economic challenges and support more sustainable livelihoods. Initiatives are multi-stakeholder and include operationalization of a landscape-focused approach by setting common goals, taking collective action, reconciling different interests and monitoring progress toward desired resiliency-focused outcomes.
- Europe refers to Austria, Azerbaijan, Belgium, Bulgaria, Croatia, the Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Moldova, the Netherlands, Norway, Poland,

- Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, the U.K. and Ukraine. Exclusions: Soy used as an ingredient in McDonald’s products sold in restaurants – for example, soy oil and chicken fed on soy from the U.S. and Canada.

The U.S. and Canadian markets are exploring alternative regional approaches.
- 6

Palm oil. Scope: Includes all palm oil (including crude palm oil, palm kernel oil, derivatives and fractions) sourced for McDonald’s restaurants for use as restaurant cooking oil and all palm oil sourced by McDonald’s suppliers and used directly as an ingredient in a McDonald’s product and listed on the product’s ingredient statement. Includes all suppliers of products containing palm oil in the McDonald’s System and all McDonald’s restaurants owned and operated by the Company and its Franchisees that use palm oil. All countries are currently identified as high-deforestation priority regions for palm oil and all volumes are required to be covered by [Roundtable on Sustainable Palm Oil \(RSPO\)](#) certification or credits. All RSPO supply chain models applicable to RSPO are applicable to McDonald’s – RSPO Identity Preserved (IP), RSPO Segregated (SG), RSPO Mass Balance (MB) and Book and Claim (BC) – although McDonald’s is committed to increasing traceability by specifying physical certification for the palm oil used in the McDonald’s System in the greatest volumes (IP, SG or MB). **Exclusions:** Palm oil, palm kernel oil or their derivatives used as secondary ingredients in McDonald’s products. This is when palm oil is used as an ingredient within an ingredient, for example, an emulsifier.
- 7

Coffee. Scope: Includes all ground and whole bean coffee, including decaffeinated coffee, used in espresso-based drinks and coffee brewed at McDonald’s restaurants, and all ground and whole bean coffee in McDonald’s-branded retail products. Includes all suppliers of coffee to the McDonald’s System. Market scope includes all McDonald’s restaurants owned and operated by the Company and its Franchisees that sell coffee, and retail outlets selling McDonald’s-branded coffee products. Countries with regions currently identified as high-deforestation priority regions for coffee include Honduras, Indonesia and Vietnam. McDonald’s requires all coffee sourced from these regions to be Rainforest Alliance Certified. **Exclusions:** Coffee extracts and ingredients used in products such as frappés and coffee in baked goods; coffee in cold brew drinks if they are brewed off-site; coffee extract in ready-to-drink retail products; and other locally sourced products containing coffee.
- 8

Fiber. Scope: Primary fiber-based packaging refers to products that are used to package guest food on premises at McDonald’s restaurants. This type of packaging includes containers, cups, wraps, bags for food, beverages, napkins, folding cartons, clamshells, foodservice bags, salad bowls, Happy Meal cartons, drink carriers and cup carriers. Includes all suppliers of primary-based packaging to the McDonald’s System and all McDonald’s restaurants owned and operated by the Company and its Franchisees. In 2021, the primary fiber-based packaging scope was expanded to include plastic alternatives such as wood stirrers and cutlery, and paper straws and lids. This broadened scope has resulted in a slight decrease in percent compliance. All volumes of contingency items sourced from suppliers compliant with our standards but not integrated into our data reporting system were counted as non-compliant. Countries with regions currently identified as high-deforestation priority regions for fiber include Argentina, Cambodia, China, Indonesia, Laos, Malaysia, Russia and

- Vietnam. McDonald’s requires all wood fiber sourced from these regions to be Forest Stewardship Council® (FSC®)-certified or FSC®-controlled wood sources with full chain of custody certification. Exclusions: Primary fiber-based packaging in food packaged off-site of McDonald’s restaurants; tray liners, straws and limited locally sourced items.

9 **Packaging. Scope:** Inclusive of all markets for our fiber-based packaging, plastic-based packaging and Happy Meal book and toy packaging. **Renewable sources** refers to material that is composed of biomass from a living source and that can be continually replenished. Renewable applies to plastics only, not fiber. **Source:** ISO 14021:2016 for plastic, ASTM 6866 or ISO 16620-2. Fiber-based packaging made from 100% recycled sources must be third-party verified, unless certified under a Chain of Custody Forest Management standard. McDonald’s requires all wood fiber finished product originating from Argentina, Cambodia, China, Indonesia, Laos, Malaysia and Vietnam to be FSC-certified or FSC-controlled wood sources with full chain of custody certification. Please refer to our [Nature, Forests & Water](#) web page for additional definitions. **Exclusions:** Primary fiber-based packaging in food packaged off-site of McDonald’s restaurants, tray liners, test items and limited locally sourced items.

10 **Primary guest packaging:** Single-use fiber and plastic packaging used to package guest food and drinks on premises at McDonald’s restaurants that is given to customers in all order channels, including cups, lids, bags, cartons and clamshells, napkins, wraps, cup carriers, cup sleeves, salad and dessert and breakfast packaging, bowls and containers, straws, cutlery, stirrers and associated wrappers. This includes also Happy Meal toy and book packaging, all coatings on fiber-based packaging and items made of 100% non-wood Alternative Natural Fibers.

11 Non-structural components of packaging vary based on the packaging but may include adhesives, inks, overprint varnishes, retention agents or binders, processing aids, impact modifiers, minerals used non-structurally as well as structurally, and nucleating and clarifying agents. We continue to monitor industry standards on these components and opportunities to work toward making any part of our packaging, including non-structural components, more sustainable.

12 **Fluorinated Compounds. Scope:** Inclusive of all markets except for Israel, Latin America and Turkey, and Happy Meal book and toy packaging. McDonald’s commits to not intentionally adding organic fluorinated compounds through our processes; however, fluorinated compounds present in the local environment make it difficult to ensure there are no traces of organic fluorine from packaging. **Exclusions:** Primary fiber-based packaging in food packaged off-site of McDonald’s restaurants, tray liners, test items and limited locally sourced items.

13 **Markets with advanced infrastructure:** Mature waste and recycling infrastructure at a national level that has (1) a recycling infrastructure network across the entire market, (2) multiple materials being recycled within this national infrastructure network, (3) existing legislation on recycling and (4) high customer awareness of waste and recycling. At the end of 2024, that included 21 markets where McDonald’s operates.

- 14 **Toys. Scope:** Inclusive of all toys. Fiber-based toys or fiber components in the toys: 100% certified fiber required. **All other materials:** McDonald’s ambition is to reduce the use of virgin fossil fuel-based plastics, offer more sustainable toys by the end of 2025 and not manufacture electronics and batteries in Happy Meal toys globally. For plastics to be considered sustainable for McDonald’s, a minimum of 60% of plastic weight is required to come from recycled or renewable content or a combination of recycled and renewable content, though in many practical applications we anticipate that percentage will be much higher. The remaining 40% may be conventional fossil fuel-based material. These thresholds were developed in conjunction with input from NGOs, external manufacturing partners and scientists, and based on an assessment of sustainable toy and packaging industry leaders so that our targets reflected current sustainable engineering capabilities to maintain safety and functionality. Our efforts will result in an approximate 90% reduction in virgin fossil fuel-based plastic use against a 2018 baseline. Fiber-based packaging made from 100% recycled sources must be third-party verified, unless certified under a Chain of Custody Forest Management standard. **Source:** ISO 14021:2016. McDonald’s requires all wood fiber finished product originating from Argentina, Cambodia, China, Indonesia, Laos, Malaysia and Vietnam to be FSC-certified or FSC-controlled wood sources with full chain of custody certification. **Exclusions:** The thresholds described above do not include the presence of adhesives, glues, inks, overprint varnishes, pigments, heat transfer labels, retention agents or binders, processing aids, nucleating agents and clarifying agents, impact modifiers, two-color plush cord, thread, sewn-in tags, lining tape, high-pile, inaccessible metal components, pencil cores and gearboxes.

15 This is a numerical comparison based on the annual CO₂ equivalent of shared electricity at the 206 relevant stores between 2024 and 2023.

16 As of March 31, 2024.