

# SECURITIES AND EXCHANGE COMMISSION

## FORM 8-K

Current report filing

Filing Date: **2007-12-10** | Period of Report: **2007-12-10**  
SEC Accession No. **0000063908-07-000061**

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### FILER

#### **MCDONALDS CORP**

CIK: **63908** | IRS No.: **362361282** | State of Incorporation: **DE** | Fiscal Year End: **1231**  
Type: **8-K** | Act: **34** | File No.: **001-05231** | Film No.: **071295290**  
SIC: **5812** Eating places

Mailing Address  
*ONE MCDONALD PLAZA  
OAK BROOK IL 60523*

Business Address  
*ONE MCDONALD'S PLZ  
OAK BROOK IL 60523  
6306233000*

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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): December 10, 2007

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**McDONALD'S CORPORATION**  
(Exact Name of Registrant as Specified in Its 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:

- 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 December 10, 2007, McDonald's Corporation (the "Company") issued an investor release reporting the Company's November and year-to-date 2007 sales. The Investor Release is furnished as Exhibit 99 and attached hereto.

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

- (d) *Exhibits.*
- 99 McDonald's Momentum Continues;  
Global Comparable Sales Rise 8.2% in November

## 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

Date: December 10, 2007

By: /s/ Kevin Ozan \_\_\_\_\_

Kevin Ozan

Corporate Vice President - Assistant Controller

## Exhibit Index

|             |   |
|-------------|---|
| Exhibit No. |   |
| 99          | McDonald's Momentum Continues;<br>Global Comparable Sales Rise 8.2% in November |

**Investor Release**

**FOR IMMEDIATE RELEASE**

12/10/07

**FOR MORE INFORMATION CONTACT:**

*Investors:* Mary Kay Shaw, 630-623-7559

*Media:* Heidi Barker, 630-623-3791

**MCDONALD'S MOMENTUM CONTINUES;**  
**GLOBAL COMPARABLE SALES RISE 8.2% IN NOVEMBER**

- **U.S. comparable sales increased 4.4% for the month**
- **Europe comparable sales increased 10.8% for the month**
- **APMEA comparable sales increased 12.0% for the month**

OAK BROOK, IL - McDonald's Corporation announced today that global comparable sales rose 8.2% for the month and 7.0% for year-to-date November. Systemwide sales for McDonald's restaurants worldwide increased 16.3% in November, or 9.6% in constant currencies.

McDonald's Chief Executive Officer Jim Skinner said, "McDonald's commitment to evolve the restaurant experience to achieve even greater customer relevance continues to deliver results. Again in November, each area of the world contributed to our strong top-line performance."

In the U.S., comparable sales increased 4.4% for the month as consumers continue to enjoy McDonald's Premium Roast coffee and breakfast menu selections, compelling Dollar Menu options and convenient restaurant operating hours.

In Europe, positive comparable sales in every market generated a 10.8% increase for the segment in November. Germany, the U.K., and France drove the segment's results with unique premium burger and chicken innovations and a variety of targeted promotional tie-ins.

In Asia/Pacific, Middle East and Africa, comparable sales rose 12.0% in November, led by strong performance in Japan, Australia and China, as well as double-digit comparable sales increases in many other markets. Growing consumer appetite for meaningful value, expanded menu variety and extended hours fueled the segment's November results.

| Percent Increase | Month ended November 30,         | 2007 | Comparable Sales |      | Systemwide Sales  |      |
|------------------|----------------------------------|------|------------------|------|-------------------|------|
|                  |                                  |      | As Reported      | 2006 | Constant Currency |      |
|                  | <b>McDonald's Restaurants</b>    |      | 8.2              | 6.2  | 16.3              | 9.6  |
|                  | <b>Major Segments:</b>           |      |                  |      |                   |      |
|                  | U.S.                             |      | 4.4              | 5.1  | 5.3               | 5.3  |
|                  | Europe                           |      | 10.8             | 8.4  | 26.4              | 12.3 |
|                  | APMEA*                           |      | 12.0             | 4.3  | 24.1              | 14.7 |
|                  | <b>Year-To-Date November 30,</b> |      |                  |      |                   |      |
|                  | <b>McDonald's Restaurants</b>    |      | 7.0              | 5.6  | 11.9              | 8.2  |
|                  | <b>Major Segments:</b>           |      |                  |      |                   |      |
|                  | U.S.                             |      | 4.9              | 5.0  | 5.7               | 5.7  |
|                  | Europe                           |      | 7.6              | 5.6  | 18.3              | 8.7  |
|                  | APMEA*                           |      | 10.4             | 5.6  | 16.6              | 13.2 |

\* Asia/Pacific, Middle East and Africa

### Definitions

- Comparable sales represent sales at all McDonald's restaurants in operation at least thirteen months including those temporarily closed, excluding the impact of currency translation. Some of the reasons restaurants may be temporarily closed include road construction, reimagining or remodeling, and natural disasters. Management reviews the increase or decrease in comparable sales compared with the same period in the prior year to assess business trends.
- Information in constant currency is calculated by translating current year results at prior year average exchange rates.
- Systemwide sales include sales at all McDonald's restaurants, including those operated by the Company, franchisees and affiliates.
- Management believes Systemwide sales information is useful in analyzing the Company's revenues because franchisees and affiliates pay rent and/or royalties that generally are based on a percent of sales with specified minimum rent payments. The number of weekdays, weekend days and timing of holidays can impact our reported comparable sales. In November 2007, this
- calendar shift/trading day adjustment consisted of one more Friday and one less Wednesday compared with November 2006. The resulting adjustment varied around the world, ranging from approximately +0.5% to +0.8%.

### Upcoming Communications

Pete Bensen, McDonald's Chief Financial Officer effective January 1, 2008, will speak at 8:00 a.m. (Eastern Time) at the Cowen and Company 6<sup>th</sup> Annual Consumer Conference on January 16, 2008. This presentation 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 fourth quarter results on January 28, 2008.



McDonald's is the leading global foodservice retailer with more than 30,000 local restaurants in more than 100 countries. More than 75% of McDonald's restaurants worldwide are owned and operated by franchisees and affiliates. Please visit our website at [www.mcdonalds.com](http://www.mcdonalds.com) to learn more about the Company.

### **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.

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