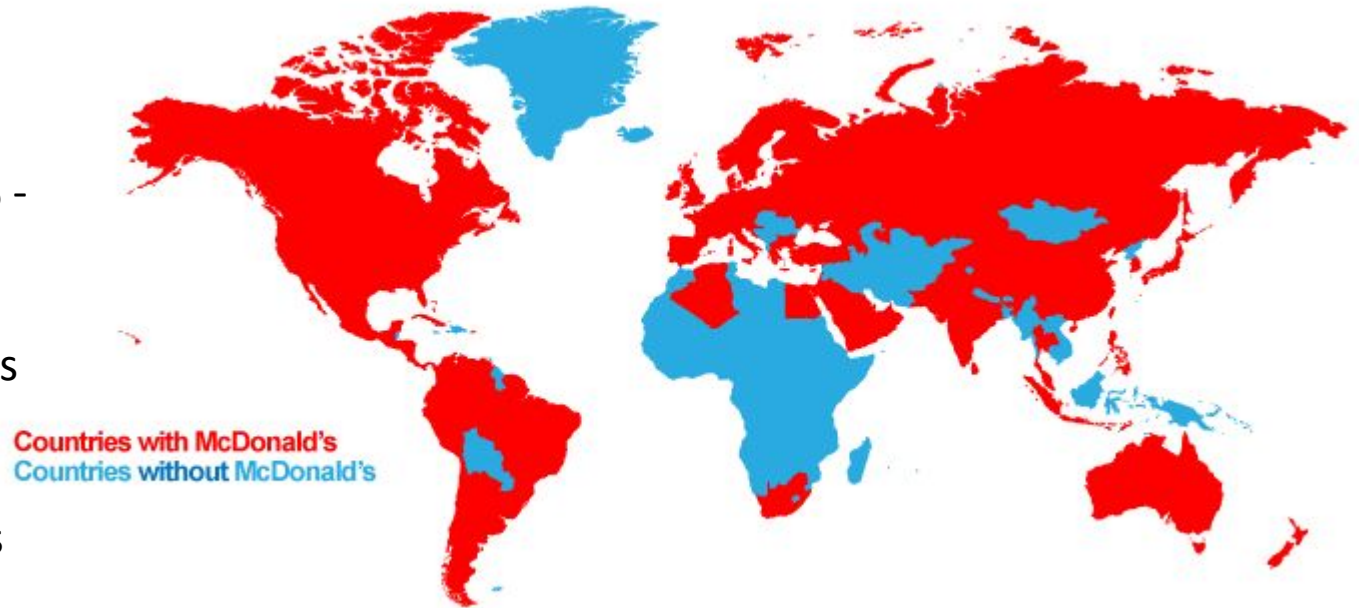




McDonald's

- Richard and Maurice McDonald, 1940, San Bernardino, California.
- 36,900 outlets (80% - franchised)
- 69 million customers served daily
- 375,000 employees (without taking into account the franchises)





- Nutrition Improvements
- Our Menu
- Nutrition Labeling



- Priority Products
- Workplaces Human Rights
- Animal Health and Welfare



- Climate & Energy
- Minimizing Waste
- Water Stewardship
- Restaurant Perspectives



- Create Opportunity
- Promote Diversity and Inclusion



- Improving the Lives of Children and Their Families
- Strengthening Communities

- Not included in Global CSR RepTrak 100, however:

Ranking	Position
BrandZ Top 100 Most Valuable Global Brands (world's most trusted brands) 2017	10
World's Most Admired Companies () 2017	48
Change the World 2016	25
Green Rankings US (100) 2016	84
Franchise 500 Rankings (100) 2016	6

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[Case](#)

[Sources](#)

VS



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