

## **Supplemental Information on Global Franchising Standards Update**

McDonald's recently communicated to franchisees about enhancements to global franchising standards designed to strengthen the System for long-term growth and ensure greater consistency in delivering value to customers.

Effective January 1, 2026, McDonald's will enhance its global franchising standards across all Segments to reinforce accountability for value leadership.

Updates build on existing Franchising Standards, where value has been a key Business Review criteria for many years. With enhanced standards, McDonald's aims to provide greater clarity to the System to ensure every restaurant delivers consistent, reliable value across the full customer experience.

Franchisees will continue to set their own prices and engage directly with the Third-Party Pricing Advisors to make these important decisions. Under the new Franchising Standards, McDonald's will holistically assess the outcomes of those decisions in relation to providing great value to our customers.