

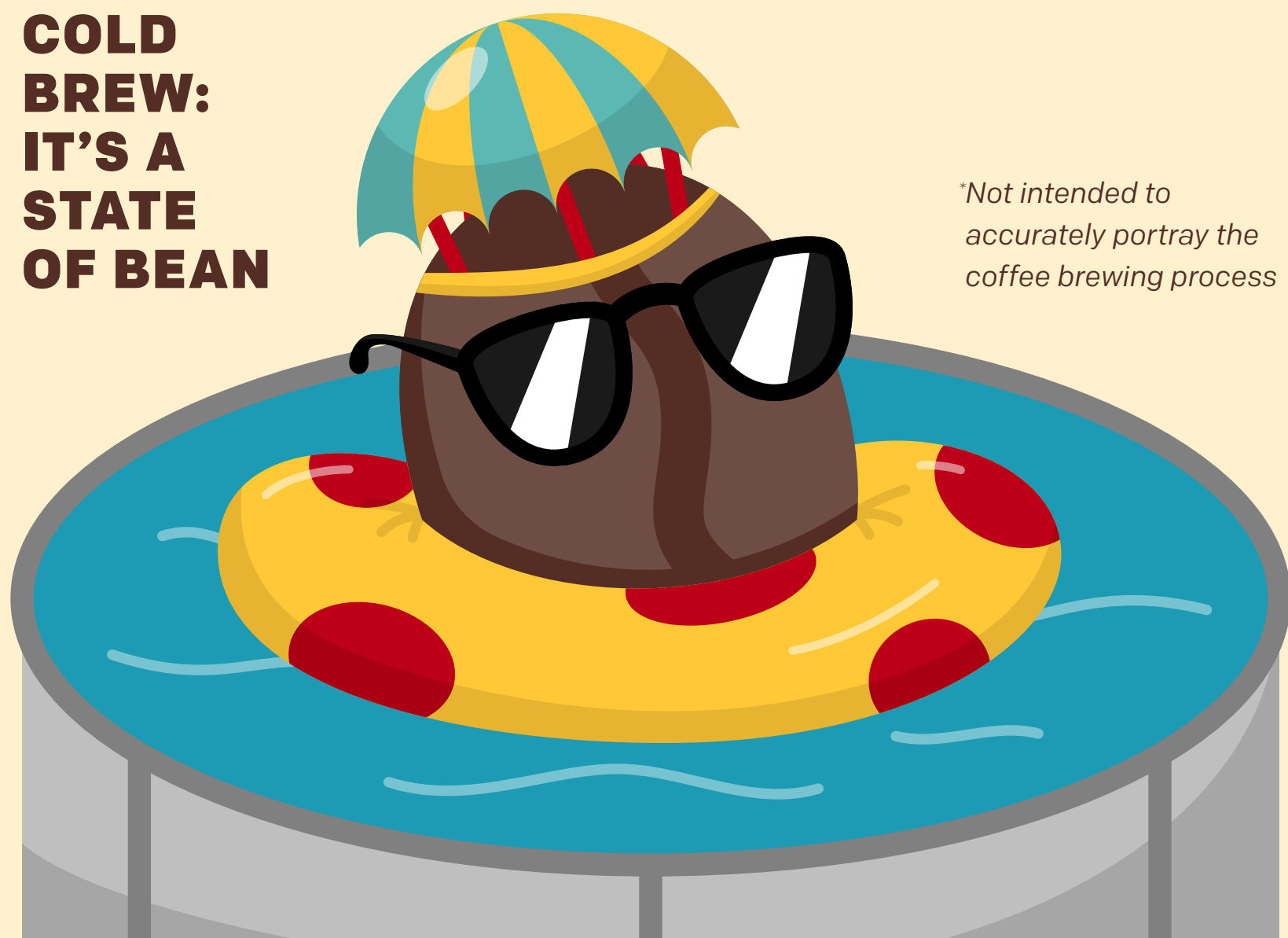


BUILDING A BETTER McDONALD'S: NEW, SEASONAL McCafé COLD BREW FROZEN DRINKS

Last fall, we announced our recommitment to McCafé. We unveiled new choices (café-quality espresso beverages, as well, as refreshed lattes and mochas) and shared that McCafé was coming to new places (expanded retail presence) for customers to enjoy.

As part of our continued commitment to give customers more tastes and choices from McCafé, this summer we're offering a refreshingly COLD twist on cold brew and the perfect treat to cool down and recharge—two new craveable and delicious, seasonal McCafé Cold Brew Frozen Drinks.

COLD BREW: IT'S A STATE OF BEAN



**Not intended to accurately portray the coffee brewing process*



COLD BREW FROZEN COFFEE:

This creamy, frozen coffee drink is made with a strong, smooth cold brew extract balanced by the perfect amount of sweetness.



COLD BREW FRAPPÉ:

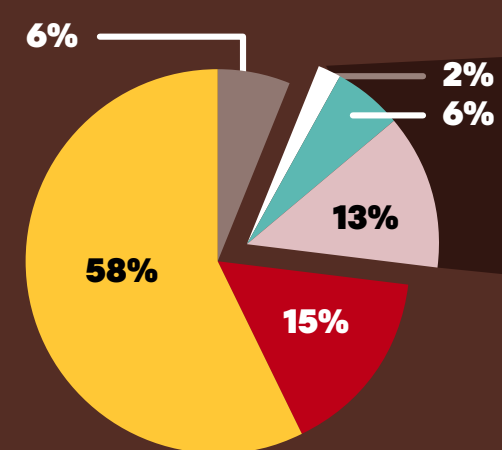
For the perfect energizing treat, this delicious frozen treat is our Cold Brew Frozen Coffee topped with whipped light cream and chocolate drizzle.



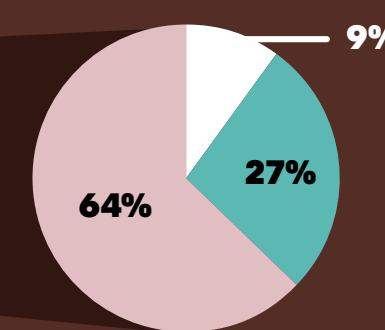
Cold Brew is a coffee category on the rise:

Though it represents only 2% of total coffee distribution within the IEO segment¹, servings grew 39% from Q1'17 to Q1'18², making it a good opportunity for McDonald's.

Distribution of Total Coffee at IEO²



Distribution of Iced Coffee at IEO²



- Hot Brewed
- Hot Specialty
- Iced Regular/Decaf/Flavored
- Iced Specialty
- Frozen/Slushy
- Cold Brew

Don't Sweat! If cold brew isn't your style, try one of our other iced or frozen McCafé beverages this summer.

Iced



Iced Coffee



Iced Latte



Iced Caramel Macchiato



Iced Mocha/
Iced Caramel Mocha

Frozen



Caramel Frappé



Mocha Frappé

McCafé Frappés have high repurchase intent at 94%³. Consumer research has shown similar enthusiasm for the new McCafé Cold Brew Frozen Drinks

1. IEO = Informal Eating Out portion of the restaurant industry
2. Source: The NPD Group, Inc. – Expanded Beverage Service (EBS), YE Mar'18

3. Source: Annual Product Fit Study, Dec'17