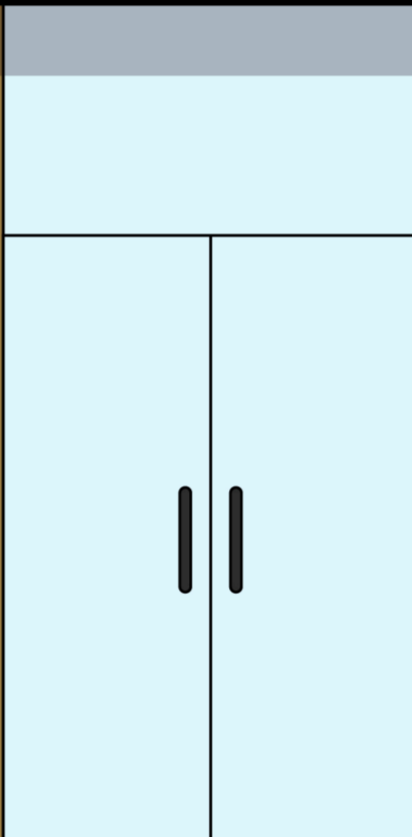
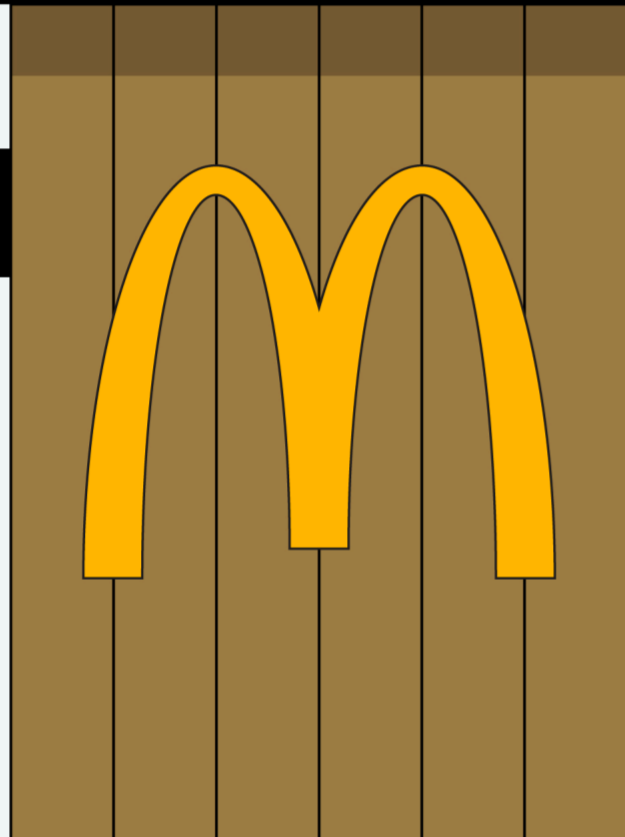


**(Re)Imagine**



McDonald's  
**NEXT**



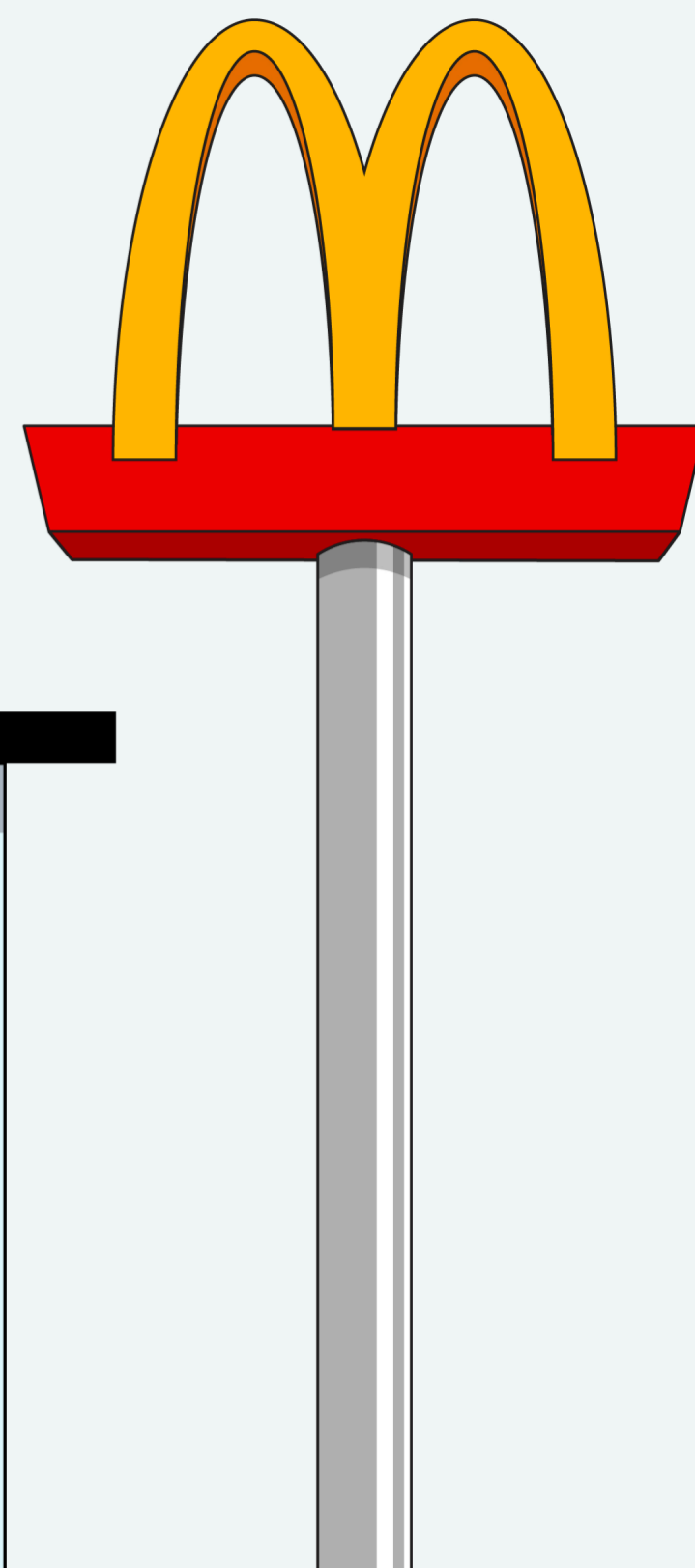
**Menu**  
Elevate Taste & Quality

**Consumer**  
Co-Create With Our Fans

**Restaurant**  
Unlock Better Experiences & Productivity

**People**  
Redefine Hospitality

**McDonald's**



**Ambition**

**To Be Our Customer's First Choice. Every Time.**

**Imagine**

**AI / New Business**

**Reinforce**

