

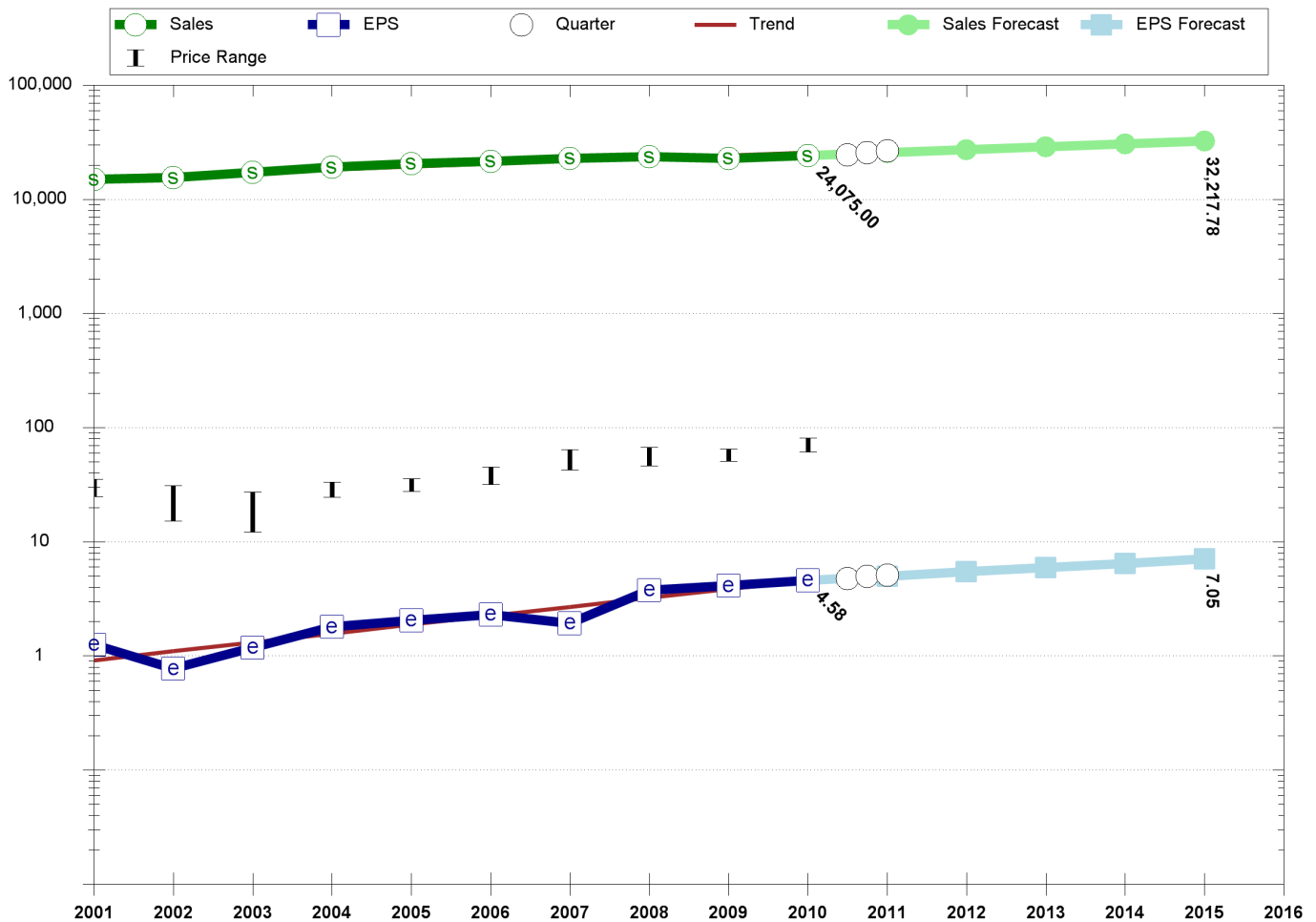
Company	McDonald's Corporati		Date	11/18/2011	
Prepared by	Taylor IV		Data taken from	BI Stock Data	
Where traded	NYSE	Industry	Restaurants		
Capitalization ---	Outstanding Amounts	Reference			
Preferred (\$M)	0.0	% Insiders	% Institution		
Common (M Shares)	1,028.8	0.1	70.7		
Debt (\$M)	12,529.6	% to Tot Cap	48.4	% Pot Dil	1.2

## Stock Selection Guide

Symbol: MCD

### 1 VISUAL ANALYSIS of Sales, Earnings, and Price

FY2010 Quarter Ending (09/11)	Sales (\$M)	Earnings Per Share
Latest Quarter	7,166.3	1.45
Year Ago Quarter	6,304.9	1.29
Percentage Change	13.66%	12.40%



- |                                   |       |  |       |
|-----------------------------------|-------|--|-------|
| (1) Historical Sales Growth       | 5.8%  | (3) Historical Earnings Per Share Growth       | 19.6% |
| (2) Estimated Future Sales Growth | 6.00% | (4) Estimated Future Earnings Per Share Growth | 9.00% |

## 2 EVALUATING Management

McDonald's Corporati

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	Last 5 Year Avg.
Pre-tax Profit on Sales (Net Before Taxes/Sales)	15.67%	10.79%	13.69%	16.80%	18.09%	19.12%	23.01%	26.20%	28.25%	29.20%	25.16%
% Earned on Equity (E/S / Book Value)	16.93%	9.51%	12.50%	15.85%	16.95%	18.40%	14.55%	31.31%	31.53%	32.97%	25.75%

## 3 PRICE-EARNINGS HISTORY as an indicator of the future

This shows how stock prices have fluctuated with earnings and dividends. It is building block for translating earnings into future stock prices.

PRESENT PRICE 92.7

HIGH THIS YEAR 95.45

LOW THIS YEAR 72.14

	A	B	C	D	E	F	G	H	
Year	Price		Earnings	Price Earnings Ratio		Dividend	% Payout	% High Yield	
	High	Low	Per Share	High A / C	Low B / C	Per Share	F / C * 100	F / B * 100	
1 2006	44.68	31.73	2.30	19.43	13.80	1.000	43.48	3.15	
2 2007	63.69	42.31	1.93	33.00	21.92	1.500	77.72	3.55	
3 2008	67.00	45.79	3.76	17.82	12.18	1.625	43.22	3.55	
4 2009	64.75	50.44	4.11	15.75	12.27	2.050	49.88	4.06	
5 2010	80.94	61.06	4.58	17.67	13.33	2.260	49.34	3.70	
6 TOTAL		231.3		103.7	73.5		263.6		
7 AVERAGE		46.3		20.7	14.7		52.7		
8 AVERAGE PRICE EARNINGS RATIO 17.7					9 CURRENT PRICE EARNINGS RATIO 18.1				

## 4 EVALUATING RISK and REWARD over the next 5 years

Assuming one recession and one business boom every 5 years, calculations are made of how high and how low the stock might sell. The upside-downside ratio is the key to evaluating risk and reward.

### A HIGH PRICE - NEXT 5 YEARS

Avg. High P/E 17.70 X Estimate High Earnings/Share 7.05 = Forecasted High Price \$ 124.79

### B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 14.70 X Estimate Low Earnings/Share 4.58 = Forecasted Low Price \$ 67.33

(b) Avg. Low Price of Last 5 Years 46.27

(c) Recent Market Low Price 50.44

(d) Price Dividend Will Support  $\frac{\text{Present Dividend}}{\text{High Yield}} = \frac{2.800}{3.70\%} = 75.68$

Selected Forecasted Low Price 67.33

### C ZONING using 25%-50%-25%

Forecasted High Price 124.79 Minus Forecasted Low Price 67.33 = 57.46 Range. 25% of Range 14.36

Buy Zone 67.33 to 81.69

Hold Zone 81.69 to 110.42

Sell Zone 110.42 to 124.79

Present Market Price of 92.74 is in the **Hold** Zone

### D UPSIDE DOWNSIDE RATIO (POTENTIAL GAIN VS. RISK OR LOSS)

$\frac{\text{High Price} - \text{Present Price}}{\text{Present Price}} = \frac{124.79 - 92.74}{92.74} = 0.345$   
 $\frac{\text{Present Price} - \text{Low Price}}{\text{Present Price}} = \frac{92.74 - 67.33}{92.74} = 0.274$   
 Ratio =  $\frac{0.345}{0.274} = 1.26$  To 1

### E PRICE TARGET (Note: This shows the potential market price appreciation over the next five years in simple interest terms.)

$\frac{\text{High Price}}{\text{Present Market Price}} = \frac{124.79}{92.74} = 1.35$  X 100 = 134.55 - 100 = 34.55 % Appreciation

## 5 5-YEAR POTENTIAL

This combines price appreciation with dividend yield to get an estimate of total return. It provides a standard for comparing income and growth stocks.

A  $\frac{\text{Present Full Year's Dividend \$}}{\text{Present Price of Stock}} = \frac{2.800}{92.74} = 0.03 = 3.02\%$  Present Yield

### B AVERAGE YIELD - USING FORECAST HIGH P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}} = \frac{52.73\%}{17.70} = 2.98\%$

### C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E

Annualized Appreciation 6.12 %

Average Yield 2.98 %

Annualized Rate of Return 9.09 %