McDonald’s Packaging Sustainability Program

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Director, Sustainability

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Who we are

A global, privately owned company

Serving customers in over 100 countries

More than 9,000 employees

We offer a unique combination of expertise, experience and services in...

Supply Chain Management

Packaging

Logistics

Recycling & Waste

Our supply chain services are complemented by customer engagement services offered through our affiliated company, The Marketing Store.
## Our Service Lines

<table>
<thead>
<tr>
<th>Supply Chain Management</th>
<th>Packaging</th>
<th>Logistics</th>
<th>Recycling &amp; Waste</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning, sourcing, optimization and analytics solutions and tools that will transform your supply chain from the inside out</td>
<td>Packaging services that support optimal movement of your products from concept development, through production, in market and end of life</td>
<td>Procurement, warehousing, distribution and freight management service, making sure you get the right products to the right place at the right time... and much more</td>
<td>Sustainable end-to-end waste management solutions that drive savings, uncover revenue and protect your brand</td>
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The Value We Create

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<td>We produce 3.6 billion forecasts each day for 16,500+ restaurants; we forecast demand for and move &gt;1.5 billion premiums annually across the globe</td>
<td>We design, source and deliver $3+ billion of global packaging annually</td>
<td>We make more than 3 million deliveries of multi-temperature products to 20,000 delivery points in 47 countries in Asia and Europe each year</td>
<td>We recycle, convert to energy, or compost &gt;500,000 tons of waste annually</td>
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OUR CSR & SUSTAINABILITY FRAMEWORK
GROWING OUR BUSINESS BY MAKING A POSITIVE DIFFERENCE IN SOCIETY

SOURCE ALL OF OUR FOOD & PACKAGING SUSTAINABLY.

2020 ASPIRATIONAL GOALS:
- BEEF: SUPPORT SUSTAINABLE PRODUCTION
  - Support sustainable production and distribution of global beef supply chain by 2020.
  - Reduce beef spending by (target not specified).

100% OF COFFEE, PALM OIL & FISH
- Sourced sustainably.

100% OF FIBER-BASED PACKAGING
- Produced from sustainable sources.

PROVIDE BALANCED CHOICES.

2020 ASPIRATIONAL GOALS:
- SERVE 100% MORE FRUIT, VEGETABLES, LOW-FAT DAIRY OR WHOLE GRAINS
  - Increase serving size in company-owned restaurants.

REDUCE SALT/SODIUM, SUGAR, SATURATED FAT OR CALORIES ACROSS THE MENU
- Reduce sodium, sugar, saturated fat, and calories.

COMMITTED TO OUR PEOPLE.

CREATE OPPORTUNITY
- Provide equal and career opportunities for our global workforce.

PROMOTE DIVERSITY & INCLUSION
- Foster a workplace that values and engages employees from all backgrounds.

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DEVELOP & OPERATE THE MOST ENVIRONMENTALLY EFFICIENT McDONALD’S RESTAURANTS.

2020 ASPIRATIONAL GOALS:
- 20% INCREASE IN ENERGY EFFICIENCY OF COMPANY-OWNED RESTAURANTS
  - Increase energy efficiency in restaurants by 20%.

INCREASE ENERGY EFFICIENCY THROUGH RESTAURANT STANDARDS
- Implement energy-saving measures in all restaurants.

INCREASE AMOUNT OF IN-RESTAURANT RECYCLING TO 50% AND MINIMIZE WASTE
- Increase recycling efforts and reduce waste generation.

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 investing in education and physical activity programs.

CORE VALUE:

PEOPLE

COMMUNITY

INNOVATION
SCOPE & PRIORITIES

1. design
2. sourcing
3. recovery
OPTIMIZED PACKAGING WEIGHT AND MATERIAL TYPES
2020 ASPIRATIONAL GOAL: 100% of fiber-based packaging from certified or recycled sources by 2020.

McDONALD’S GLOBAL FIBER SOURCING POLICY

Commitment on forests:
All high-risk sources FSC certified by latest 2020

HOW WE WILL MEASURE SUCCESS

\[
\text{Global Total Weight of fiber-based packaging} = \frac{(\text{Weight of fiber-based packaging with certified claims}) + (\text{Weight of fiber-based packaging with verified recycled claims})}{\text{% of fiber-based packaging from certified or recycled sources}}
\]
Progress Toward Our 2020 Aspirational Goal

ASPIRATIONAL GOAL: 100% of fiber-based packaging from certified or recycled sources by 2020

9.3% 2012
13.9% 2013
23% 2014
53% 2015
GOAL 100% 2020

Steve Easterbrook @SteveEastbrkr · Oct 17
Simple actions on $MCD packaging can have a big impact. Thanks for working with us, @FSC_US

FSC US @FSC_US
You can take #OneSimpleAction to help protect the health of forests. Choose #FSC: onesimpleaction.fsc.org
McDonald’s USA Becomes First Restaurant Chain to Join GreenBlue’s How2Recycle Label Program

by Jennifer Elks

March 26, 2014
Visit [www.recyclefsp.org](http://www.recyclefsp.org) to learn more about recycling and composting of paper and plastic FSP.
McDonald’s Journey Towards Sustainable Fiber-Based Packaging
WE’RE HALF-WAY THERE

Learn more about our restaurant sustainability and waste efforts on our website, WWW.ABOUTMCDONALDS.COM/MCD/SUSTAINABILITY

How can we partner?
THANK YOU

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