



McDonald's Statement on Product Formulation & Innovation

In February 2018, McDonald's announced its new global [Happy Meal Goals](#). Under these five goals, by 2022, McDonald's will make improvements to the Happy Meal menu across 120 markets to offer more balanced meals, simplify ingredients, continue to be transparent with Happy Meal nutrition information, reinforce responsible marketing to children, and leverage innovative marketing to help impact the purchase of foods and beverages that contain recommended food groups in Happy Meals.

Offer Balanced Meals: We serve millions of Happy Meals every day. Our goal is to ensure that at least 50 percent or more of the Happy Meals listed on menus ¹ in each market, meet the following McDonald's Global Happy Meal Nutrition Criteria. Qualifying Happy Meal Bundles must meet all the criteria:

- ≤ 600 calories
- ≤ 10% of calories (or kilojoules) from saturated fat
- ≤ 650 mg of sodium
- ≤ 10% of calories (or kilojoules) from added sugar

Currently, 28 percent of the meals offered on Happy Meal menus meet these new global nutrition criteria. Markets will reach these new goals in different ways. We anticipate some will work on reformulation to meet the criteria or make innovations such as adding a lean protein. Some may remove menu items that don't adhere to the nutrition criteria, and/or will leverage innovative marketing to help promote more recommended choices. Additionally, we will be focusing on collecting information about how they innovate and what they learn, which is a further benefit to the creation of global goals at scale. The Happy Meals Goals apply to all markets globally with measurement and reporting of progress among our 20 major markets, representing nearly 85 percent of global sales. ²

Alliance for a Healthier Generation Commitment: In addition, we remain committed to the work we are doing with the non-profit, Alliance for A Healthier Generation, begun in 2013, to increase customers' access to fruit, vegetables, low-fat dairy and water. By 2020, in our top 20 markets:

- 1) McDonald's will feature only water, milk and juice in a Happy Meal on menu boards and in-store and in external advertising directed to children;
- 2) The listing of soda on the Happy Meal menu boards will be phased out and all soda logos and images of cups with soda will be removed from the Happy Meal section of the menu board and all in-store and external advertising directed to children; and
- 3) A side salad, fruit or vegetable will be offered as a substitute for French Fries in value meals.

¹ Restaurant menu boards and primary ordering screen of kiosks and owned mobile ordering applications

² Argentina, Australia, Austria, Brazil, Canada, China, France, Germany, Hong Kong, Italy, Japan, the Netherlands, Poland, Russia, Spain, Sweden, Switzerland, Taiwan, the U.K. and the U.S.A.