

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549**

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**FORM 8-K**

**CURRENT REPORT PURSUANT TO  
SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

**Date of report (Date of earliest event reported): March 10, 2014**

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**McDONALD'S CORPORATION**

(Exact Name of Registrant as Specified in Charter)

**Delaware**  
(State or Other Jurisdiction  
of Incorporation)

**1-5231**  
(Commission  
File Number)

**36-2361282**  
(IRS Employer  
Identification No.)

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**One McDonald's Plaza  
Oak Brook, Illinois**  
(Address of Principal Executive Offices)

**60523**  
(Zip Code)

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**(630) 623-3000**  
(Registrant's telephone number, including area code)

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**Not Applicable**  
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 7.01. Regulation FD Disclosure.**

On March 10, 2014, McDonald's Corporation (the "Company") issued an Investor Release reporting the Company's February 2014 sales. The Investor Release is furnished as Exhibit 99 and is attached hereto.

**Item 9.01. Financial Statements and Exhibits.**

- (d) *Exhibits.*  
99 Investor Release of McDonald's Corporation issued March 10, 2014:  
McDonald's Reports February Global Comparable Sales

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**McDONALD'S CORPORATION**

(Registrant)

Date: March 10, 2014

By: /s/ Brian Mullens

Brian Mullens

Corporate Vice President - Assistant Controller

Exhibit Index

Exhibit No. 99      Investor Release of McDonald's Corporation issued March 10, 2014:  
McDonald's Reports February Global Comparable Sales

**Investor Release****FOR IMMEDIATE RELEASE**

03/10/14

**FOR MORE INFORMATION CONTACT:**

Investors: Kathy Martin, 630-623-7833

Media: Heidi Barker, 630-623-3791

**McDONALD'S REPORTS FEBRUARY GLOBAL COMPARABLE SALES**

OAK BROOK, IL - McDonald's Corporation today announced that global comparable sales decreased 0.3% in February. Performance by segment was as follows:

- **U.S. down 1.4%**
- **Europe up 0.6%**
- **Asia/Pacific, Middle East and Africa (APMEA) down 2.6%**

“McDonald's global growth priorities - optimizing our menu, modernizing the customer experience and broadening accessibility to Brand McDonald's - are the foundation of our customer-centric approach to building our business for the long term,” said McDonald's President and Chief Executive Officer Don Thompson. “We are intent on improving our business performance by thoughtfully evolving our approach to ensure that we are delivering the most compelling value, service and convenience to each of the approximately 70 million customers who choose McDonald's each day.”

In February, U.S. comparable sales decreased 1.4% amid challenging industry dynamics and severe winter weather. Across the segment, McDonald's priority remains building guest traffic through improved restaurant operations and customer service, relevant menu news, and strong consistent value offerings to regain momentum.

Europe's comparable sales rose 0.6% in February as a result of continued strong performance in the U.K. and positive results in France largely offset by ongoing weakness in Germany. Local menu options and expanded convenience through breakfast and extended hours continue to support the segment's performance.

In APMEA, February comparable sales decreased 2.6% primarily due to weakness in Japan and, to a lesser extent, a shift in timing of Chinese New Year and negative results in Australia. To strengthen performance, APMEA is pursuing customer-focused initiatives to deliver menu variety, increased convenience and branded affordability across the segment.

“We are diligently focused on strengthening our performance, however our relatively flat year-to-date global comparable sales will pressure margins in the first quarter,” said McDonald's Chief Financial Officer Pete Bensen. “Looking ahead, we believe that we are taking the right actions to more clearly align with our customers' needs and build momentum to drive long-term profitable growth.”

Systemwide sales for the month decreased 0.6%, or increased 2.2% in constant currencies.

Percent Increase/(Decrease)	Comparable Sales		Systemwide Sales	
	2014	2013	As Reported	Constant Currency
<b>Month ended February 28,</b>				
McDonald's Corporation	(0.3)	(1.5)	(0.6)	2.2
Major Segments:				
U.S.	(1.4)	(3.3)	(0.5)	(0.5)
Europe	0.6	(0.5)	4.8	3.4
APMEA	(2.6)	(1.6)	(4.7)	1.8
<b>Year-To-Date February 28,</b>				
McDonald's Corporation	0.5	(1.7)	0.0	3.1
Major Segments:				
U.S.	(2.4)	(1.2)	(1.4)	(1.4)
Europe	1.3	(1.3)	5.4	4.2
APMEA	1.6	(5.8)	(2.1)	6.1

### Definitions

- Comparable sales represent sales at all restaurants, whether operated by the Company or by franchisees, in operation at least thirteen months including those temporarily closed. Some of the reasons restaurants may be temporarily closed include reimagining or remodeling, rebuilding, road construction and natural disasters. Comparable sales exclude the impact of currency translation. Comparable sales are driven by changes in guest counts and average check, which is affected by changes in pricing and product mix. Generally, pricing has a greater impact on average check than product mix. Management reviews the increase or decrease in comparable sales compared with the same period in the prior year to assess business trends.
- The number of weekdays and weekend days can impact our reported comparable sales. For the month of February 2014, there was no calendar shift/trading day adjustment as the month included exactly 28 trading days, or four complete weeks, during 2014 and 2013. In addition, the timing of holidays can impact comparable sales.
- Information in constant currency is calculated by translating current year results at prior year average exchange rates. Management reviews and analyzes business results excluding the effect of foreign currency translation and bases incentive compensation plans on these results because they believe this better represents the Company's underlying business trends.
- Systemwide sales include sales at all restaurants, whether operated by the Company or by franchisees. While franchised sales are not recorded as revenues by the Company, management believes the information is important in understanding the Company's financial performance because these sales are the basis on which the Company calculates and records franchised revenues and are indicative of the financial health of the franchisee base.

### Upcoming Communications

Pete Bensen, Chief Financial Officer, will speak at the Bank of America Merrill Lynch Consumer and Retail Conference at 8:50 a.m. (Eastern Time) in New York on March 11, 2014, and at the RBC Capital Markets' Consumer and Retail Conference at 8:00 a.m. (Eastern Time) in Boston on March 12, 2014. These presentations will be webcast live and available for replay for a limited time thereafter at [www.investor.mcdonalds.com](http://www.investor.mcdonalds.com).

McDonald's tentatively plans to release first quarter results before the market opens on April 22, 2014 and will host an investor webcast. This webcast will be broadcast live and available for replay for a limited time thereafter at [www.investor.mcdonalds.com](http://www.investor.mcdonalds.com).

### About McDonald's

McDonald's is the world's leading global foodservice retailer with over 35,000 locations serving approximately 70 million customers in over 100 countries each day. More than 80% of McDonald's restaurants worldwide are owned and operated by independent local business men and women.

## **Forward-Looking Statements**

This release contains certain forward-looking statements, which reflect management's expectations regarding future events and operating performance and speak only as of the date hereof. These forward-looking statements involve a number of risks and uncertainties. The factors that could cause actual results to differ materially from our expectations are detailed in the Company's filings with the Securities and Exchange Commission, such as its annual and quarterly reports and current reports on Form 8-K.

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