

## ANIMAL WELFARE GUIDING PRINCIPLES

McDonald's commitment to animal welfare is global and guided by the following principles. These principles apply to all the countries in which McDonald's does business.

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### **Safety**

First and foremost, McDonald's will provide its customers with safe food products. Food safety is McDonald's number one priority.

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### **Quality**

McDonald's believes treating animals with care and respect is an integral part of an overall quality assurance program that makes good business sense.

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### **Animal Treatment**

McDonald's supports that animals should be free from cruelty, abuse and neglect while embracing the proper treatment of animals and addressing animal welfare issues.

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### **Partnership**

McDonald's works continuously with our suppliers to audit animal welfare practices, ensuring compliance and continuous improvement.

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### **Leadership**

McDonald's will lead our industry working with our suppliers and industry experts to advance animal welfare practices and technology.

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### **Performance Measurement**

McDonald's sets annual performance objectives to measure our improvement and will ensure our purchasing strategy is aligned with our commitment to animal welfare issues acting as a responsible purchaser.

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### **Communication**

McDonald's will communicate our process, programs, plans and progress surrounding animal welfare.

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