

RECENT PRICE	100.68	P/E RATIO	21.4 (Trailing: 21.7 Median: 16.0)	RELATIVE P/E RATIO	1.11	DIV'D YLD	3.4%	VALUE LINE
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1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	© VALUE LINE PUB. LLC	18-20
9.82	10.92	11.61	12.15	13.58	15.01	16.20	17.93	19.55	21.09	21.12	22.85	26.44	27.49	28.38	28.50	26.45	26.90	Revenues per sh	34.30
2.15	2.29	2.23	2.16	2.36	2.88	2.98	3.43	4.06	4.85	5.22	5.92	6.77	6.93	7.24	6.65	6.50	6.95	"Cash Flow" per sh	8.85
1.39	1.46	1.36	1.32	1.43	1.93	1.97	2.30	2.91	3.67	3.98	4.60	5.27	5.36	5.55	4.82	4.70	5.10	Earnings per sh ^A	6.80
.20	.22	.23	.24	.40	.55	.67	1.00	1.50	1.63	2.05	2.26	2.53	2.87	3.12	3.28	3.45	3.60	Div'ds Decl'd per sh ^B	4.05
1.38	1.49	1.49	1.58	1.04	1.12	1.27	1.45	1.67	1.92	1.81	2.03	2.67	3.04	2.85	2.68	2.15	2.25	Cap'l Spending per sh	3.20
7.14	7.05	7.41	8.11	9.50	11.18	11.99	12.84	13.11	12.00	13.03	13.89	14.09	15.25	16.16	13.35	11.70	11.95	Book Value per sh ^C	17.15
1350.8	1304.9	1280.7	1268.2	1261.9	1269.9	1263.2	1203.7	1165.3	1115.3	1076.7	1053.6	1021.4	1002.7	990.40	962.90	940.0	920.0	Common Shs Outst'g ^D	875.0
30.4	22.9	20.9	18.3	14.1	14.4	16.2	16.0	17.6	15.8	14.4	15.4	15.9	17.3	17.5	20.0	Bold figures are Value Line estimates		Avg Ann'l P/E Ratio	16.0
1.73	1.49	1.07	1.00	.80	.76	.86	.86	.93	.95	.96	.98	1.00	1.10	.98	1.06			Relative P/E Ratio	1.00
.5%	.7%	.8%	1.0%	2.0%	2.0%	2.1%	2.7%	2.9%	2.8%	3.6%	3.2%	3.0%	3.1%	3.2%	3.4%			Avg Ann'l Div'd Yield	3.7%

<p>(SMILL)</p> <p>Cash Assets 2798.7 2077.9 1634.8</p> <p>Receivables 1319.8 1214.4 1091.8</p> <p>Inventory (FIFO) 123.7 110.0 98.8</p> <p>Other 807.9 783.2 767.4</p> <p>Current Assets 5050.1 4185.5 3592.8</p> <p>Accts Payable 1086.0 860.1 702.0</p> <p>Debt Due -- -- --</p> <p>Other 2084.0 1887.8 2049.9</p> <p>Current Liab 3170.0 2747.9 2751.9</p>			<p>BUSINESS: McDonald's Corporation operated, franchised, or licensed 36,290 fast-food restaurants in the United States, Canada, and overseas, under the <i>McDonald's</i> banner (as of 3/31/15). About 81% are operated by franchisees or affiliates, with the remainder under the control of the company. Foreign operations contributed 68% of systemwide sales and 56% of consolidated operating income in 2014. The company sold a stake in <i>Pret A Manger</i> in 2008. Spun off <i>Chipotle Mexican Grill</i> in 2006 and <i>Boston Market</i> in 2007. Has about 420,000 employees. Officers/directors own less than 1% of common stock (4/15 Proxy). CEO: Steve Easterbrook. Inc.: DE. Address: One McDonald's Plaza, Oak Brook, Illinois 60523. Telephone: 630-623-3000. Internet: www.mcdonalds.com.</p>		
<p>McDonald's March-period financials</p>			<p>ments that group together regions with</p>		

Calendar	QUARTERLY REVENUES (\$ mill.) ¹				Full Year
	Mar.31	Jun.30	Sep.30	Dec.31	
2012	6546	6915	7152	6952	27567
2013	6605	7084	7324	7093	28106
2014	6700	7181	6987	6572	27441
2015	5959	6351	6375	6200	24885
2016	6000	6200	6300	6250	24750

Calendar	QUARTERLY DIVIDENDS PAID ^B				Full Year
	Mar.31	Jun.30	Sep.30	Dec.31	
2011	.61	.61	.61	.70	2.53
2012	.70	.70	.70	.77	2.87
2013	.77	.77	.77	.81	3.12
2014	.81	.81	.81	.85	3.28
2015	.85				

<p>(A) Based on diluted shares. Excl. nonrecr. gain/loss: '01, (11¢); '02, (55¢); '03, (25¢); '04, (6¢); '05, 3¢; '06, 53¢; '07, (93¢); '08, 9¢; '09, 13¢; '10, (2¢); '14 (17¢). Excl. cum. effect</p>	<p>of acting change: '02, (7¢); '03, (3¢); '04, (8¢). Incl. tax benefit: '04, 7¢. Excl. tax benefit '05, 4¢. Next egs. report due mid-July. (B) As of 3/08 div's paid mid-Mar., Jun., Sep., Dec.</p>	<p>■ Div'd. reinvestment plan available. (C) Incl. intang. At 12/31/14: \$2,735.3 mill. \$2.84/share. (D) In mill., adj. for splits. (E) May not sum due to rounding.</p>	<p>Company's Financial Strength A++ Stock's Price Stability 100 Price Growth Persistence 70 Earnings Predictability 95</p>
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