



GROW TO MAKE A POSITIVE IMPACT

**OUR COMMITMENT TO THE
PLANET, SOCIETY AND THE
ECONOMY**

2024-2025



I firmly believe in the **transformative power of business**. As active agents of social and environmental change—and, above all, as leaders—at McDonald’s Spain we take responsibility for the role that is ours to play. By committing to our environment, we are **contributing to society, strengthening our business and preparing for the future**.

For yet another year, we have strengthened our commitment to economic growth that allows us to make a positive impact. Our network of over 630 restaurants, which generate more than **28,000 direct jobs**, together with more than 125 franchisees and hundreds of suppliers across Spain’s agri-food sector, all serve as drivers of their local communities, working to create a positive environmental impact, as well as providing daily gathering places for thousands of families.

We remain committed to **driving positive change** through action, supporting the primary sector as an essential part of the national productive fabric. **Over 70 % of the products we source come from domestic suppliers**, reflecting our commitment to the Spanish economy and to a more sustainable supply chain.

Since 2022, **we have been a member of the United Nations Global Compact**, aligning our strategy with the Sustainable Development Goals of the 2030 Agenda. This reflects our commitment to integrating sustainability across our entire value chain, doing the right thing to continue growing together alongside our employees, franchisees, suppliers and customers.

The model delivers results. In 2024, we entered the Merco Empresas Top 100 ranking for the first time, being recognized as the company with the best reputation in our sector in Spain. We were also highlighted in the Merco ESG Responsibility ranking as **the most responsible company in our sector** — a true source of pride. And in 2025, we improved our position in Merco Companies, reflecting the continued progress of our **responsible business** model.

This report shares a snapshot of everything we do. And most importantly, it is a way of **sharing who we are** and what we are building every day, through real, measurable action.

Luis Quintiliano
Chairman of McDonald’s Spain



Luis Quintiliano

In 2025, we improved our position in Merco Companies, reflecting the continued progress of our responsible business model.



We are the world's
leading company in the
organized foodservice
industry

WORLDWIDE

SINCE
1955

 **43.500**
RESTAURANTS
IN 100 COUNTRIES

2+ MILLION
EMPLOYEES

 **69M**
CUSTOMERS PER DAY



IN SPAIN

 **SINCE
1981**

630+
RESTAURANTS

 **60,000+**
INDIRECT JOBS

 **718,000+**
CUSTOMERS PER DAY

28,000+
EMPLOYEES

24,500+
FRANCHISE EMPLOYEES

3,500+
EMPLOYEES OWN REST.

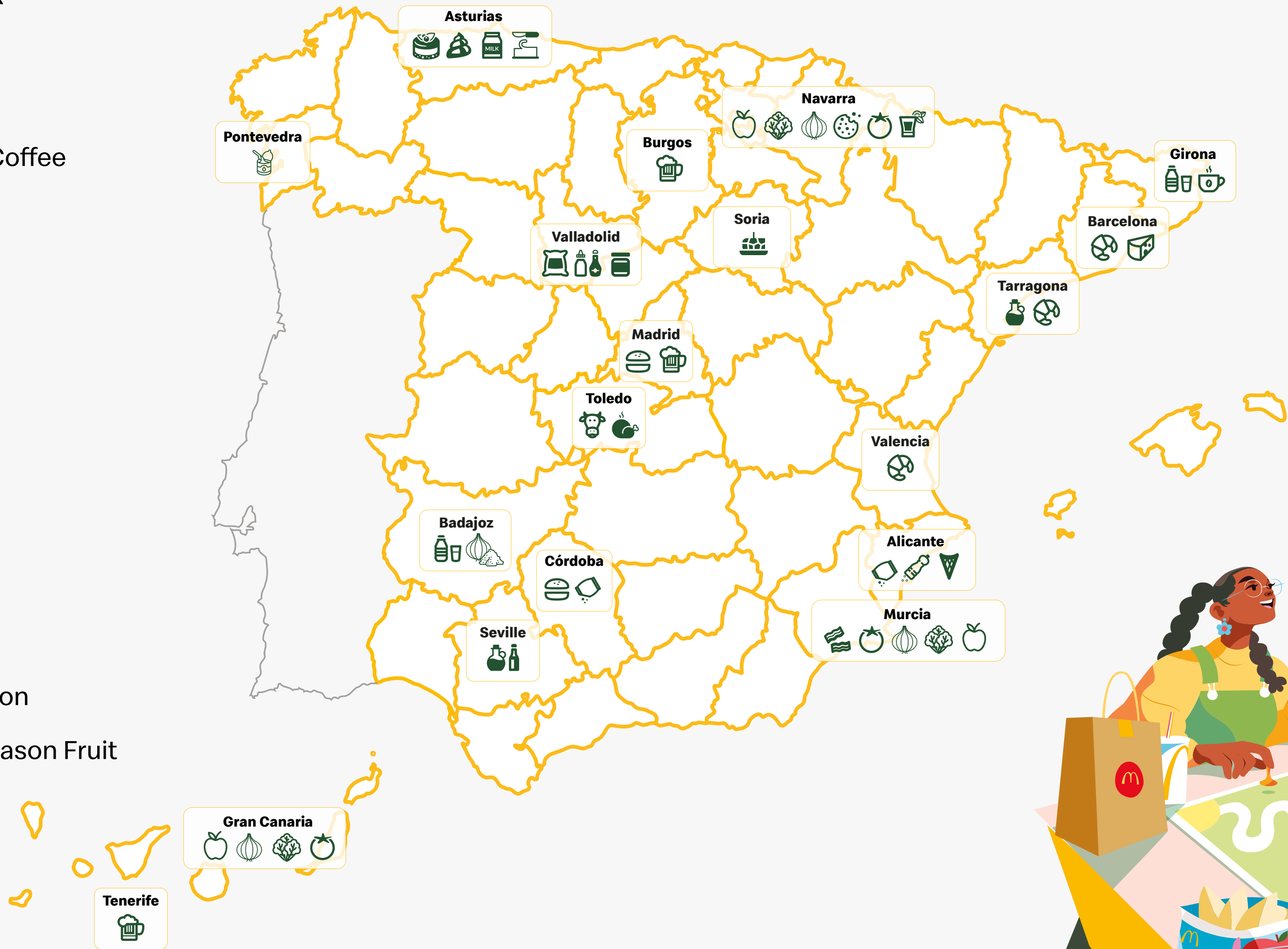
200+
OFFICE EMPLOYEES

Commitment to quality

Over 70 % of the products we source come from domestic suppliers

We make sure your table is filled with the country's best products

-  Sunflower oil
-  Condensed Milk
-  Oil/Vinegar
-  Butter
-  Mineral Water
-  Jams
-  Sugar
-  Decaffeinated Coffee
-  Bacon
-  Bread
-  Ice Cream Base
-  Pepper
-  Pastries
-  Cheese
-  Lipton Bottles
-  Seasoning
-  Chicken
-  Sauces
-  Beef
-  Oreo Topping
-  Potato Omelet
-  Lettuce
-  Beer
-  Cakes
-  Ice Cream Cookie
-  Onion
-  Tomato
-  Dehydrated Onion
-  Milk
-  Apple and In-Season Fruit



Proyect **Big Good**

To support farmers and ranchers affected by the COVID-19 crisis, we launched the Big Good burger in March 2020. This initiative was the start of **Project Big Good**. Within the framework of this project, +Campo was created in 2022—our contribution to a more sustainable, competitive and egalitarian agricultural sector. With +Campo, in 2023 we presented the first White Paper: **“Putting the Primary Sector First”** (Primero el sector primario). In 2024, the +Campo Advisory Board was formed, made up of experts from the sector. That same year, we also held the first edition of the Big Good Awards to recognize the producers who are most committed to environmental and social innovation. The **Big Good Awards** jury consists of the distinguished members of the +Campo Advisory Board.

In 2025 we are set to host the **second edition of the Big Good Awards**, a benchmark event in the Spanish agricultural sector, aimed at continuing to promote the sustainable development of our countryside.



McDonald's supports the Valencian countryside: Project “En el Campo x el Campo”

The DANA floods of October 2024 caused losses of €192M and affected more than 49,000 farmers. In March 2025 we launched “**En el Campo x El Campo**” in partnership with COPAL, a second-tier citrus cooperative, with the participation of former footballer Joaquín and social media influencer DjMaRiiO. The initiative included a charity soccer game and a fundraising campaign to help replant thousands of citrus trees in the Valencian Community. We also partnered with *Mensajeros de la Paz* on a fundraising initiative for those affected, a collaboration recognized in their Annual Report.



McDonald's and the future of Spanish agriculture: The Cultiva Program

In collaboration with the Spanish Ministry of Agriculture, Fisheries and Food, the **Cultiva Program** offers training internships to young farmers and ranchers. Its aim is to promote generational replacement, competitiveness and sustainability in Spanish agriculture.

McDonald's provides expertise, outreach and facilitates visits and training sessions in its supply chain to drive generational change in a sector where only 8 % of managers are under 40 years old.



Nutritional Quality

We are moving towards the **elimination of artificial flavorings and colorings, reducing the presence of salt and saturated fats and encouraging the consumption of fresh vegetables, fruits and water**. Our commitment is especially important when it comes to the nutritional contributions of our Happy Meal® and we make this information available to families through our communication channels and the **mobile app**.

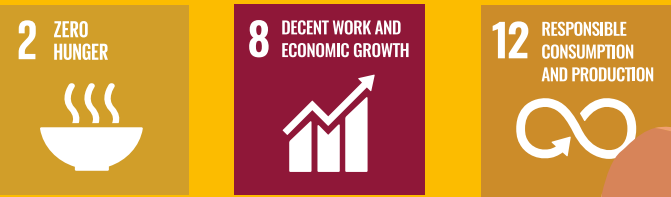
We adhere to the “Collaboration Plan for the improvement of the composition of food and beverages and other measures 2020” led by the Spanish Agency for Food Safety and Nutrition (AECOSAN).



Food Safety

In McDonald's Spain, more than 20 daily controls **are performed in each restaurant** to ensure the correct preservation, cooking and traceability of food. In addition, **each restaurant** undergoes two unannounced good hygiene practice audits per year, conducted by Eurofins Higiene Alimentaria España S.A.U.

With more than half a million customers a day, every detail, from the taste to the source of the ingredients, is studied and perfected. This is how we guarantee a safe, delicious and consistent quality experience.





**Commitment
to sustainable
growth**

4.1 Environmental Impact



We care for the environment through our **Happy Change** movement focusing on energy and electric mobility, recycling and packaging.

Since 2018, we have managed to achieve a 27% reduction in greenhouse gas emissions in offices and restaurants.

With this environmental sustainability strategy, we are contributing to McDonald's global goal of achieving climate neutrality by 2050.



Renewable energy & electric mobility

- **95 %** of restaurants and **100 %** of Ronald McDonald Houses and corporate offices.



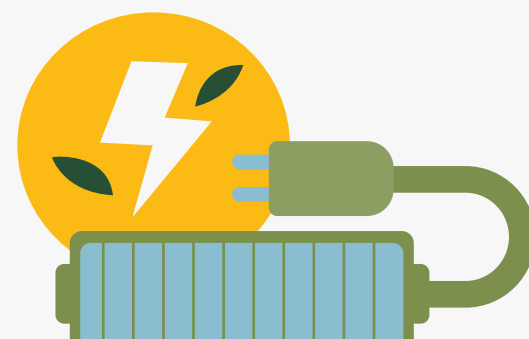
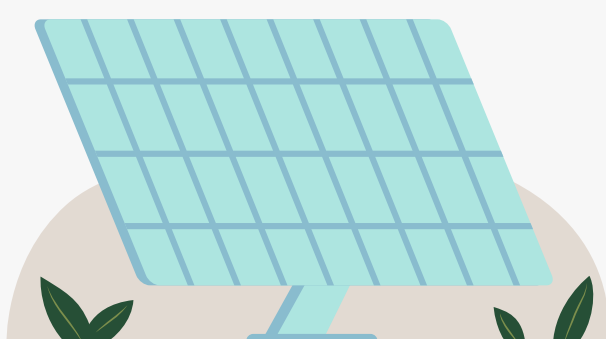
Running on **100 %** renewable energy.

- **90 restaurants** with self-consumption solar panels.



Twice as much as in **2023**.

- **150+** electric charging points in **38 provinces** (80 % battery in 30 minutes).



Recycling

- **95 %+** of restaurants have **waste separation bins**.

- New **liquid waste bin**.



Packaging

- **95 %+** of our packaging comes from renewable, recycled or certified sources.



Commitment to get this up to **100 %** this year.

- Since **2019** we have avoided the production of **800 tons** of plastic.

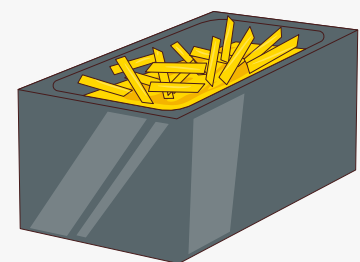
- **Gradual replacement** of fossil-based plastic in Happy Meal toys, using instead other **plant-based plastics**.





Restaurants

- We are committed to achieving **100 % renewable energy** in our operations this year.
- Design **Green Building Guidelines**.
- Kitchens, LED lighting in canopies, terraces and lampposts; air conditioning and efficient equipment.
- Installation of low-flow toilets and faucets in many of our restaurants and other water efficiency measures.



Deforestation

- **At McDonald's Corporation, we are committed to putting a stop to deforestation** in our supply chain by 2030, and have been working on this since 2015. This has allowed us to anticipate, together with our suppliers, many of the aspects that are now included in the European Union Regulation.



Coffee certified by Rain Forest Alliance since 2007.



Fish certified by the MSC since 2011.





Smart Logistics

- We convert **used oil** into **biodiesel** through authorized waste management providers.
- **30 %** of restaurants with McAuto drive thrus **recycle transport packaging** through reverse logistics carried out by our operator, Havi Logistics.



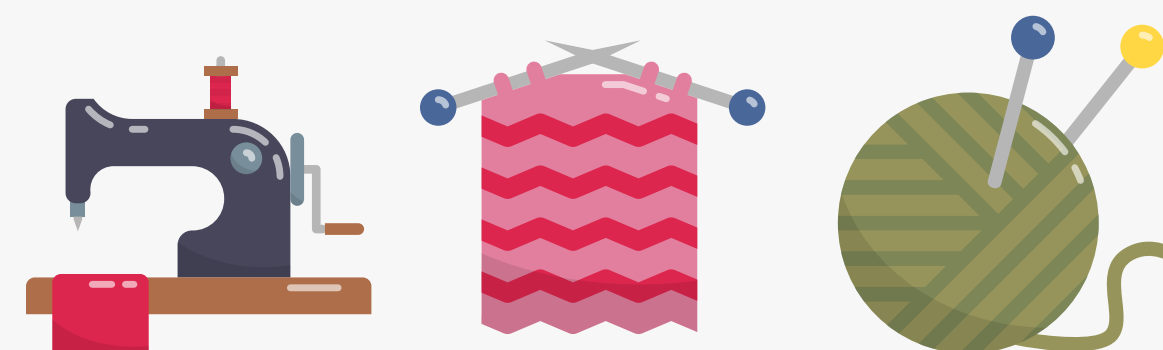
Training

- **1,000+** hours in environmental training programs for **6,000+ people**.



More for the circular economy

- This year **we recycled used uniforms** that were once worn by our employees. We transformed them into reused yarn to **knit exclusive blankets**, which were then given as prizes to the most loyal users of the MyMcDonald's app.



4.2 Social Impact



Ronald McDonald Children's Foundation



The Ronald McDonald Children's Foundation is an independent nonprofit that provides a "home away from home" for families with hospitalized children who must travel for treatment. Its mission is to seek out, create and support programs that improve the health and well-being of sick children.

With 5 Ronald McDonald Houses and 4 Family Rooms in hospitals, operating 24/7, these are some of our achievements:

- **19,000+ families** (41,000 people) benefited.
- **180 volunteers.**
- **6,000 children** helped.
- **€1M donated** by McDonald's and almost **€600,000** by customers.

We celebrate **McHappy Day** every year, with all proceeds from Big Mac sales and plushies going towards supporting the Foundation's work.

2025 marks the 12th anniversary of Casa de Valencia (200 additional families expected) and the 10th anniversary of Casa de Madrid (217 families supported in 2024).



Ronald McDonald House Valencia.

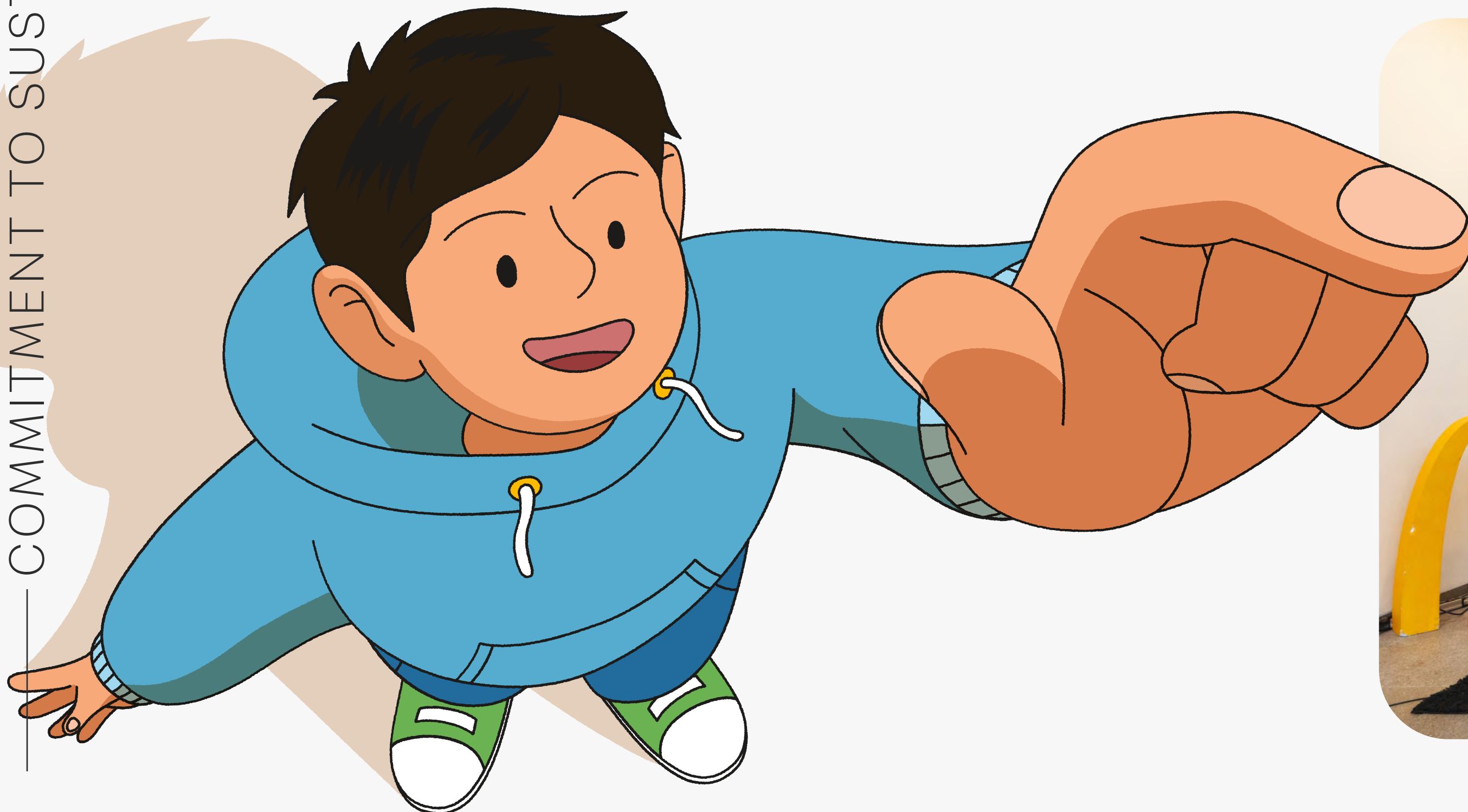


Happy Meal Readers

This initiative is aimed at encouraging children to read. Since its launch in 2019, more than 10M books have been distributed in Spain, with audiobook and sign language versions also available.

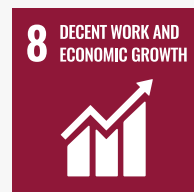
Happy MealTM Readers

Spanish literary awards for works aimed at children and young adults, sponsored by Spain's Ministry of Culture and McDonald's Spain. McDonald's is participating in the awards through "Happy Meal Readers".



Lazarillo Awards





Committed to Equity and Inclusion

● Equality Plan with 57+ measures

for affirmative action programs that cover culture, hiring, training, promotion, work-life balance, health and the prevention of gender violence, etc.

● LGBTQI+ Plan

This encompasses initiatives in organizational culture, training, communication, working conditions and access to employment.

Protocol for the prevention of harassment against the LGBTI collective. This contains an Annex containing the **Protocol for the Management of Sexual Diversity and Gender Reassignment**. Pioneer in Spain and the world.

● Diversity Plan

With measures that address our commitment to diversity and inclusion in terms of age, origin, functional diversity and social exclusion, among others.

● Wage Gap

1.8 %.

● Members of REDI

(Business Network for LGBTI Diversity and Inclusion).

● Victims of gender violence

Agreement with the Red Cross to promote the employment of women who are victims of gender violence. We also have a protocol in place for the management of female victims of this social scourge.

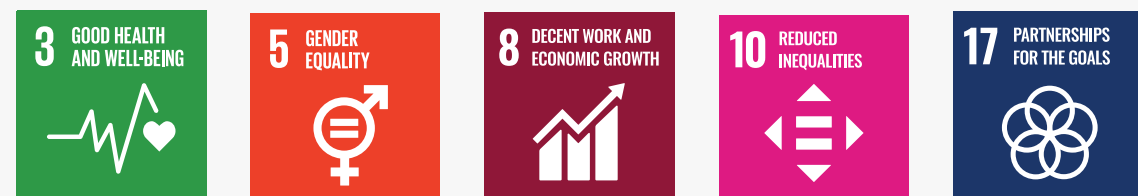
● Acknowledgments

We renewed the AENOR Gender Equality Management System (SGIG) seal of approval. Ranked among INTRAMA's top companies in Diversity and Inclusion.



RED EMPRESARIAL POR LA
DIVERSIDAD E INCLUSIÓN LGBTI





“Made in Equality” seal

(2024–2025): Once again this year, we certified equal work environments, including the seal on McDelivery packaging and bags. In 2025 we have shone a light on women’s growth stories within the company on the occasion of International Women’s Day on March 8.

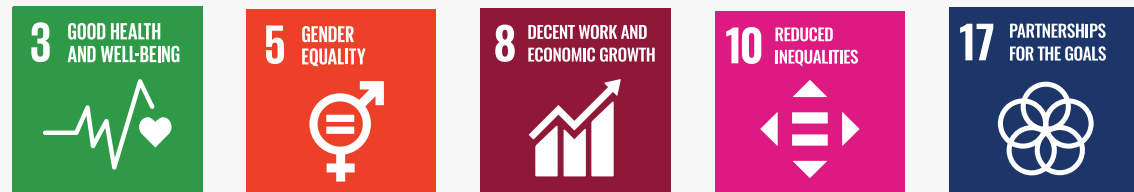


My CREW (“Mi Gente”, 2025)

With this campaign, we have highlighted the good working environment at restaurants through testimonials from over 28,000 direct employees.

My CREW
Mi trabajo. Mi pasión. Mi gente.



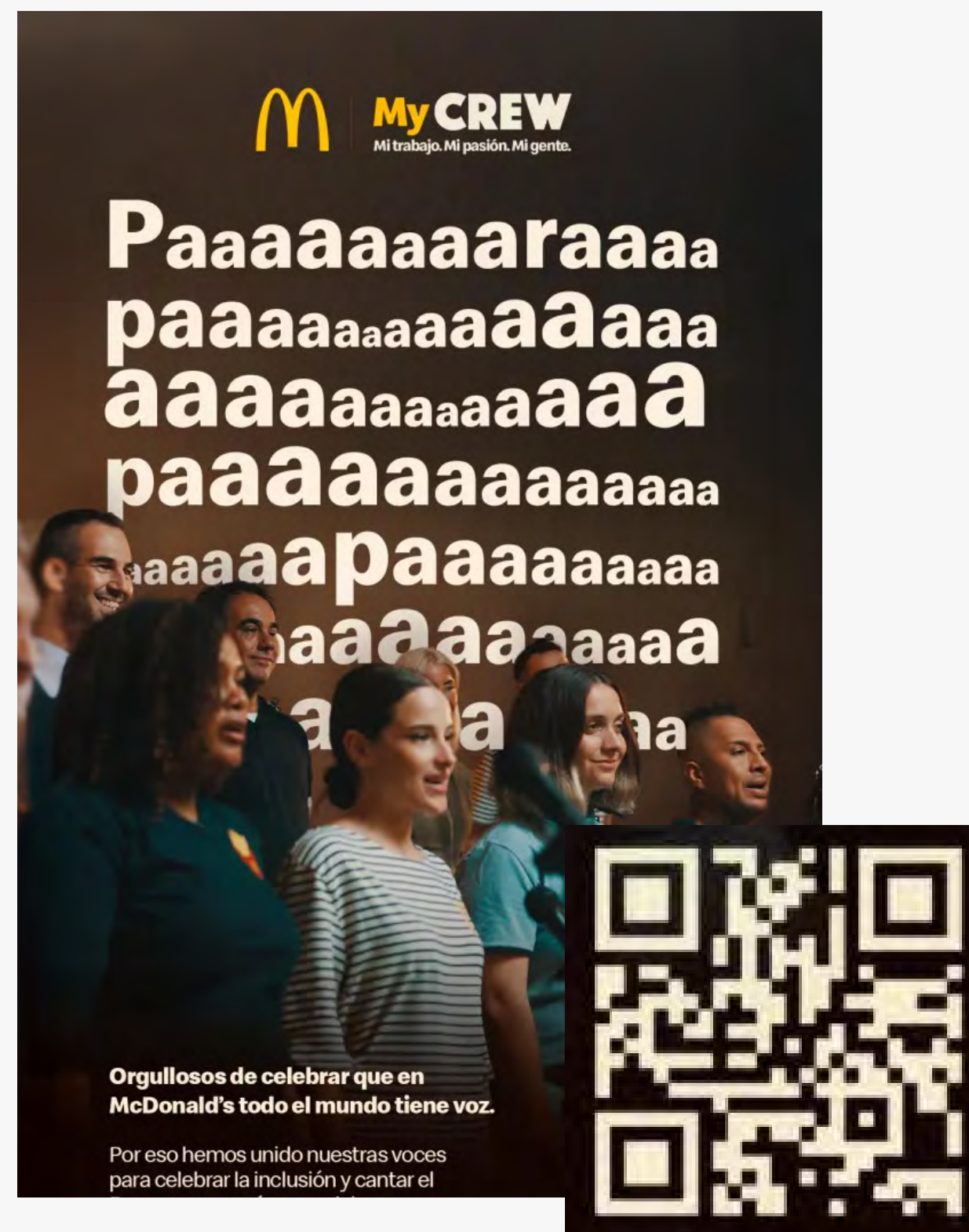


Pride

2024: The “Proud Diversity” campaign highlighted McDonald’s LGBTI commitment through real testimonials from employees who are members of the collective.



2025: Launch of a more inclusive version of the iconic melody “Para-pa-pa-pa” through an audiovisual piece that includes the voices of employees, franchisees, suppliers and collaborators.



More Women. More McDonald’s

This year our platform continues to support female entrepreneurship and leadership and to attract new female franchisees. We are showing our firm commitment to equity and inclusion, and this is evident in how we are responding to one of the challenges of the franchising system: to welcome and boost female talent.


**Más mujeres.
Más McDonald’s.**



4.3 Economic Impact

Supporting Spain's economy and sustainable development

- We have **over 630 restaurants** across the country.



92 % of our establishments are managed by more than 125 franchisees who are committed to driving a **positive environmental, social and economic impact**.

- We will invest **€500M** by 2028 to help drive growth in our country.



- Over the next four years, we will open **200 new restaurants**, reaching **800 establishments by 2028**.
- This expansion is expected to create **10,000+ additional jobs**.
- With **over 125 franchisees**, we support entrepreneurship and continue to consolidate our franchise model.





Job creation and professional development

We are one of the country's leading employer brands. In recent years, we have tripled the rate of restaurant openings and, with that, we have tripled job creation.

We currently generate 28,000+ direct jobs and 60,000 indirect jobs.

- **McDonald's is one of the largest** employers in Spain.
- **8 out of 10 of our employees** believe that McDonald's is a **great place to work.**
- **100 % of managers** promoted internally.
- **58 % of young professionals** (under 30) work at our corporate offices and in our own restaurants, supported by **flexible working hours.**
- **Female leadership**
The number of female franchisees has increased, representing a 43 % growth.
- **Training plan**
At McDonald's, we ensure that our employees are trained through our own training center, which has been approved by Spain's Ministry of Labor and Social Economy.
90+ courses delivered to 2,500+ employees in 2025.



Thank you

