

McDONALD'S* GLOBAL REPORTING INITIATIVE

CONTENT INDEX - 2014

Level of Reporting Key
F = FULL
P = PARTIAL

* McDonald's Corporation and its consolidated subsidiaries.

STANDARD DISCLOSURES PART I: Profile Disclosures

1. Strategy and Analysis

	Disclosure	Level of Reporting	Comments
1.1	Statement from the most senior decision-maker of the organization.	P	2014 Good Business Report: Page 3.
1.2	Description of key impacts, risks, and opportunities.	P	2014 Good Business Report: Page 3. 2014 Annual Report: Pages 2, 3-7.

2. Organizational Profile

	Disclosure	Level of Reporting	Comments
2.1	Name of the organization.	F	2014 Good Business Report: Page 6. The reporting organization is McDonald's Corporation.
2.2	Primary brands, products, and/or services.	F	2014 Annual Report: Pages 1-2.
2.3	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	F	2014 Good Business Report: Page 6. 2014 Annual Report: Page 12. 2014 Form 10-k: Page 90.

2.4	Location of organization's headquarters.	F	2014 Good Business Report: Page 6.
2.5	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.	F	2014 Annual Report: Page 12.
2.6	Nature of ownership and legal form.	F	McDonald's Corporation, a Delaware Corporation 2014 Good Business Report: Page 6. 2014 Annual Report: Page 1.
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	F	2014 Annual Report: Pages 1, 2, 12.
2.8	Scale of the reporting organization.	F	2014 Annual Report: Pages 1, 2, 12.
2.9	Significant changes during the reporting period regarding size, structure, or ownership.	F	2014 Annual Report: Pages 12-15.

2.10	Awards received in the reporting period.	F	2014 Good Business Report: Pages 29, 31. Corporate Website: – Awards and Recognition
3.1	Reporting period (e.g., fiscal/calendar year) for information provided.	F	2014 Good Business Report: Page 6.
3.2	Date of most recent previous report (if any).	F	2014 Good Business Report: Page 6. 2012 – 2013 CSR & Sustainability Report: April 30, 2014.
3.3	Reporting cycle (annual, biennial, etc.)	F	Annual
3.4	Contact point for questions regarding the report or its contents.	F	2014 Good Business Report: Back Cover.
3.5	Process for defining report content.	P	2014 Good Business Report: Page 9.
3.6	Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers).	P	2014 Good Business Report: Page 6.
3.7	State any specific limitations on the scope or boundary of the report.	P	2014 Good Business Report: Pages 6, 7.
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations.	P	2014 Good Business Report: Pages 6, 7.

3.9	Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the Indicators and other information in the report. Explain any decisions not to apply, or to substantially diverge from, the GRI Indicator Protocols.	P	2014 Good Business Report: Various.
3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g. mergers/acquisitions, change of base years/periods, nature of business, measurement methods).	P	2014 Good Business Report: Various.
3.12	Table identifying the location of the Standard Disclosures in the report.	P	2014 Good Business Report: GRI Content Index.
3.13	Policy and current practice with regard to seeking external assurance for the report.	F	We are currently not seeking external assurance for the 2014 Good Business Report.

4.1	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	F	<p>2014 Good Business Report: Page 7.</p> <p>2015 Proxy Statement: Pages 3, 8-14, 55,56.</p>
4.2	Indicate whether the Chair of the highest governance body is also an executive officer.	F	<p>The Chair of the Board of Directors, Andy McKenna is not an Executive Officer of McDonald's Corporation.</p> <p>2015 Proxy Statement: Pages 3, 4, 8-12, 61.</p>
4.3	For organizations that have a unitary board structure, state the number and gender of members of the highest governance body that are independent and/or non-executive members.	F	<p>2015 Proxy Statement: Pages 3, 8-14, 61.</p>
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	F	<p>2015 Proxy Statement: Pages 57, 63.</p>
4.5	Linkage between compensation for members of the highest governance body, senior managers, and executives (including departure arrangements), and the organization's performance (including social and environmental performance).	P	<p>2015 Proxy Statement: Pages 16-25.</p>

4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	F	<p>2014 Good Business Report: Page 7.</p> <p>Corporate Website: - Corporate Governance Principles</p>
4.7	Process for determining the composition, qualifications, and expertise of the members of the highest governance body and its committees, including any consideration of gender and other indicators of diversity.	F	<p>Corporate Website: - Corporate Governance Principles - Director Selection Process</p>
4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.	F	<p>2014 Good Business Report: Pages 7, 20, 29.</p> <p>Corporate Website: - Mission & Values - Standards of Business Conduct - Code of Conduct for Suppliers</p>
4.9	Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles.	F	<p>2014 Good Business Report: Page 7.</p> <p>Corporate Website: - Sustainability and Corporate Responsibility Committee Charter - Audit Committee Charter</p>

4.10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance.	F	Corporate Website: – Corporate Governance Principles – Sustainability and Corporate Responsibility Committee Charter
4.12	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.	P	2014 Good Business Report: Various.
4.14	List of stakeholder groups engaged by the organization.	F	2014 Good Business Report: Pages 9, 36–37.
4.15	Basis for identification and selection of stakeholders with whom to engage.	F	2014 Good Business Report: Pages 8–9, 36.
4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	P	2014 Good Business Report: Pages 8–9, 36–37.
4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting.	P	2014 Good Business Report: Page 9, Various.

STANDARD DISCLOSURES: Performance Indicators			
Economic			
Indicator	Disclosure	Level of Reporting	Comments
	Managment Approach	P	2014 Annual Report: Pages 12–16.
EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.	P	2014 Good Business Report: Pages 31, 33, 34. 2014 Annual Report: Pages 17–21.
EC2	Financial implications and other risks and opportunities for the organization's activities due to climate change.	P	2014 Annual Report: Pages 2, 5–6.
EC3	Coverage of the organization's defined benefit plan obligations.	F	2014 Annual Report: Page 42.
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.	P	2014 Good Business Report: Pages 32–35.
EC9	Understanding and describing significant indirect economic impacts, including the extent of impacts.	P	2014 Good Business Report: Pages 18, 31, 34, 35.

Environment			
Indicator	Disclosure	Level of Reporting	Comments
	Management Approach	P	2014 Annual Report: Page 2.
EN2	Percentage of materials used that are recycled input materials.	P	2014 Good Business Report: Page 17.
EN3	Direct energy consumption by primary energy source.	P	2014 Good Business Report: Page 24.
EN4	Indirect energy consumption by primary source.	P	2014 Good Business Report: Page 24.
EN5	Energy saved due to conservation and efficiency improvements.	P	2014 Good Business Report: Pages 23–25.
EN6	Initiatives to provide energy- efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	P	2014 Good Business Report: Pages 23, 25.
EN7	Initiatives to reduce indirect energy consumption and reductions achieved.	P	2014 Good Business Report: Pages 23–25.
EN9	Water sources significantly affected by withdrawal of water.	P	2014 Good Business Report: Page 27. 2014 Annual Report: Page 2.
EN14	Strategies, current actions, and future plans for managing impacts on biodiversity.	P	2014 Good Business Report: Pages 15, 17. Corporate Website: – Commitment on Deforestation

EN16	Total direct and indirect greenhouse gas emissions by weight.	P	2014 Good Business Report: Page 24.
EN17	Other relevant indirect greenhouse gas emissions by weight.	P	Corporate Website: – Global Carbon Footprint
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved.	P	2014 Good Business Report: Various.
EN23	Total number and volume of significant spills.	F	No known significant spills.
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	F	2014 Good Business Report: Various.
EN27	Percentage of products sold and their packaging materials that are reclaimed by category.	P	2014 Good Business Report: Page 17.

Social: Labor Practices and Decent Work			
Indicator	Disclosure	Level of Reporting	Comments
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	P	2014 Good Business Report: Pages 28–31.

LA13	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity.	P	2015 Proxy Statement: Pages 3, 8-14.
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Social: Human Rights

Indicator	Disclosure	Level of Reporting	Comments
HR1	Percentage and total number of significant investment agreements and contracts that include clauses incorporating human rights concerns, or that have undergone human rights screening.	P	2014 Good Business Report: Page 20.
HR2	Percentage of significant suppliers, contractors and other business partners that have undergone human rights screening, and actions taken.	P	2014 Good Business Report: Page 20.
HR6	Operations and significant suppliers identified as having significant risk for incidents of child labor, and measures taken to contribute to the effective abolition of child labor.	P	2014 Good Business Report: Page 20.

HR7	Operations and significant suppliers identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of all forms of forced or compulsory labor.	P	2014 Good Business Report: Page 20. Corporate Website: - Workplaces & Human Rights
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Social: Society

Indicator	Disclosure	Level of Reporting	Comments
S01	Percentage of operations with implemented local community engagement, impact assessments, and development programs.	P	2014 Good Business Report: Pages 32-35.
S02	Percentage and total number of business units analyzed for risks related to corruption.	P	Corporate Website: - Standards of Business Conduct
S06	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	P	2014 Good Business Report: Page 34. Corporate Website: - Political Contribution Policy
S07	Total number of legal actions for anti-competitive behavior, anti-trust, and monopoly practices and their outcomes.	F	No material legal actions for anti-competitive behavior, anti-trust, and monopoly practices. 2014 Annual Report: Page 7-8.
S08	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	F	No material sanctions for non-compliance with laws and regulations.

Social: Product Responsibility

Indicator	Disclosure	Level of Reporting	Comments
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.	P	Happy Meal Website: - Toy Safety Fact Sheet
PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.	P	2014 Good Business Report: Page 12. McDonald's USA Website: - Food
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes.	P	There were no material incidents of non-compliance with regulations or voluntary codes concerning product and service information and labeling.
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	P	McDonald's USA Website: - Our Food. Your Questions.

PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	P	2014 Good Business Report: Page 12.
PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.	P	No material fines for non – compliance with laws and regulations concerning the provision and use of products and services.