

## McDonald's (NYSE:MCD) publishes 2012-2013 Corporate Social Responsibility & Sustainability Report

The theme of the 2012-2013 McDonald's CSR & Sustainability Report is, "Our Journey Together. For Good." Highlights from the report include:

- Committing to the Clinton Global Initiative in collaboration with the Alliance for a Healthier Generation to make nutritious choices and nutrition education a bigger part of the McDonald's experience
- Offering fruits, vegetables, or low-fat dairy in Happy Meals in more than 95% of our restaurants around the world
- Sourcing 100% of whitefish from fisheries that are verified sustainable
- Installing approximately 300,000 pieces of more energy efficient kitchen and building equipment in restaurants worldwide since 2010

The report can be found on the company's website at:

[http://aboutmcdonalds.com/mcd/sustainability/sustainability\\_CR\\_reports.html](http://aboutmcdonalds.com/mcd/sustainability/sustainability_CR_reports.html)

Also in the report, the Company announced its first Corporate Social Responsibility & Sustainability Framework that is designed to position the company for the future, while generating measurable, positive impacts for society.

McDonald's 2020 CSR & Sustainability Framework aspirational goals include:

- Supporting sustainable beef production by collaborating to develop global principles and criteria, and committing to begin purchasing a portion of beef from verified sustainable sources in 2016
- Sourcing 100 percent of coffee, palm oil and fish that is verified to support sustainable production
- Procuring 100 percent of fiber-based packaging from certified or recycled sources
- Serving 100 percent more fruit, vegetables, low-fat dairy or whole grains in nine of its top markets
- Increasing in-restaurant recycling to 50 percent and minimizing waste in nine of its top markets
- Increasing energy efficiency in company-owned restaurants by 20 percent in seven of its top markets

McDonald's Vice President of Corporate Social Responsibility & Sustainability, Bob Langert, will host a one-hour Twitter chat on Wednesday, May 7, 2014 starting at 1 p.m. EDT at the Twitter handle, @mcdonaldscorp.

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