# BofA SECURITIES \*\*

# McDonald's

# 4Q23 EPS: Shape of things to come; slower comp, better margin

Reiterate Rating: NEUTRAL | PO: 341.00 USD | Price: 285.97 USD

### Outlook implies cont'd price-SSSG gap

McDonald's inline 4Q US comps suggest a widening gap between price (+HSD) and SSSG (4.3%) with traffic/mix turning solidly negative after having been flattish through 3Q. In aggregate, F24E should look substantially similar, with mid- to high-single-digit pricing underpinning 3-4% SSSG. We expect the year to start off slower in the US against the more difficult 1H23 compares (11.5% vs 6.2% in 2H23) and unfavorable January weather. We see some risk that international SSSG softness proves more intransigent given ongoing macro/geopolitical headwinds.

# Lower inflation = higher discounting

MCD's plan to increase value messaging should not come as too surprising as it's consistent with the industry's past practice of increasing promotions when commodity inflation slows sharply (see report) as it has in recent months. For company operated margins, the offset from commodity tailwinds is typically sufficient to preserve margins, suggesting some upside to McOpCo margin if mix is less negative than expected. Given that we also expect G&A leverage in F24, we think op margin guide that is effectively flat (mid- to high 40s vs 47.1% in 2023) likely embeds some conservativism.

### 1Q24, F24 lower on softer 1Q start, int'l weakness

Our 1Q24 EPS ticks down from \$2.71 to \$2.67 to reflect lower estimated global comps (2.1% vs 3.5% prior). F24 EPS decreases from \$12.64 to \$12.60 as a result.

### **Maintain PO**

MCD is trading at 1.2x relative to the equal-weighted S&P, slightly below its 5-yr avg (1.3x). We maintain our relative multiple of 1.3x as MCD is entering a period of a more normalized pace of growth. The target multiple translates to an absolute multiple of 25.1x (vs 25.4x prior) which we apply to our forward estimates a year from now (F25, \$13.56) to arrive at our PO of \$341.

Estimates (Dec) (US\$)	2022A	2023A	2024E	2025E	2026E
EPS	10.11	11.94	12.60	13.56	14.70
EPS Change (YoY)	8.8%	18.1%	5.5%	7.6%	8.4%
Consensus EPS (Bloomberg)			12.53	13.64	15.07
DPS	5.61	5.99	5.99	5.99	5.99
Valuation (Dec)					
P/E	28.3x	24.0x	22.7x	21.1x	19.5x
Dividend Yield	2.0%	2.1%	2.1%	2.1%	2.1%
EV / EBITDA*	22.8x	18.7x	17.4x	16.4x	15.6x
Free Cash Flow Yield*	2.6%	4.0%	4.3%	4.4%	4.6%
* For full definitions of <i>iQ</i> method <sup>≤M</sup> measures, see page 5.					

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Refer to important disclosures on page 6 to 8. Analyst Certification on page 4. Price
Objective Basis/Risk on page 4.

Timestamp: 06 February 2024 05:00AM EST

### 06 February 2024

#### Equity

Key Changes		
(US\$)	Previous	Current
2024E Rev (m)	27,507.9	27,510.8
2025E Rev (m)	29,014.1	28,996.9
2026E Rev (m)	30,644.5	30,605.7
2024E EPS	12.64	12.60
2025E EPS	13.62	13.56
2026E EPS	14.76	14.70

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#### Stock Data

Price	285.97 USD
Price Objective	341.00 USD
Date Established	29-Jan-2024
Investment Opinion	A-2-7
52-Week Range	245.73 USD - 302.39 USD
Mrkt Val (mn) / Shares Out	207,426 USD / 725.3
(mn)	
Free Float	100.0%
Average Daily Value (mn)	810.33 USD
BofA Ticker / Exchange	MCD / NYS
Bloomberg / Reuters	MCD US / MCD.N
ROE (2024E)	NA
Net Dbt to Eqty (Dec-2023A)	NA
ESGMeter™	High

ESGMeter is not indicative of a company's future stock price performance and is not an investment recommendation or rating. ESGMeter is independent of BofA Global Research's equity investment rating, volatility risk rating, income rating, and price objective for that company. For full details, refer to "BofA ESGMeter Methodology".

RLM- restaurant level margin

IOM- international operated markets

MSD/HSD- mid / high single digits

# **iQ**profile<sup>™</sup> McDonald's

(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Return on Capital Employed	15.3%	20.0%	20.9%	21.2%	21.5%
Return on Equity	NM	NM	NM	NM	NM
Operating Margin	107.1%	119.6%	117.2%	117.2%	117.3%
Free Cash Flow	5,488	8,310	8,818	9,119	9,589
<i>iQ</i> method <sup>™</sup> – <b>Quality of Earnings*</b>					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Cash Realization Ratio	1.0x	1.2x	1.3x	1.2x	1.2>
Asset Replacement Ratio	1.0x	1.1x	1.2x	1.3x	1.3>
Tax Rate	21.1%	19.5%	20.0%	20.0%	19.5%
Net Debt-to-Equity Ratio	NM	NM	NM	NM	NM
Interest Cover	7.8x	8.6x	8.5x	8.9x	9.3>
Income Statement Data (Dec)					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Sales	8,748	9,742	10,740	11,344	11,980
% Change	-10.6%	11.4%	10.2%	5.6%	5.6%
Gross Profit	23,183	25,494	27,511	28,997	30,606
% Change	-0.2%	10.0%	7.9%	5.4%	5.5%
EBITDA	11,242	13,710	14,758	15,576	16,438
% Change	-8.0%	22.0%	7.6%	5.5%	5.5%
Net Interest & Other Income	(1,207)	(1,361)	(1,478)	(1,502)	(1,506)
Net Income (Adjusted)	7,494	8,744	9,093	9,644	10,311
% Change	7.3%	16.7%	4.0%	6.1%	6.9%
(US\$ Millions)  Net Income from Cont Operations (GAAP)	2022A	2023A	2024E	2025E	2026
Net Income from ( ont ( )nerations ((100P)					
	6,177	8,469	9,093	9,644	
Depreciation & Amortization	1,871	2,063	2,172	2,277	2,385
Depreciation & Amortization Change in Working Capital	1,871 (645)	2,063 33	2,172 80	2,277 25	2,385 23
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge	1,871 (645) (346)	2,063 33 0	2,172 80 0	2,277 25 0	2,385 23
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net	1,871 (645) (346) 329	2,063 33 0 44	2,172 80 0 73	2,277 25 0 73	2,385 23 0 73
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure	1,871 (645) (346) 329 (1,899)	2,063 33 0 44 (2,300)	2,172 80 0 73 (2,600)	2,277 25 0 73 (2,900)	2,385 23 0 73 (3,200)
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow	1,871 (645) (346) 329 (1,899) <b>5,488</b>	2,063 33 0 44 (2,300) <b>8,310</b>	2,172 80 0 73 (2,600) <b>8,818</b>	2,277 25 0 73 (2,900) <b>9,119</b>	2,385 23 0 73 (3,200)
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change	1,871 (645) (346) 329 (1,899) <b>5,488</b> -22.7%	2,063 33 0 44 (2,300) <b>8,310</b> <b>51.4%</b>	2,172 80 0 73 (2,600) <b>8,818</b> <b>6.1%</b>	2,277 25 0 73 (2,900) <b>9,119</b> <b>3.4%</b>	2,385 23 0 73 (3,200) <b>9,589</b> <b>5.2%</b>
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase	1,871 (645) (346) 329 (1,899) <b>5,488</b> <b>-22.7%</b> (3,648)	2,063 33 0 44 (2,300) <b>8,310</b> <b>51.4%</b> (3,502)	2,172 80 0 73 (2,600) <b>8,818</b> <b>6.1%</b> (3,502)	2,277 25 0 73 (2,900) <b>9,119</b> <b>3.4%</b> (3,502)	2,385 23 ( 73 (3,200 <b>9,589</b> <b>5.2%</b> (3,502)
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid	1,871 (645) (346) 329 (1,899) <b>5,488</b> -22.7%	2,063 33 0 44 (2,300) <b>8,310</b> <b>51.4%</b>	2,172 80 0 73 (2,600) <b>8,818</b> <b>6.1%</b>	2,277 25 0 73 (2,900) <b>9,119</b> <b>3.4%</b>	2,385 23 (0 73 (3,200) <b>9,589</b> <b>5.2%</b> (3,502) (4,140)
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt	1,871 (645) (346) 329 (1,899) <b>5,488</b> <b>-22.7%</b> (3,648) (4,168)	2,063 33 0 44 (2,300) <b>8,310</b> <b>51.4%</b> (3,502) (4,325)	2,172 80 0 73 (2,600) <b>8,818</b> <b>6.1%</b> (3,502) (4,260)	2,277 25 0 73 (2,900) <b>9,119</b> <b>3.4%</b> (3,502) (4,200)	2,385 23 0 73 (3,200) <b>9,589</b> <b>5.2%</b> (3,502) (4,140)
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt  Balance Sheet Data (Dec)	1,871 (645) (346) 329 (1,899) <b>5,488</b> <b>-22.7%</b> (3,648) (4,168) 1,198	2,063 33 0 44 (2,300) <b>8,310</b> <b>51.4%</b> (3,502) (4,325) (250)	2,172 80 0 73 (2,600) <b>8,818</b> <b>6.1%</b> (3,502) (4,260) 350	2,277 25 0 73 (2,900) <b>9,119</b> <b>3.4%</b> (3,502) (4,200) 100	2,385 23 (, 73 (3,200 <b>9,585</b> <b>5.2%</b> (3,502 (4,140
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt  Balance Sheet Data (Dec) (US\$ Millions)	1,871 (645) (346) 329 (1,899) <b>5,488</b> <b>-22.7%</b> (3,648) (4,168) 1,198	2,063 33 0 44 (2,300) <b>8,310</b> <b>51.4%</b> (3,502) (4,325) (250)	2,172 80 0 73 (2,600) <b>8,818</b> <b>6.1%</b> (3,502) (4,260) 350	2,277 25 0 73 (2,900) 9,119 3.4% (3,502) (4,200) 100	2,385 23 (, 73 (3,200) <b>9,589</b> <b>5.2%</b> (3,502) (4,140)
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt  Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents	1,871 (645) (346) 329 (1,899) <b>5,488</b> <b>-22.7%</b> (3,648) (4,168) 1,198	2,063 33 0 44 (2,300) <b>8,310</b> <b>51.4%</b> (3,502) (4,325) (250) <b>2023A</b> 2,987	2,172 80 0 73 (2,600) <b>8,818</b> <b>6.1%</b> (3,502) (4,260) 350 <b>2024E</b> 4,563	2,277 25 0 73 (2,900) 9,119 3.4% (3,502) (4,200) 100 2025E 6,251	2,385 23 (,200) 9,589 5.2% (3,502) (4,140) 100
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt  Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables	1,871 (645) (346) 329 (1,899) <b>5,488</b> <b>-22.7%</b> (3,648) (4,168) 1,198 <b>2022A</b> 2,584 2,115	2,063 33 0 44 (2,300) <b>8,310</b> <b>51.4%</b> (3,502) (4,325) (250) <b>2023A</b> 2,987 2,315	2,172 80 0 73 (2,600) <b>8,818</b> <b>6.1%</b> (3,502) (4,260) 350 <b>2024E</b> 4,563 2,464	2,277 25 0 73 (2,900) 9,119 3.4% (3,502) (4,200) 100 2025E 6,251 2,593	2,385 23 (3,200) 9,589 5.2% (3,502) (4,140) 100 2026l 8,469 2,735
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt  Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets	1,871 (645) (346) 329 (1,899) <b>5,488</b> <b>-22.7%</b> (3,648) (4,168) 1,198 <b>2022A</b> 2,584 2,115 725	2,063 33 0 44 (2,300) <b>8,310</b> <b>51.4%</b> (3,502) (4,325) (250) <b>2023A</b> 2,987 2,315 795	2,172 80 0 73 (2,600) <b>8,818</b> <b>6.1%</b> (3,502) (4,260) 350 <b>2024E</b> 4,563 2,464 869	2,277 25 0 73 (2,900) 9,119 3.4% (3,502) (4,200) 100  2025E 6,251 2,593 915	2,385 23 (3,200) 9,589 5.2% (3,502) (4,140) 100 2026l 8,465 2,735 965
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt  Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment	1,871 (645) (346) 329 (1,899) <b>5,488</b> <b>-22.7%</b> (3,648) (4,168) 1,198 <b>2022A</b> 2,584 2,115 725 23,774	2,063 33 0 44 (2,300) <b>8,310</b> <b>51.4%</b> (3,502) (4,325) (250) <b>2023A</b> 2,987 2,315 795 23,944	2,172 80 0 73 (2,600) <b>8,818</b> <b>6.1%</b> (3,502) (4,260) 350 <b>2024E</b> 4,563 2,464 869 24,276	2,277 25 0 73 (2,900) 9,119 3.4% (3,502) (4,200) 100  2025E 6,251 2,593 915 24,803	2,385 23 (3,200 9,585 5.2% (3,502 (4,140 100 2026) 8,465 2,735 965 25,523
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt  Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets	1,871 (645) (346) 329 (1,899) <b>5,488</b> <b>-22.7%</b> (3,648) (4,168) 1,198 <b>2022A</b> 2,584 2,115 725 23,774 21,238	2,063 33 0 44 (2,300) <b>8,310</b> <b>51.4%</b> (3,502) (4,325) (250) <b>2023A</b> 2,987 2,315 795 23,944 21,238	2,172 80 0 73 (2,600) <b>8,818</b> <b>6.1%</b> (3,502) (4,260) 350 <b>2024E</b> 4,563 2,464 869 24,276 21,238	2,277 25 0 73 (2,900) 9,119 3.4% (3,502) (4,200) 100  2025E 6,251 2,593 915 24,803 21,238	2,385 23 (3,200 9,585 5.2% (3,502 (4,140 100 2026) 8,465 2,735 965 25,523 21,238
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt  Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets Total Assets	1,871 (645) (346) 329 (1,899) <b>5,488</b> <b>-22.7%</b> (3,648) (4,168) 1,198 <b>2022A</b> 2,584 2,115 725 23,774 21,238 <b>50,436</b>	2,063 33 0 44 (2,300) <b>8,310</b> <b>51.4%</b> (3,502) (4,325) (250) <b>2023A</b> 2,987 2,315 795 23,944	2,172 80 0 73 (2,600) <b>8,818</b> <b>6.1%</b> (3,502) (4,260) 350 <b>2024E</b> 4,563 2,464 869 24,276	2,277 25 0 73 (2,900) 9,119 3.4% (3,502) (4,200) 100  2025E 6,251 2,593 915 24,803	2,385 23 (3,200 9,589 5.2% (3,502 (4,140 100 2026 8,465 2,735 965 25,523 21,238 58,925
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt  Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets Total Assets Short-Term Debt	1,871 (645) (346) 329 (1,899) <b>5,488</b> <b>-22.7%</b> (3,648) (4,168) 1,198 <b>2022A</b> 2,584 2,115 725 23,774 21,238 <b>50,436</b> 0	2,063 33 0 44 (2,300) <b>8,310</b> <b>51.4%</b> (3,502) (4,325) (250) <b>2023A</b> 2,987 2,315 795 23,944 21,238 <b>51,278</b> 0	2,172 80 0 73 (2,600) 8,818 6.1% (3,502) (4,260) 350 2024E 4,563 2,464 869 24,276 21,238 53,410 0	2,277 25 0 73 (2,900) 9,119 3.4% (3,502) (4,200) 100  2025E 6,251 2,593 915 24,803 21,238 55,800 0	2,385 23 (3,200 9,585 5.2% (3,502 (4,140 100 2026 8,465 2,735 965 25,523 21,238 58,929
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt  Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets Total Assets Short-Term Debt Other Current Liabilities	1,871 (645) (346) 329 (1,899) <b>5,488</b> <b>-22.7%</b> (3,648) (4,168) 1,198 <b>2022A</b> 2,584 2,115 725 23,774 21,238 <b>50,436</b> 0 3,802	2,063 33 0 44 (2,300) 8,310 51.4% (3,502) (4,325) (250) 2023A 2,987 2,315 795 23,944 21,238 51,278 0 4,105	2,172 80 0 73 (2,600) 8,818 6.1% (3,502) (4,260) 350 2024E 4,563 2,464 869 24,276 21,238 53,410 0 4,408	2,277 25 0 73 (2,900) 9,119 3.4% (3,502) (4,200) 100  2025E 6,251 2,593 915 24,803 21,238 55,800 0 4,608	2,385 23 (3,200 9,585 5.2% (3,502 (4,140 100 2026 8,465 2,735 21,238 58,929 (4,823
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt  Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets Total Assets Short-Term Debt Other Current Liabilities Long-Term Debt	1,871 (645) (346) 329 (1,899) <b>5,488 -22.7%</b> (3,648) (4,168) 1,198 <b>2022A</b> 2,584 2,115 725 23,774 21,238 <b>50,436</b> 0 3,802 35,904	2,063 33 0 44 (2,300) <b>8,310</b> <b>51.4%</b> (3,502) (4,325) (250) <b>2023A</b> 2,987 2,315 795 23,944 21,238 <b>51,278</b> 0 4,105 35,654	2,172 80 0 73 (2,600) <b>8,818</b> <b>6.1%</b> (3,502) (4,260) 350 <b>2024E</b> 4,563 2,464 869 24,276 21,238 <b>53,410</b> 0 4,408 36,004	2,277 25 0 73 (2,900) 9,119 3.4% (3,502) (4,200) 100  2025E 6,251 2,593 915 24,803 21,238 55,800 0 4,608 36,104	2,385 23 (3,200) 9,589 5,2% (3,502) (4,140) 100  2026l 8,469 2,735 965 25,523 21,238 58,929 (4,823 36,204
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt  Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets Short-Term Debt Other Current Liabilities Long-Term Debt Other Non-Current Liabilities	1,871 (645) (346) 329 (1,899) <b>5,488</b> <b>-22.7%</b> (3,648) (4,168) 1,198 <b>2022A</b> 2,584 2,115 725 23,774 21,238 <b>50,436</b> 0 3,802 35,904 16,733	2,063 33 0 44 (2,300) 8,310 51.4% (3,502) (4,325) (250) 2023A 2,987 2,315 795 23,944 21,238 51,278 0 4,105 35,654 16,982	2,172 80 0 73 (2,600) 8,818 6.1% (3,502) (4,260) 350 2024E 4,563 2,464 869 24,276 21,238 53,410 0 4,408 36,004 17,230	2,277 25 0 73 (2,900) 9,119 3.4% (3,502) (4,200) 100  2025E 6,251 2,593 915 24,803 21,238 55,800 0 4,608 36,104 17,478	2,385 23 0 73 (3,200) 9,589 5.2% (3,502) (4,140) 100  2026l 8,469 2,735 965 25,523 21,238 58,929 0 4,823 36,204 17,726
Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt  Balance Sheet Data (Dec) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets Total Assets Short-Term Debt Other Current Liabilities Long-Term Debt	1,871 (645) (346) 329 (1,899) <b>5,488 -22.7%</b> (3,648) (4,168) 1,198 <b>2022A</b> 2,584 2,115 725 23,774 21,238 <b>50,436</b> 0 3,802 35,904	2,063 33 0 44 (2,300) <b>8,310</b> <b>51.4%</b> (3,502) (4,325) (250) <b>2023A</b> 2,987 2,315 795 23,944 21,238 <b>51,278</b> 0 4,105 35,654	2,172 80 0 73 (2,600) <b>8,818</b> <b>6.1%</b> (3,502) (4,260) 350 <b>2024E</b> 4,563 2,464 869 24,276 21,238 <b>53,410</b> 0 4,408 36,004	2,277 25 0 73 (2,900) 9,119 3.4% (3,502) (4,200) 100  2025E 6,251 2,593 915 24,803 21,238 55,800 0 4,608 36,104	10,308 2,385 23 0 73 (3,200) 9,589 5,2% (3,502) (4,140) 100  2026l 8,469 2,735 965 25,523 21,238 58,929 4,823 36,204 17,726 58,753 177

### **Company Sector**

Restaurants

### **Company Description**

McDonald's is the largest quick service restaurant company (QSR) in the world as measured by sales, with more than 39,000 restaurants in over 100 countries. The company's restaurant system is mostly franchised and includes ownership or control of restaurant real estate sites.

### **Investment Rationale**

MCD's retains significant competitive advantages in its well capitalized franchisees, strong unit economics, and global scale. The franchise model does, however, limit upside to EPS and the stock has held a very stable valuation range over the past 5, 10, and 15 years.

### **Stock Data**

Average Daily Volume

2,833,603



# **Exhibit 1: We forecast EPS of \$12.60 in F24 and \$13.56 in F25** MCD Income Statement F23-F25E

	2023	1Q24E	2Q24E	3Q24E	4Q24E	2024E	1Q25E	2Q25E	3Q25E	4Q25E	2025E
Company-operated sales	9,742	2,391.2	2,700.3	2,850.1	2,798.0	10,740	2,525.5	2,843.9	3,027.8	2,946.3	11,344
Franchise revenues	15,437	3,680.5	4,152.4	4,378.9	4,222.0	16,434	3,864.7	4,359.9	4,639.5	4,429.9	17,294
Other revenues	<u>315.6</u>	88.9	82.0	<u>96.7</u>	<u>69.9</u>	337.4	94.4	<u>87.1</u>	<u>103.5</u>	74.2	<u>359.2</u>
Total revenues	25,494	6,160.5	6,934.7	7,325.7	7,089.9	27,511	6,484.7	7,291.0	7,770.9	7,450.4	28,997
Growth (%)	10.0%	4.5%	6.7%	9.5%	10.7%	7.9%	5.3%	5.1%	6.1%	5.1%	5.4%
Company-operated Margins	1,517.5	324.3	430.8	473.5	454.5	1,683.2	341.4	454.7	504.3	479.8	1,780.3
Company-operated Margins %	15.6%	13.6%	16.0%	16.6%	16.2%	15.7%	13.5%	16.0%	16.7%	16.3%	15.7%
Franchise Margins	12,962.0	3,066.3	3,500.2	3,702.8	3,532.0	13,801.3	3,227.5	3,683.2	3,929.0	3,711.6	14,551.3
Franchise Margins %	84.0%	83.3%	84.3%	84.6%	83.7%	84.0%	83.5%	84.5%	84.7%	83.8%	84.1%
Turierise Margins 70	01.070	03.5 /0	0 1.5 /0	0 1.0 70	03.7 /0	0 1.0 /0	05.570	0 1.5 /0	01.770	05.0 /0	0 1.1 /0
Other restaurant expenses	232.5	64.5	54.0	61.6	31.4	211.5	65.4	54.8	62.5	32.0	214.7
SG&A	2,816.9	704.8	715.7	734.6	887.1	3,042.3	740.0	751.5	771.3	931.5	3.194.4
SG&A as % of Systemwide Sales	2,810.9	2.3%	2.0%	2.0%	2.5%	2.2%	2.2%	2.0%	2.0%	2.5%	2.2%
,	98.9	2.3% -12.7	-20.3	2.0% 8.9	6.3	-17.8	2.2% -12.7	-20.3	2.0% 8.9	6.3	-17.8
Other Operating (Inc)/Exp, net	90.9	-12./	-20.3	0.9	0.3	-17.0	-12.7	-20.3	0.9	0.3	-17.0
Operating Income	11,646.7	2,722.9	3,263.6	3,467.9	3,131.6	12,586.0	2,870.6	3,439.1	3,694.1	3,295.8	13,299.5
Margin (%)	45.7%	44.2%	47.1%	47.3%	44.2%	45.7%	44.3%	47.2%	47.5%	44.2%	45.9%
% Change	24%	8%	5%	8%	12%	8%	5%	5%	7%	5%	6%
Adjusted Operating Income	12,009.0	2,742.9	3,283.6	3,487.9	3,151.6	12,666.0	2,890.6	3,459.1	3,714.1	3,315.8	13,379.5
Adjusted Operating Margin	47.1%	44.5%	47.4%	47.6%	44.5%	46.0%	44.6%	47.4%	47.8%	44.5%	46.1%
Interest Expense	1,360.8	363.9	367.6	371.2	374.9	1,477.6	374.9	374.9	375.9	375.9	1,501.6
y/y growth	13%	10%	11%	9%	4%	9%	3%	2%	1%	0%	2%
Non-Operating (Income) Expense	-236.3	-64.4	-64.4	-64.4	-64.4	-257.6	-64.4	-64.4	-64.4	-64.4	-257.6
6											
Pretax Income	10,522.2	2,423.4	2,960.4	3,161.1	2,821.1	11,366.0	2,560.1	3,128.6	3,382.6	2,984.3	12,055.5
Adjusted Pretax Income											
Tours	2.052.4	4047	F02.1	(22.2	FC4.2	2 272 2	F12.0	625.7	676 5	F0C 0	2 411 1
Taxes	2,053.4	484.7	592.1	632.2	564.2	2,273.2	512.0	625.7	676.5	596.9	2,411.1
Tax Rate	19.5%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%
Effective tax rate ex-nonrecurring											
Net Income	8,468.8	1,938.7	2,368.4	2,528.9	2,256.9	9,092.8	2,048.0	2,502.8	2,706.1	2,387.4	9,644.4
Average diluted shares	732.4	725.2	722.7	720.2	717.8	721.5	715.2	712.6	710.2	707.8	711.4
GAAP EPS	\$ 11.56										
Adjusted EPS	\$ 11.94	\$ 2.67	\$ 3.28	\$ 3.51	\$ 3.14	\$ 12.60	\$ 2.86	\$ 3.51	\$ 3.81	\$ 3.37	\$ 13.56
% Change	18.1%	1.6%	3.5%	9.9%	6.7%	5.6%	7.1%	7.2%	8.5%	7.3%	7.6%
Systemwide Sales	129,492	31,280	34,934	36,894	35,667	138,776	33,229	37,096	39,492	37,864	147,681
% Change	9.5%	3.3%	6.2%	8.8%	10.0%	7.2%	6.2%	6.2%	7.0%	6.2%	6.4%

**Source:** Company reports, BofA Global Research estimates

BofA GLOBAL RESEARCH



### Price objective basis & risk

### McDonald's (MCD)

Our 12-month \$341 price objective is based on a 25.1x P/E multiple on our forward estimates, in line with a relative P/E multiple of 1.3x reflecting limited opportunities for margin expansion due to the franchised model, despite continued topline strength. We apply the relative P/E multiple to our F25 estimates (of \$13.56) to arrive at our \$341 PO.

### Risks to our price objective:

To the upside, McDonald's could sustain elevated comps for longer than expected based on company-specific initiatives or industry dynamics. Margins and returns could exceed expectations if McDonald's reduces the pace of investments or identifies unexpected savings opportunities. If investor risk tolerance shifts sharply lower, the relative attractiveness of McDonald's defensive positioning would increase.

To the downside, McDonald's comps could decelerate faster than we anticipate, from either a lack of traction in company initiatives or a deteriorating demand environment. Margins could compress more than expected if McDonald's fails to pass through inflation in food and labor costs.

# **Analyst Certification**

I, Sara Senatore, hereby certify that the views expressed in this research report accurately reflect my personal views about the subject securities and issuers. I also certify that no part of my compensation was, is, or will be, directly or indirectly, related to the specific recommendations or view expressed in this research report.

### **US - Restaurants Coverage Cluster**

Investment rating	Company	BofA Ticker	Bloomberg symbol	Analyst
BUY				
	Chipotle Mexican Grill	CMG	CMG US	Sara Senatore
	Darden Restaurants	DRI	DRI US	Sara Senatore
	Domino's Pizza	DPZ	DPZ US	Sara Senatore
	Dutch Bros	BROS	BROS US	Sara Senatore
	First Watch	FWRG	FWRG US	Sara Senatore
	Jack in the Box	JACK	JACK US	Sara Senatore
	Krispy Kreme	DNUT	DNUT US	Sara Senatore
	Papa Johns International	PZZA	PZZA US	Sara Senatore
	Portillo's Inc.	PTLO	PTLO US	Sara Senatore
	Starbucks	SBUX	SBUX US	Sara Senatore
	Sweetgreen	SG	SG US	Katherine Griffin
	Texas Roadhouse	TXRH	TXRH US	Sara Senatore
	Wingstop Inc	WING	WING US	Sara Senatore
NEUTRAL				
	Bloomin Brands	BLMN	BLMN US	Sara Senatore
	McDonald's	MCD	MCD US	Sara Senatore
	Shake Shack	SHAK	SHAK.US	Sara Senatore
	The Cheesecake Factory	CAKE	CAKE US	Katherine Griffin
	Yum Brands Inc	YUM	YUM US	Sara Senatore
UNDERPERFORM				
	Brinker International	EAT	EAT US	Katherine Griffin
	Cracker Barrel	CBRL	CBRL US	Katherine Griffin
	Restaurant Brands International	YQSR	QSR CN	Sara Senatore
	Restaurant Brands International Inc.	QSR	QSR US	Sara Senatore
	Wendy's Co	WEN	WEN US	Sara Senatore

# **IQ**method<sup>™</sup> Measures Definitions

Business Performance	Numerator	Denominator
Return On Capital Employed	NOPAT = (EBIT + Interest Income) $\times$ (1 $-$ Tax Rate) + Goodwill Amortization	Total Assets — Current Liabilities + ST Debt + Accumulated Goodwill Amortization
Return On Equity	Net Income	Shareholders' Equity
Operating Margin	Operating Profit	Sales
Earnings Growth	Expected 5 Year CAGR From Latest Actual	N/A
Free Cash Flow	Cash Flow From Operations – Total Capex	N/A
Quality of Earnings	Numerator	Denominator
Cash Realization Ratio	Cash Flow From Operations	Net Income
Asset Replacement Ratio	Capex	Depreciation
Tax Rate	Tax Charge	Pre-Tax Income
Net Debt-To-Equity Ratio	Net Debt = Total Debt — Cash & Equivalents	Total Equity
Interest Cover	EBIT	Interest Expense
Valuation Toolkit	Numerator	Denominator
Price / Earnings Ratio	Current Share Price	Diluted Earnings Per Share (Basis As Specified)
Price / Book Value	Current Share Price	Shareholders' Equity / Current Basic Shares
Dividend Yield	Annualised Declared Cash Dividend	Current Share Price
Free Cash Flow Yield	Cash Flow From Operations – Total Capex	Market Cap = Current Share Price × Current Basic Shares
Enterprise Value / Sales	EV = Current Share Price × Current Shares + Minority Equity + Net Debt + Other LT Liabilities	Sales

EV / EBITDA Enterprise Value Basic EBIT + Depreciation + Amortization

\*\*Menethod 3\*\*\*is the set of BofA Global Research standard measures that serve to maintain global consistency under three broad headings: Business Performance, Quality of Earnings, and validations. The key features of iQmethod are: A consistently structured, detailed, and transparent methodology. Guidelines to maximize the effectiveness of the comparative valuation process, and to identify some common pitfalls.

\*\*Redatabase\*\* is our real-time global research database that is sourced directly from our equity analysts' earnings models and includes forecasted as well as historical data for income statements, balance sheets, and cash flow statements for companies covered by BofA Global Research.

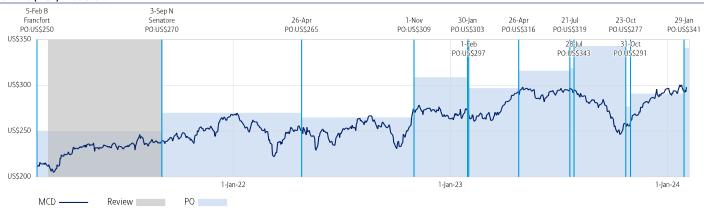
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# **Disclosures**

# **Important Disclosures**

### McDonald's (MCD) Price Chart



B: Buy, N: Neutral, U: Underperform, PO: Price Objective, NA: No longer valid, NR: No Rating

The Investment Opinion System is contained at the end of the report under the heading "Fundamental Equity Opinion Key". Dark grey shading indicates the security is restricted with the opinion suspended. Medium grey shading indicates the security is under review with the opinion withdrawn. Light grey shading indicates the security is not covered. Chart is current as of a date no more than one trading day prior to the date of the report.

#### Equity Investment Rating Distribution: Restaurants Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	21	58.33%	Buy	10	47.62%
Hold	10	27.78%	Hold	3	30.00%
Sell	5	13.89%	Sell	4	80.00%

### Equity Investment Rating Distribution: Global Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	1895	53.62%	Buy	1083	57.15%
Hold	832	23.54%	Hold	454	54.57%
Sell	807	22.84%	Sell	383	47.46%

R1 Issuers that were investment banking clients of BofA Securities or one of its affiliates within the past 12 months. For purposes of this Investment Rating Distribution, the coverage universe includes only stocks. A stock rated Neutral is included as a Hold, and a stock rated Underperform is included as a Sell.

FUNDAMENTAL EQUITY OPINION KEY: Opinions include a Volatility Risk Rating, an Investment Rating and an Income Rating. VOLATILITY RISK RATINGS, indicators of potential price fluctuation, are: A - Low, B - Medium and C - High. INVESTMENT RATINGS reflect the analyst's assessment of both a stock's absolute total return potential as well as its attractiveness for investment relative to other stocks within its Coverage Cluster (defined below). Our investment ratings are: 1 - Buy stocks are expected to have a total return of at least 10% and are the most attractive stocks in the coverage cluster; 2 - Neutral stocks are expected to remain flat or increase in value and are less attractive than Buy rated stocks and 3 - Underperform stocks are the least attractive stocks in a coverage cluster. An investment rating of 6 (No Rating) indicates that a stock is no longer trading on the basis of fundamentals. Analysts assign investment ratings considering, among other things, the 0-12 month total return expectation for a stock and the firm's guidelines for ratings dispersions (shown in the table below). The current price objective for a stock should be referenced to better understand the total return expectation at any given time. The price objective reflects the analyst's view of the potential price appreciation (depreciation).

# Investment rating Total return expectation (within 12-month period of date of initial rating) Ratings dispersion guidelines for coverage cluster<sup>R2</sup>

Buy	≥ 10%	≤ 70%
Neutral	≥ 0%	≤ 30%
Inderperform	N/A	≥ 20%

R2Ratings dispersions may vary from time to time where BofA Global Research believes it better reflects the investment prospects of stocks in a Coverage Cluster.

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