WORLD’S LARGEST RESTAURANT COMPANY

37K RESTAURANTS
1.9M PEOPLE Working for McDonald’s & Franchisees
120 COUNTRIES
64M+ CUSTOMERS Served Every Day
THREE-LEGGED STOOL
The McDonald’s Business Model

franchisees

McDonald’s benefits from the entrepreneurial spirit of local business owners as 86% of our restaurants worldwide are owned and operated by franchisees.

suppliers

McDonald’s suppliers are dedicated to highest levels of quality and safety.

employees

McDonald’s is committed to our people who make the difference in providing a great experience for our customers.
Question #1
Filet O’Fish

Why was the Filet O’Fish introduced?

What was the sandwich that lost to the Filet O’Fish?

- Veggie Burger
- Hula Burger
- Shrimp McPo’Boy
- Portobello Deluxe
McDonald’s Global Sustainability Framework Evolution

Version 1.0 (2014)

SOURCE ALL OF OUR FOOD & PACKAGING SUSTAINABLY

2020 ASPIRATIONAL GOALS

BEFORE SUPPORT SUSTAINABLE PRODUCTION
Load development of global principles and criteria in 2014
Develop targets and begin purchase of verified sustainable beef by 2016

100% OF COFFEE, PALM OIL & FISH
Veal in support of sustainable production
Primary and secondary use

100% FIBER-BASED PACKAGING
From certified or recycled sources

OUR JOURNEY TOGETHER. FOR GOOD.

PROVIDE BALANCED CHOICES

2020 ASPIRATIONAL GOALS

SERVE 100% MORE FRUIT, VEGETABLES, LOW-FAT DAIRY, OR WHOLE GRAINS
Top 9 Markets

REDUCE SALT/SODIUM, SUGAR, SATURATED FAT OR CALORIES ACROSS THE MENU
Top 9 Markets. Develop goal by 2015

CORE VALUE

COMMitted to OUR PEOPLE

CREATE OPPORTUNITY
Provide training skills and career opportunities for our global workforce

PROMOTE DIVERSITY & INCLUSION
Create a work environment that values the unique contributions of all

CORE VALUE

COMMitted FOR OVER 50 YEARS TO OUR EMPLOYEES AND COMMUNITIES

DEVELOP & OPERATE THE MOST ENVIRONMENTALLY EFFICIENT McDoNALD’S RESTAURANTS

2020 ASPIRATIONAL GOALS

20% INCREASE IN ENERGY EFFICIENCY OF COMPANY-OWNED RESTAURANTS (TOP 9 MARKETS)
Excluding Brazil and Japan. Measuring efficiency gain in 2016

INCREASE ENERGY EFFICIENCY THROUGH RESTAURANT STANDARDS
Top 9 Markets Develop goal in 2014

INCREASE AMOUNT OF IN-RESTAURANT RECYCLING TO 50% AND MINIMIZE WASTE
Top 9 Markets

GIVE BACK TO OUR COMMUNITIES

IMPROVE THE LIVES OF CHILDREN AND THEIR FAMILIES
Through support of Ronald McDonald House Charities and other organizations

STRENGTHEN COMMUNITIES
By addressing needs such as education and physical activity
McDonald’s has historically used our scale as a deterrent from rolling out initiatives or making commitments. It’s time we start thinking about using our scale for good.
When you operate 37,000 restaurants in 120 markets around the world, serving 64 million people each day, every change makes a big difference.

#ScaleForGood
Using our Scale for Good

Commitment to Families
- Kids’ Nutrition, Happy Readers, RMHC

Beef Sustainability

Packaging and Recycling

Youth Employability

Other Foundational Responsibilities
- Climate Change: Science-Based Targets for Restaurants, Offices, Supply Chain
- Priority Impact Areas, Sustainable Sourcing Goals, Commitment on Forests
Question #2
Who was the 1st Ronald McDonald?

A. Donald Trump
B. Willard Scott
C. Yul Brenner
D. Al Roker
Packaging

By 2025, 100% of guest packaging will come from **renewable, recycled or certified sources**

By 2020, 100% of fiber-based packaging will come from certified or recycled sources.
By 2025, our goal is to **recycle guest packaging at all McDonald’s restaurants**. We understand that recycling infrastructure, regulations, and consumer behaviors vary city to city and country to country, but we plan to be part of the solution and help influence powerful change.
TRIVIA

Question #3
What was the ingredient on the original Egg McMuffin that is no longer included on the sandwich?
McDonald’s Approved Science Based Target

• Partner with franchisees to reduce greenhouse gas emissions related to McDonald’s restaurants and offices by 36% by 2030 from a 2015 base year

• Collaborate with suppliers and producers for a 31% reduction in emissions intensity (per metric ton of food and packaging) across our supply chain by 2030 from 2015 levels

#ScaleforGood
Actions to meet our new Science Based Target are expected to prevent 150 million metric tons of CO2 equivalents (CO2e) from being released into the atmosphere by 2030. #ScaleForGood

Equivalent of...

- Taking 32 million passenger cars off the road for an entire year
- Planting 3.8 billion trees and growing them for 10 years
Energy Cost Optimization for Operators (ECO²)

Build your portfolio-wide strategy to achieve 15% utility savings with ECO²

- Energy & Water Oversight.
- Strategic Recommendations.
- Roadmap to Implementation.
- Streamlined Approach.

#ScaleForGood
Sourcing electric power via Renewable Energy is COST-EFFECTIVE and ACCESSIBLE in various U.S. markets. Visit the Energy Booth for more information.

- **Lower electricity prices** vs grid power
- **No large capital outlay**
- **Flexible contract terms**
- **Simple, minimal change to your electricity buying**

#ScaleForGood
Question #4
Who was Herb Peterson?
So What?
What are some of the implications of making such bold commitments and changes to our existing sustainability framework?

1. Lessons learned
2. Supporters & Critics
3. Communications
4. Investment & Resources
5. 3 Legs of the Stool
Question #5
On average, how many sesame seeds are on the new artisan roll?

A. 60
B. 150
C. 250
D. 18,421
Our partners

Burton Energy Group

Customer First Renewables

Schneider Electric

KEEP AMERICA BEAUTIFUL

Food Donation Connection

Let Nothing Be Wasted
Thank you!
TRIVIA

Question #6
In the L48, what is the farthest away you can ever get from a domestic McDonald’s?

A. 450 yards  
B. 52 miles  
C. 110 miles  
D. 213 miles  
E. 258 miles