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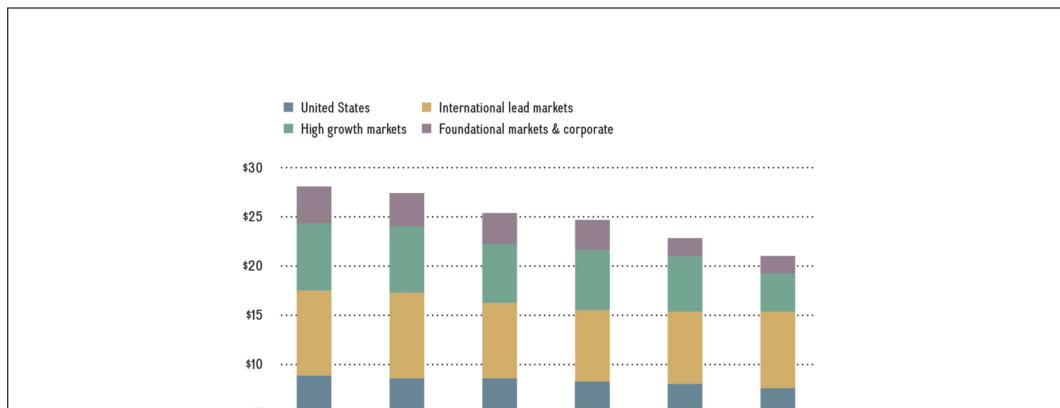
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McDonald's Leadership (since 2015)

Hailing from the United Kingdom, Steve Easterbrook was appointed as the CEO of McDonald's on March 1, 2015. Easterbrook came to the top spot having turned around the McDonald's UK and European operations, which were now among the best performing in the company. He had worked his way up to McDonald's top brand officer by 2010, then left to head two British restaurants (PizzaExpress Ltd. and Wagamama Ltd.), before returning to his former position in June 2013. Under Thompson, he subsequently assumed responsibility for corporate strategy and the restaurant solutions group. [Exhibit 3](#) shows McDonald's' revenues by regions and market segments, (2013–2018).

EXHIBIT 3 McDonald's Revenues by Regions and Market Segments, 2013–2018*, X





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