

Giving families more choices



2014 PROGRESS REPORT UPDATE

McDonald's partnered with the Alliance for a Healthier Generation to promote balanced food and beverage choices.

MCDONALD'S COMMITS TO*

Provide customers a choice of a side salad, fruit or vegetable as a substitute for French fries in value meals



OR



(Salad, fruit or vegetable option will vary per participating market)

Promote and feature only water, milk, and juice as the beverage in Happy Meals on menu boards and in-store and external advertising



Offer new fruit, vegetable, low/reduced fat dairy or water options in the Happy Meal and generate excitement for produce and dairy

Ensure 100% of all advertising directed to children to include a fun nutrition or children's well-being message

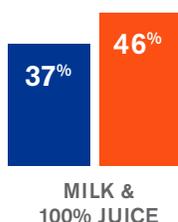


HIGHLIGHTS OF MCDONALD'S USA PROGRESS TO DATE

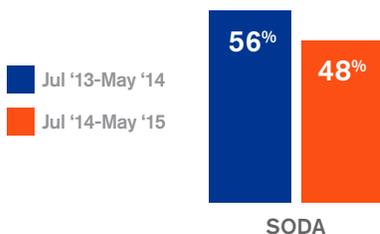


Value Meals: Side Salad, Fruit & Vegetable Offerings
In first month after national rollout (February 2015), 83% of restaurants offered produce as a substitute for fries.

More Happy Meals Served with Low-fat/Fat-free Milk and 100% Juice



21 MILLION additional milk jugs and juice boxes served (Jul '14 - May '15) compared to prior year.



Fruit & Low-Fat Dairy Served**



38 MILLION Cuties® clementines Nov '14-March '15



380 MILLION bags of apple slices Jan '14 - Dec '14

Go-GURT®

161 MILLION Go-Gurt® low-fat yogurt with 25% less sugar than the leading kids' yogurt*** Jul '14-May '15

External Ads with Qualifying Message



99.9% of McDonald's TV ads on programs directed to children included a nutrition or children's well-being message.

* All pieces of this commitment will be fulfilled in McDonald's restaurants in 20 major markets by 2020, representing more than 85% of global sales.

** In Happy Meals and a la carte.

*** Go-Gurt® at McDonald's has 6g of sugar per 2.25 oz. The leading kids' yogurt has 9g of sugar per 2.25 oz.