



The EU Pledge

McDonald's Europe Commitment

At McDonald's we take the well-being of our customers, especially children, very seriously. We aim to offer families great tasting, quality food that can form part of a balanced diet with a fun, shared experience that they can all enjoy.

We listen closely to our customers across Europe and for many years we have made numerous changes based on their diverse and evolving tastes and dietary needs. We believe that through increased choice and variety, consumer-friendly nutrition information, including advertising responsibly, and promoting physical activity we can be part of the solution to fight against obesity, in particular amongst children.

More information on McDonald's holistic approach to nutrition and well-being is available here: http://www.aboutMcDonald's.com/mcd/csr/about/nutrition_wellbeing.html

As part of this journey of continuous evolution, based on the tastes and needs of our customers across Europe we are pleased to present our support for the EU Pledge initiative, making commitments on advertising to children to support parents in making the right diet and lifestyle choices for their children. This support builds on many years of McDonald's Europe's responsible advertising practices throughout Europe.

McDonald's Europe EU Pledge Commitment effective as of 1st of January 2012:

1. The food and beverage menu items advertised by McDonald's to children under the age of 12, on TV, print and Internet will fulfill specific nutrition criteria based on accepted scientific evidence (see below);
2. McDonald's will not engage in any communications related to food and beverage menu items in primary schools, except where specifically requested by or agreed with the school administration for educational purposes. Where such communications do take place, all menu items will meet our above mentioned nutritional criteria;

Additional commitments:

3. All of our Happy Meal¹ advertising aimed at children under the age of 12 that features food will include fruit or vegetables and drinks with only naturally occurring or no added sugar. Carbonated soft drinks made with artificial sweeteners will also be excluded from Happy Meal advertising;
4. We will not place any food or beverage advertising in media aimed at pre-schoolchildren. Where external constraints prevent such demarcation, we will take reasonable efforts to review schedules and listings and avoid programmes created for pre-schoolers;
5. We will not pay for nor actively seek any product placements of our food or drinks in the programme/editorial (non-advertising) content of any third party medium aimed at children for the purpose of promoting the sale of those products;
6. We will always have nutritional information available regarding all of our permanent menu food options to help parents and families make informed food choices;
7. We will use our licensed and our brand characters (Ronald McDonald, Happy) to encourage balanced food choices, wellbeing or educational or fun but responsible messages.

¹ Happy Meal is a children's offer consisting of a main dish, side dish or dishes and a drink

Definitions:

When is advertising considered to be aimed at a child?

For the purposes of this initiative and in compliance with the EU Pledge, “advertising to children under the age of 12” means advertising to media audiences with a minimum of 35% of children under 12 years.

What are the nutritional criteria?

The specific nutrition criteria referred to in point 1 are two-fold:

- a. No meal combination advertised to under 12s will exceed 533kcal - or one third of a child’s Guideline Daily Amount for energy as defined at www.McDonald’smenu.info;
- b. All food and beverage menu items advertised to under 12s will be subject to a nutrient profile scoring model based on the one developed in the UK by the Food Standards Agency for use by the media and communications regulator, Ofcom. The model McDonald’s Europe will use is the one available on 1st November 2011 at the following link:
http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_123492.pdf

McDonald’s Europe will use this model to ascertain whether a food or beverage product can or cannot be advertised. It is a “scoring system” where points are allocated on the nutritional content in 100g of a food or drink. The scoring model assesses levels of energy, saturated fat, sugar, sodium, protein, fibre and fruit & vegetable content. A food will not be advertised to children where it scores 4 points or more; a drink will not be advertised to children where it scores 1 point or more.

For more details on the calculations and the allocation of points please see:

http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_123492.pdf

McDonald’s Europe EU Pledge Commitment - Geographical Scope

McDonald’s Europe EU Pledge Commitment applies to all its restaurants in the 27 Member States of the European Union. It will also apply to its restaurants in other territories in geographical Europe. Those territories are Andorra, Azerbaijan, Belarus, Bosnia & Herzegovina, Croatia, Georgia, Jersey, Liechtenstein, Macedonia, Moldova, Monaco, Montenegro, Norway, Russia, San Marino, Serbia, Switzerland and Ukraine.

Transparency

The McDonald’s Europe EU Pledge Commitment effective as of 1st of January 2012 will be monitored according to the third-party monitoring system used by the EU Pledge. For more information, please see: <http://www.eu-pledge.eu/index.html>

Contact Information

For all enquiries relating to McDonald’s Europe commitments in the framework of the EU Pledge programme, please contact:

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