

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

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): September 20, 2018

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.)

**110 North Carpenter Street
Chicago, Illinois**
(Address of Principal Executive Offices)

60607
(Zip Code)

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

(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))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensation Arrangements of Certain Officers.

On September 20, 2018, Doug Goare, President, International Lead Markets & Chief Restaurant Officer notified McDonald's Corporation (the "Company") that he will retire from the Company, effective December 31, 2018.

Item 8.01. Other Events.

On September 24, 2018, the Company issued an investor release announcing Mr. Goare's retirement, and also announcing new global business segments, to be effective January 1, 2019. The investor release is included as Exhibit 99 and attached hereto.

Item 9.01. Financial Statements and Exhibits.

(d) *Exhibits.*

99 Investor Release of McDonald's Corporation issued September 24, 2018: McDonald's Announces President, International Lead Markets & Chief Restaurant Officer Doug Goare to Retire

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: September 24, 2018

By: /s/ Catherine Hoovel

Catherine Hoovel

Corporate Vice President – Chief Accounting Officer

**FOR IMMEDIATE RELEASE**

09/24/2018

Contact:Media: Andrea Abate
630-209-7121Investors: Mike Flores
630-623-3519**McDonald's Announces President, International Lead Markets & Chief Restaurant Officer Doug Goare to Retire***Company also announces updated global business segments, beginning in 2019*

September 24, 2018 – McDonald's Corporation today announced that President, International Lead Markets & Chief Restaurant Officer Doug Goare, 66, will retire after 40 years of service on December 31, 2018.

"Doug has been an important leader whose career at McDonald's has spanned multiple continents and his expertise has contributed greatly to the success of our business today," McDonald's President and CEO Steve Easterbrook said. "I have always valued his wise counsel and his passion for elevating the experience for our customers and crew. We thank Doug for his steadfast leadership and wish him all the best in his well-deserved retirement."

In anticipation of Goare's retirement and with the evolution of the Company's business model over the past few years to a more heavily franchised structure, the Board of Directors approved several organizational changes to McDonald's global business. These actions are designed to continue the Company's efforts towards driving growth as a better McDonald's through the Velocity Growth Plan.

Beginning January 1, 2019, McDonald's will operate under a new organizational structure with the following global business segments:

- **U.S.** – will continue to operate under the leadership of Chris Kempczinski, 49, President, McDonald's USA.
- **International Operated Markets (IOM)** – comprised of wholly-owned markets, or countries in which the Company operates restaurants, including Australia, Canada, France, Germany, Italy, Netherlands, Russia, Spain and the U.K. Joe Erlinger, 45, will lead this segment as President, International Operated Markets, and will continue to report to Easterbrook.
- **International Developmental Licensed Markets (IDL)** – the remaining markets in the McDonald's system will be led by Ian Borden, 50, as President, International Developmental Licensed Markets. Borden will continue to report to Easterbrook. Corporate activities will also be reported within this segment.

“The organisation we created as we were beginning our turnaround in 2015 helped us make decisions more quickly, act with greater agility and strengthen the performance of our markets,” said Easterbrook. “This new organisational structure provides us the opportunity to continue building on our progress, making sure McDonald’s remains positioned to run great restaurants and better serve our customers.”

Upcoming Communications

For important news and information regarding McDonald's, including the timing of future investor conferences and earnings calls, visit the Investor Relations section of the Company's Internet home page at www.investor.mcdonalds.com. McDonald's uses this website as a primary channel for disclosing key information to its investors, some of which may contain material and previously non-public information.

About McDonald’s

McDonald’s is the world’s leading global foodservice retailer with over 37,000 locations in 120 markets around the world. Over 90 percent of McDonald’s restaurants worldwide are owned and operated by independent local businessmen 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. The Company undertakes no obligations to update such forward-looking statements, except as may otherwise be required by law.

###