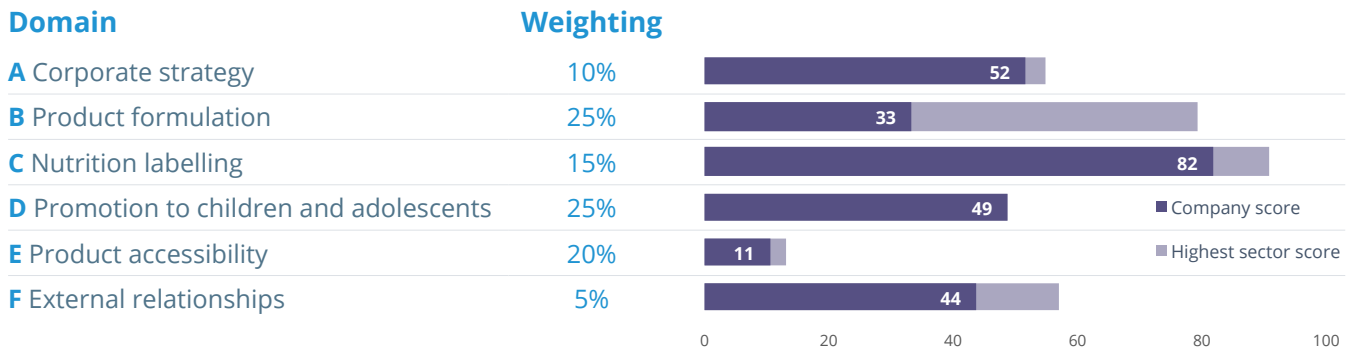


McDonald's*

2nd OUT OF 11 QUICK SERVICE RESTAURANTS

42

OVERALL SCORE (OUT OF 100)



Areas of strength

- A| Corporate strategy** - McDonald's identifies nutrition and health related issues in corporate reporting at the global level, and to some extent nationally
- B| Product formulation** - McDonald's reports against some of its progress to reduce sodium, fat, and sugar, and commits to use frying oils that are virtually free from trans fats
- C| Nutrition labelling** - McDonald's publicly commits to implement kilojoule menu board labelling across all states/territories, and provides comprehensive nutrition information in-store (including on product packaging) and online
- D| Promotion to children and adolescents** - McDonald's is a signatory to the AFGC's 'QSR Initiative for Responsible Advertising and Marketing to Children'

Prioritised recommended actions for McDonald's

- 1| Introduce** regular reporting against specific nutrition and health objectives at the national level, referring to relevant international priorities (e.g., as articulated in the UN Sustainable Development Goals or the WHO Global NCD Action Plan)
- 2| Set** measurable targets for the reduction of salt, added sugars, saturated fat, kilojoule content and trans fat across all relevant menu items. Routinely report on progress in achieving reformulation commitments.
- 3| Implement** a policy for reducing the exposure of children and adolescents (up to the age of 18) to promotion of 'less healthy' foods/brands that applies across all media channels, and includes all times/events when a large number of children/adolescents are likely to be exposed. Routinely report on compliance with the policy
- 4| Eliminate** use of promotion techniques (e.g., cartoon characters, interactive games, toys in children's meals) with strong appeal to children
- 5| Commit** to not sponsor sporting and community events that are popular with children and families
- 6| Commit** to make healthier meal options (e.g., healthier sides and drinks) the default option, particularly as part of children's meals
- 7| Introduce** a pricing strategy that positions healthier menu items at a similar or lower price to 'less healthy' equivalents, and **restrict** price promotions and value deal incentives that include 'less healthy' side and/or drink items

*Assessment based on publicly available information only