

McDonald's Corporation (MCD)

Consumer Cyclical / Restaurants · New York Stock Exchange

Generated: 2026-Oct-18 · Market data through: 2026-10-16

LAST CLOSE \$242.97 2026-10-16	MARKET CAP \$171.9B VOLUME 7.2M	52-WK HIGH \$341.75 52-WK LOW \$229.20	TRAILING PE 19.7 P/S 6.21	GROSS MARGIN 57.4% NET MARGIN 31.7%	ROE -561% ROIC 18%	PIOTROSKI 8/9 ALTMAN Z 4.5	1-YR RETURN -20.0% 5-YR RETURN +29.2%
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McDonald's Corporation operates and licenses its renowned fast-food chain worldwide, with a significant presence in both the United States and international markets. Their comprehensive menu offers classic items like hamburgers and cheeseburgers, a variety of chicken options including sandwiches and nuggets, alongside lighter choices such as wraps, french fries, and salads. For breakfast, patrons can select from offerings like biscuit and bagel sandwiches, breakfast burritos, and hotcakes. Additionally, the company provides oatmeal, an assortment of desserts including milkshakes, sundaes, and soft-serve ice cream, plus a selection of baked goods. A wide array of soft drinks, coffee, and other beverages completes their offering. By December 31, 2021, the corporation's global network encompassed 40,031 establishments. McDonald's Corporation, founded in 1940, has its main corporate office located in Chicago, Illinois.

SECTOR Consumer Cyclical INDUSTRY Restaurants EXCHANGE NYSE MARKET CAP \$171.9B EMPLOYEES 150,000 (SEC-filed) CEO Christopher J. Kempczinski
IPO 1965-04-21 COUNTRY US
110 North Carpenter Street, Chicago, IL 60607 · Tel 630 623 3000 · mcdonalds.com

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

68 / 100

Street mean **\$292.59** (29 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

ROUTINE SELLING — LOW SIGNAL

\$4M sold / 6 mo, zero open-market buys

2 INSIDERSTREET SCORE

live IS factor model

INSIDERSTREET
SCORE
68
OF 100

Score Breakdown

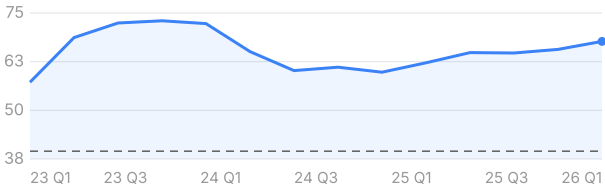
Profitability	72/100
Growth	58/100
Momentum	77/100
Quality	77/100
Earnings Quality	82/100
Balance Sheet	34/100
Value	48/100
Risk (safety)	100/100
Overall	67.8/100

Each component is a diagnostic reading on its own 0-100 scale. The overall score is computed separately from the underlying financials and is **not** the average of the rows above — components are not equally weighted and three of them (Momentum, Value, Risk) are derived partly from price rather than from the business.

Peer Comparison — IS Score

SYMBOL	IS SCORE
SBUX	53
YUM	62
CMG	56
QSR	61
DRI	53
TJX	69
MCD	68

IS Score Trend — quarterly



14 quarters, 23 Q1 to 26 Q2. Peak 73 in 23 Q4, latest 68 — -5 since. Fell in 1 of the last 4 quarters. Dashed line marks 40 on the 0-100 scale.

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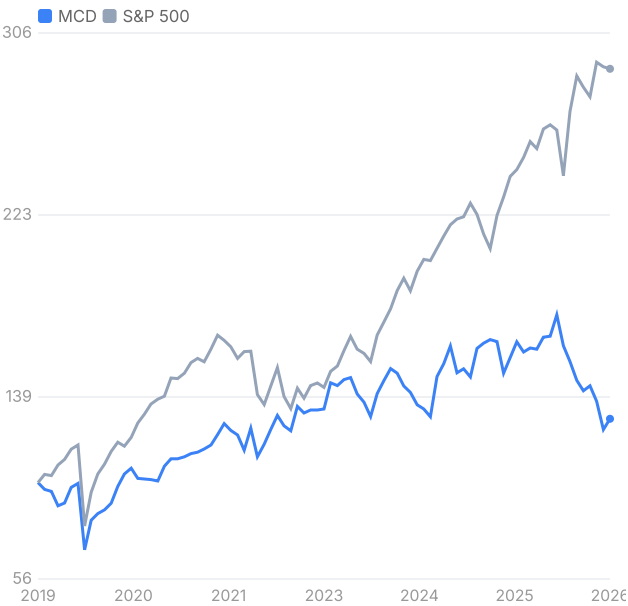
3 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · MCD -20.0% · S&P 500 +15.9% · spread -35.8pp



7 Years vs S&P 500 · MCD +29.2% · S&P 500 +189.9% · spread -160.6pp



Both charts indexed to 100 at the start of their window and drawn on a single shared scale, so the gap to the benchmark is the gap you see. Adjusted closes throughout.

4 TWO READINGS

business vs price

BUSINESS QUALITY

68 / 100

IS Score 67.8 / 100 · -5.2 from peak of 73

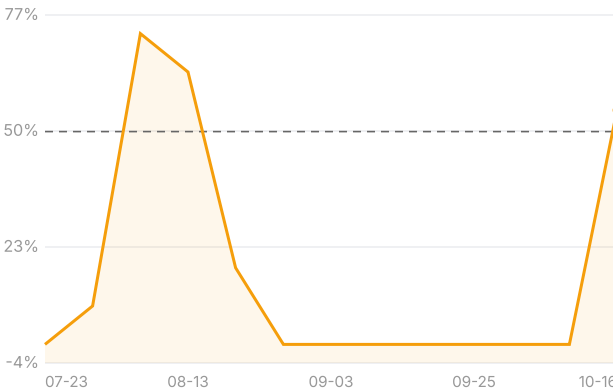


Fundamental factor model, quarterly. Measures how the business is doing - not where the price is going.

PRICE STRUCTURE

LEAN BULLISH

Technical Score 59 / 100 · Power +18 · 14 of 22 indicator votes bullish



Vote share across trend, momentum, volume, volatility and pattern families. Describes where the price is, not where it is going.

Both readings sit above the midpoint — business quality at 68 and price structure at 59 out of 100 — so they are not in conflict. The fundamentals and the tape are saying the same thing, which is the case in which either one alone would have been enough.

5 WHAT WOULD CHANGE OUR MIND

falsifiable - check us next quarter

TRIGGER	WHERE IT STANDS NOW	WHAT IT WOULD MEAN
IS Score reaches 75 and holds two consecutive quarters	now 67.8	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 65 → 65 → 66 → 68	the direction matters more than the level
Technical vote share back above 50%	now 55%	price structure no longer broken
Institutional holder count rises two quarters running	peak 3,603 → now 3,485	fewer institutions willing to hold is our clearest warning

We publish these so the view can be shown to be wrong. If none of them move and our reading does, we owe you an explanation.

This page is InsiderStreet's own reading, produced from the data in the rest of this document. It is not a price target and not investment advice. Analyst consensus and street price targets appear later under their own heading and are the street's numbers, not ours.

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6 SMART MONEY CONFLUENCE

EDGE · disclosure sources

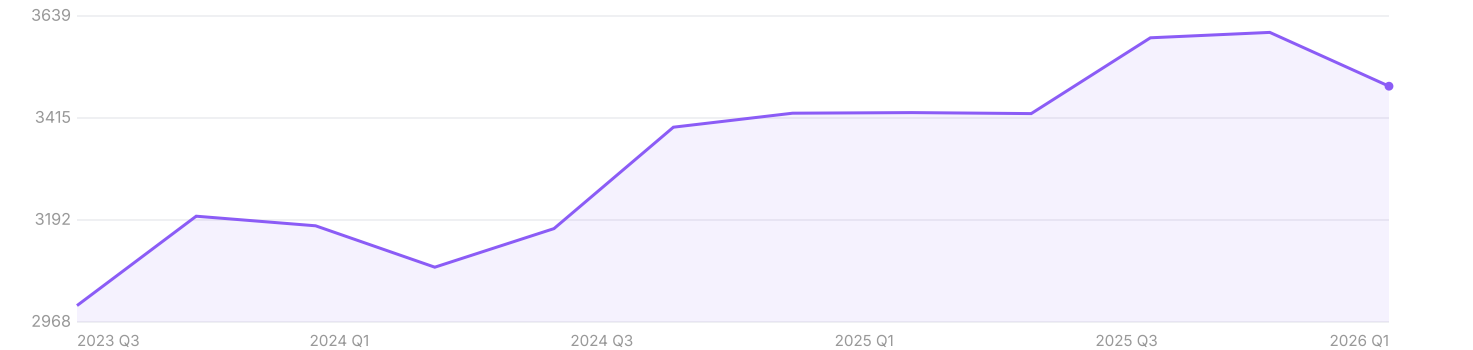
SITE CONVERGENCE SCORE 3 of 4 top 4% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 6 buys 2026-09-25	INSIDER BUYS (180D) 0 none disclosed
ETF FUNDS (30D) 1528 up / 1264 down net +264 funds	INSTITUTIONS ADDED (13F) -118 managers opening or increasing		

Congressional and insider figures are disclosed purchases in the trailing 180 days; ETF figures are COUNTS OF FUNDS whose holding changed in 30 days, not dollars. Coincidence of separate disclosures, not coordination. An absent source means nothing qualifying was disclosed in its window.

7 INSTITUTIONAL OWNERSHIP - 12-QUARTER TREND

13F · filed 45 days after quarter end

Institutions holding — 12 quarters



Peak 3,603 · latest 3,485 (-118 from peak).

QUARTER	HOLDERS	13F SHARES	VALUE	REPORTED OWN%
2026 Q2	3,485	533.7M	\$139.7B	75.3%
2026 Q1	3,603	528.1M	\$158.3B	74.5%
2025 Q4	3,591	527.4M	\$155.8B	74.4%
2025 Q3	3,425	511.9M	\$151.2B	72.2%
2025 Q2	3,427	534.4M	\$148.8B	75.4%
2025 Q1	3,426	531.7M	\$161.1B	75.0%
2024 Q4	3,395	520.5M	\$146.7B	73.4%
2024 Q3	3,173	515.6M	\$151.6B	72.7%
2024 Q2	3,088	507.0M	\$125.4B	71.5%
2024 Q1	3,179	510.6M	\$139.8B	72.0%
2023 Q4	3,200	510.0M	\$147.5B	71.9%
2023 Q3	3,004	499.7M	\$128.7B	70.5%

How to read ownership above 100%. A 13F reports the positions a manager has investment discretion over, and where two or more managers share discretion over the same block, each one reports it. Summed across filers, the total can therefore exceed the shares actually outstanding without anything being wrong. We publish the figure as filed rather than netting it down, and flag separately any quarter where the arithmetic is not merely high but impossible.

8 INSIDER ACTIVITY

live Form 4 data

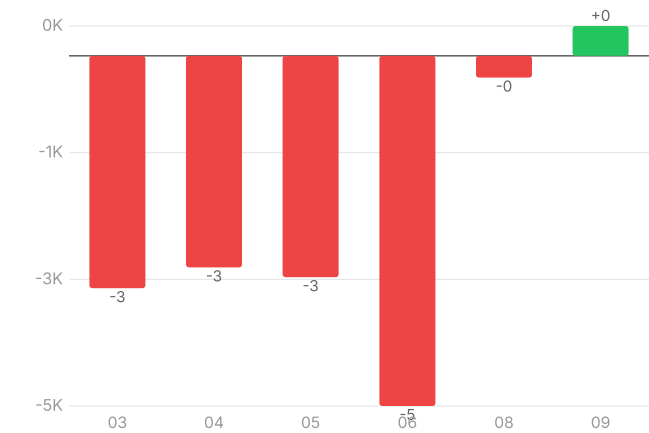
INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED
Dean Lloyd H	director	2026-09-30	A-Award	157	—	16,309
Taubert Jennifer L	director	2026-09-30	A-Award	130	—	4,109
Hsu Michael D.	director	2026-09-30	A-Award	130	—	2,149
Anderson Skye	President, McDonald's USA	2026-08-14	—	2,844	—	0
Elting Lauren B	VP - CAO and Corp Controller	2026-08-07	EXERCISE	990	—	1,707
Elting Lauren B	VP - CAO and Corp Controller	2026-08-07	EXERCISE	48	—	1,755
Elting Lauren B	VP - CAO and Corp Controller	2026-08-07	TAX W/H	304	\$0.08M	1,451
Elting Lauren B	VP - CAO and Corp Controller	2026-08-07	EXERCISE	990	—	0

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9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARYEDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
S — Open-market sales	8	14,866	\$4.4M	Counted
M — Exercises (paired A/D)	5	11,542	\$1.7M	None — mechanics
F — Tax withholding	1	304	\$0.1M	None — compensation
P — Open-market purchases	0	0	\$0	Counted — none occurred

Monthly Net Insider Flow (000 shares)



Net of acquisitions minus dispositions, all Form 4 types.

Signal Summary

SIGNAL Routine Selling — Low Signal	OPEN-MARKET SELLS \$4.4M 8 txns / 6 mo	OPEN-MARKET BUYS \$0.0M 0 txns / 6 mo	CLUSTER None active 3+ insiders / 21 days
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10 FORM 144 PLANNED-SALE PIPELINElive EDGAR data

FILED	FILER	SHARES REGISTERED	EST. PROCEEDS
2026-06-10	Joseph Erlinger	5,252	\$1.5M
2026-05-26	Joseph Erlinger	333	\$0.1M
2026-04-23	Joseph Erlinger	333	\$0.1M
2026-04-10	Joseph Erlinger	2,626	\$0.8M
Trailing 12 mo	15 filings	107,645	\$34M

11 13D / 13G STAKESCOND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-08-07	SCHEDULE 13G	STATE STREET CORPORATION	5.10%	36.1M sh
2026-07-22	SCHEDULE 13G/A	JPMORGAN CHASE & CO.	4.30%	31.0M sh
2026-05-13	SCHEDULE 13G	JPMORGAN CHASE & CO	5.10%	36.9M sh
2026-05-12	SCHEDULE 13G	STATE STREET CORPORATION	5.00%	35.5M sh

12 CONGRESSIONAL TRADINGEDGE · STOCK Act

MEMBER	CHAMBER	TRADE	SIZE BAND	TRADED	DISCLOSED
Ro Khanna	House	BUY	\$1,001 - \$15,000	2026-09-25	2026-10-09
Josh Gottheimer	House	SELL	\$1,001 - \$15,000	2026-09-25	2026-10-08
Ro Khanna	House	BUY	\$15,001 - \$50,000	2026-09-11	2026-10-09
Cory Booker	Senate	SELL	\$15,001 - \$50,000	2026-08-11	2026-09-09
Cory Booker	Senate	SELL	\$15,001 - \$50,000	2026-08-11	2026-09-09
Cory Booker	Senate	SELL	\$15,001 - \$50,000	2026-08-11	2026-09-08

HOUSE 12-MO 33 trades 15 purchases	SENATE 12-MO 5 trades 0 purchases	COVERAGE STOCK Act filings 30-45 day disclosure lag	
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13 INSTITUTIONAL OWNERSHIP & 13F FLOW				live 13F data
13F FILERS (LAST COMPLETE Q) 3,603	13F SHARES 528M 74.5% of shares out	NEW / CLOSED 210 / 133 positions, QoQ	INCREASED / REDUCED 1,466 / 1,440 positions, QoQ	
PUT/CALL (13F) 0.95 option positions	FREE FLOAT 100.0% 707M sh			

2.8 • Largest Reporting 13F Managers

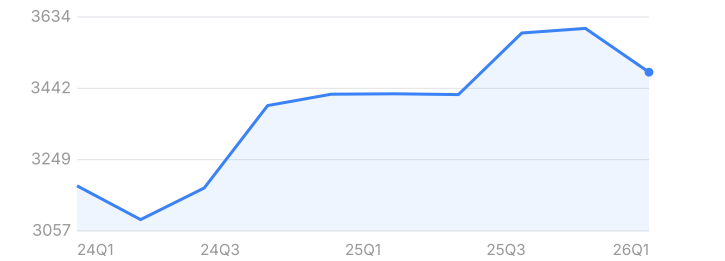
MANAGER	SHARES	VALUE
Banque Pictet & Cie Sa	1.0M	\$241M
Davenport & Co Llc	567,730	\$131M
Wealth Enhancement Advisory Servic	407,788	\$95M
Td Waterhouse Canada Inc.	380,631	\$90M
Fjarde Ap-Fonden /Fourth Swedish N	289,458	\$67M
Fort Washington Investment Advisor	280,099	\$65M

EDGAR 13F holdings as of 2026-09-30; filer values normalized to dollars.

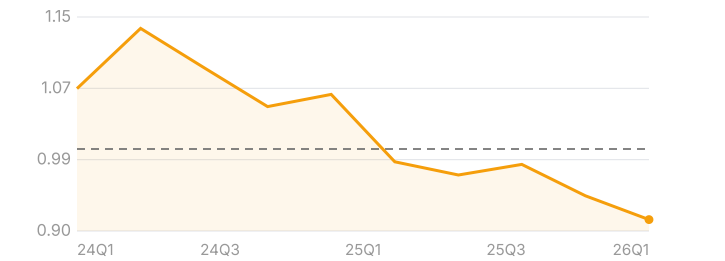
2.9 • Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	0.2%	\$5.2B
VSMPX	0.2%	\$5.2B
VTSAX	0.2%	\$5.2B
VTI	0.2%	\$5.2B
VOO	0.2%	\$4.3B
VFFSX	0.2%	\$4.3B

13F Filers Holding MCD — quarterly



Institutional Put/Call — quarterly



14

SHORT VOLUME — DAILY, 60 SESSIONS

EDGE · live FINRA feed

62%

48%

34%

20%

07-23

08-10

08-26

09-14

09-30

Daily short-sale volume as % of volume reported in FINRA's short-sale file — a flow measure, not short interest; dashed = 50-day average.

LATEST SESSION

22.0%

2026-10-15

20-DAY AVG

36.6%

50-day 40.8%

TREND

Falling

20d vs 50d

BY MARKET CENTER

Q: 22% · N: 19% · B: 26%

latest session

15

DARK POOL ACTIVITY

EDGE · live ATS data

Weekly Notional (\$B)

Date	Notional (\$B)
06-15	0.95
06-22	1.65
06-29	1.40
07-06	1.65
07-13	1.25
07-20	1.10
07-27	1.85
08-03	1.15
08-10	1.20
08-17	1.10

Where MCD Trades in the Dark

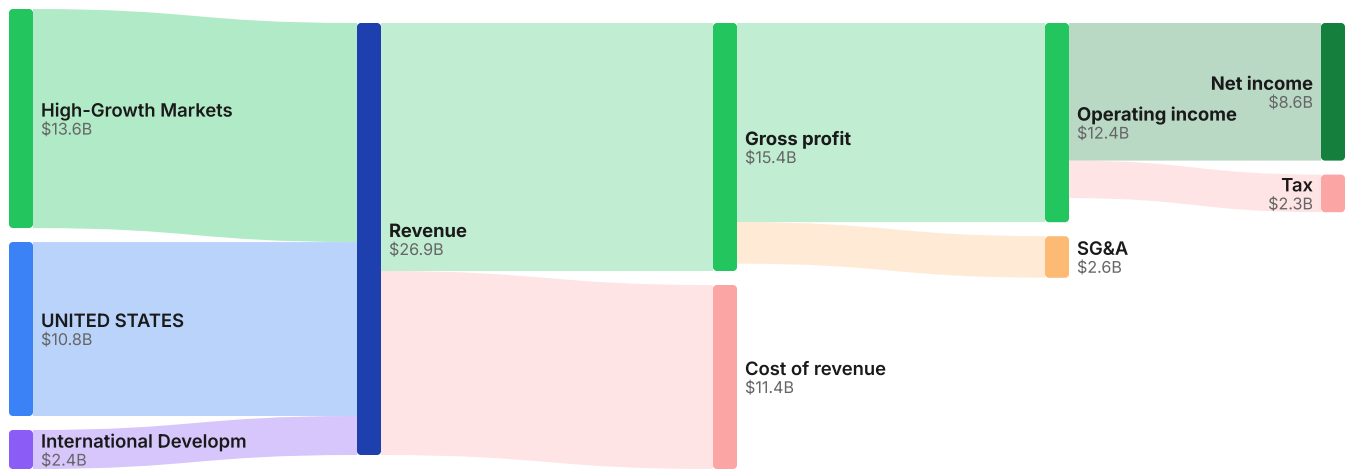
ATS VENUE (4-WK)	SHARES	AVG TRADE
Incr Intelligent Cross Llc	3.6M	28 sh
Ubsa Ubs Ats	2.7M	31 sh
Ebxl Level Ats	1.9M	20 sh
Sgmt Sigma X2	1.7M	26 sh
Mstx Ms Trajectory Cross (Ats-1)	1.3M	26 sh
Mspl Ms Pool (Ats-4)	1.1M	78 sh

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REVENUE FLOW — FY2025

live segmentation + income data



Where a dollar of McDonald's Corporation revenue goes. All values FY2025 filings, live.

17

GEOGRAPHIC REVENUE

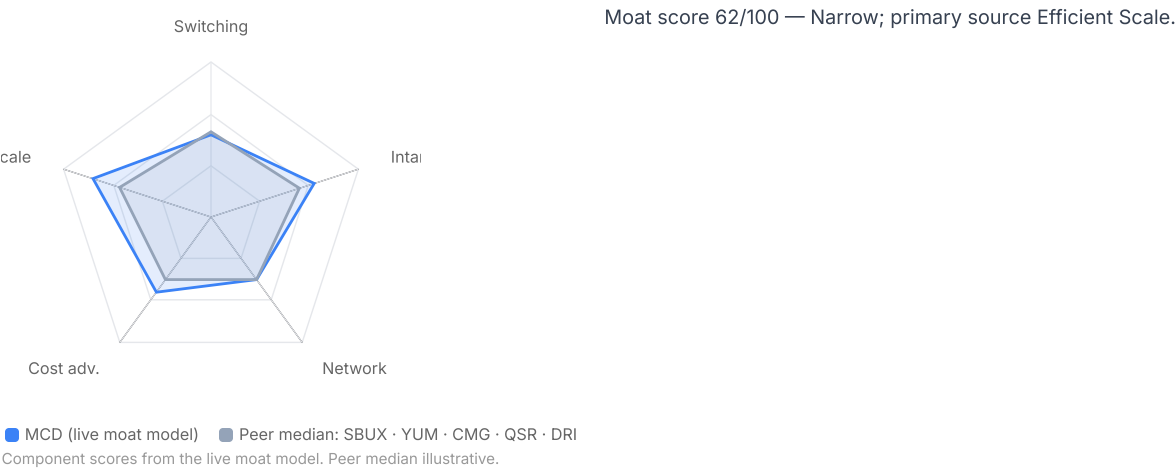
live segmentation

REGION	REVENUE	SHARE
International Operated Markets	\$13.6B	51%
UNITED STATES	\$10.8B	40%
International Developmental Licensed Markets and Corporate	\$2.4B	9%

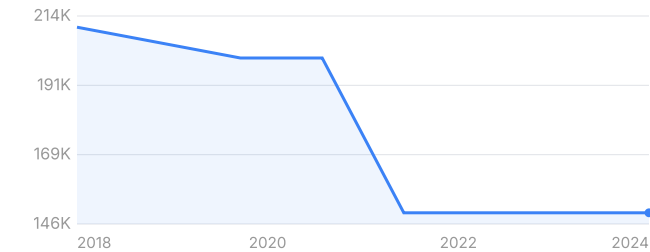
18

MOAT & COMPETITIVE POSITION

LIVE MODEL · 62/100 NARROW



3.8 · Employees (SEC filings)



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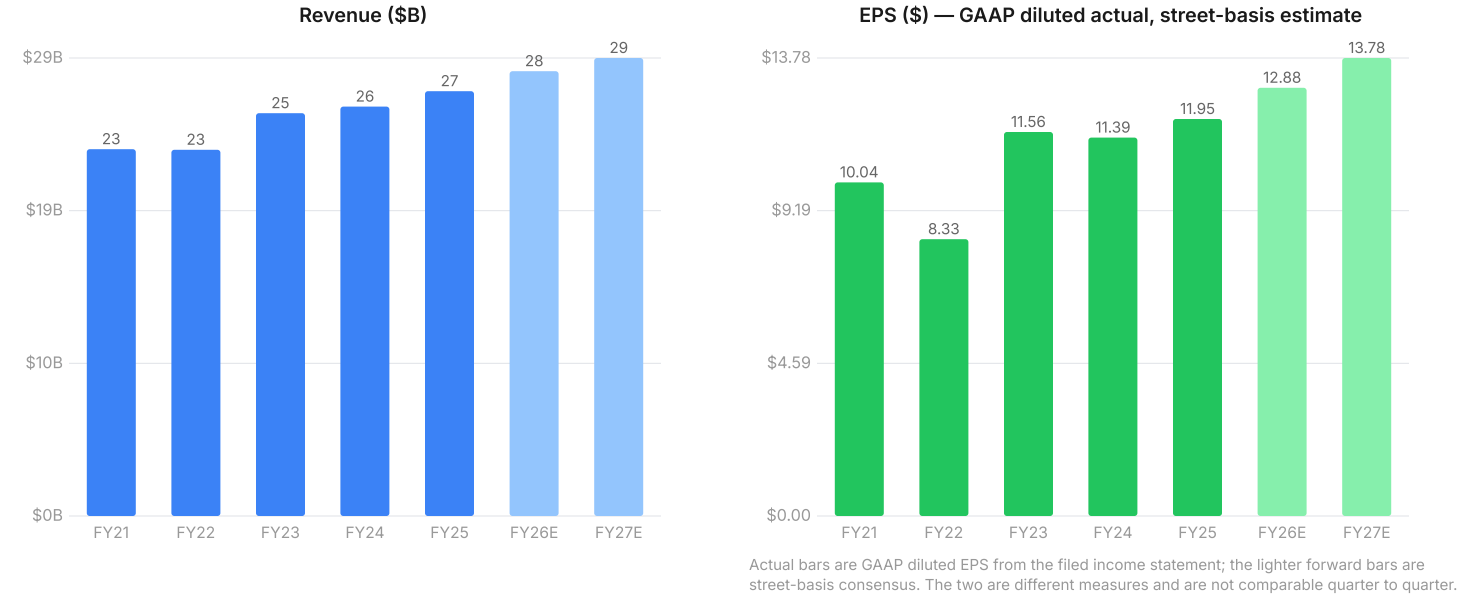
19 CORPORATE INFORMATION — KEY OFFICERS

150,000 employees

OFFICER	TITLE
Christopher J. Kempczinski	Chairman President, & Chief Executive Officer
Ian Frederick Borden	Executive Vice President & Global Chief Financial Officer
Gillian McDonald	Executive Vice President & Global Chief Restaurant Experience Officer
Manuel Steijaert	Executive VP & President of International Operated Markets

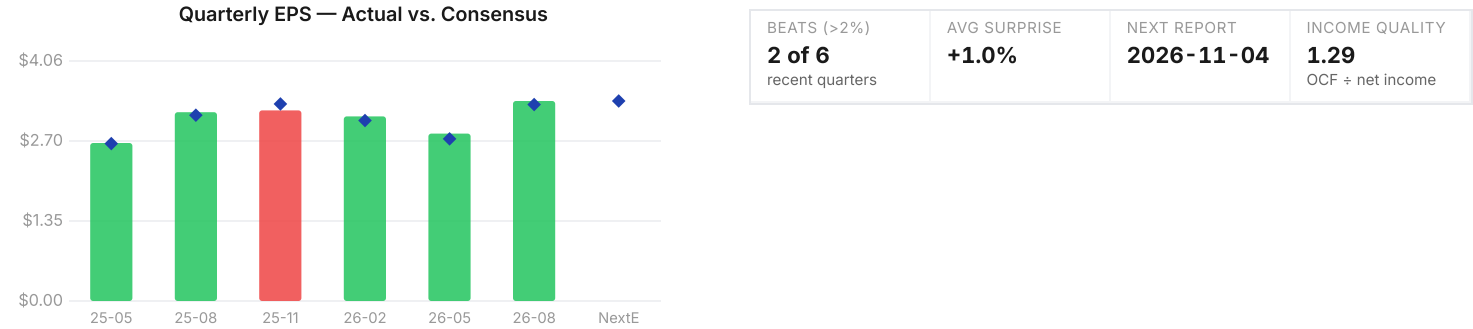
20 REVENUE & EPS — HISTORY AND ESTIMATES

live consensus



21 ESTIMATE VS. ACTUAL & SURPRISES

live data



22 REPORTED VS. CONSENSUS — FULL HISTORY

0 quarters · live data

BEAT RATE —% 0 of 0 quarters	CURRENT STREAK 0 longest 0	AVG EPS SURPRISE —% median —%	SURPRISE TREND — last 4 vs prior 4
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PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE
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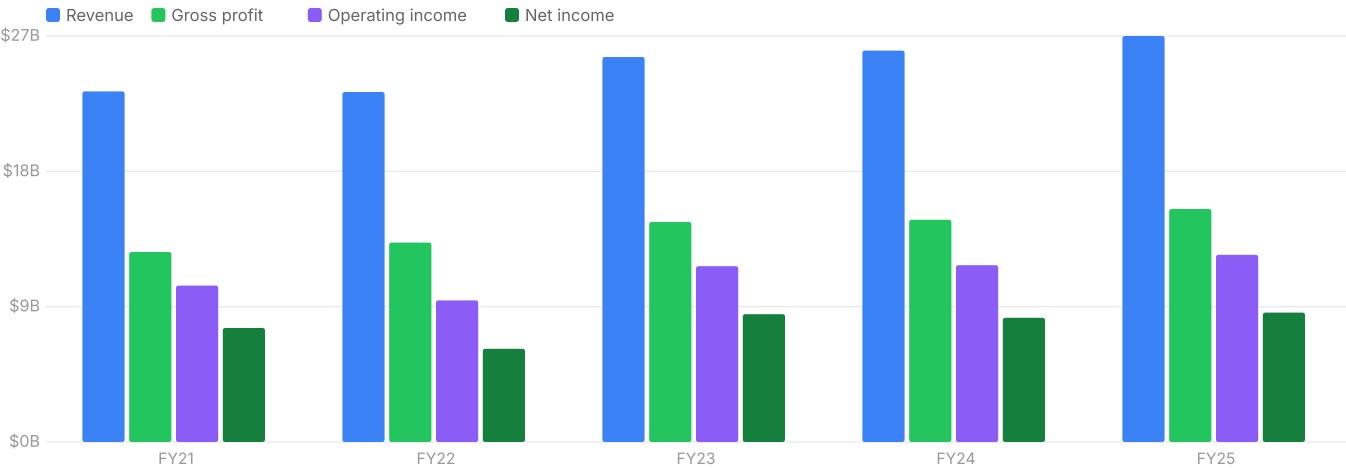
Announcement dates to . Consensus as it stood at each report. Revenue surprise shown where both estimate and actual are filed. A beat record is history, not a forecast.

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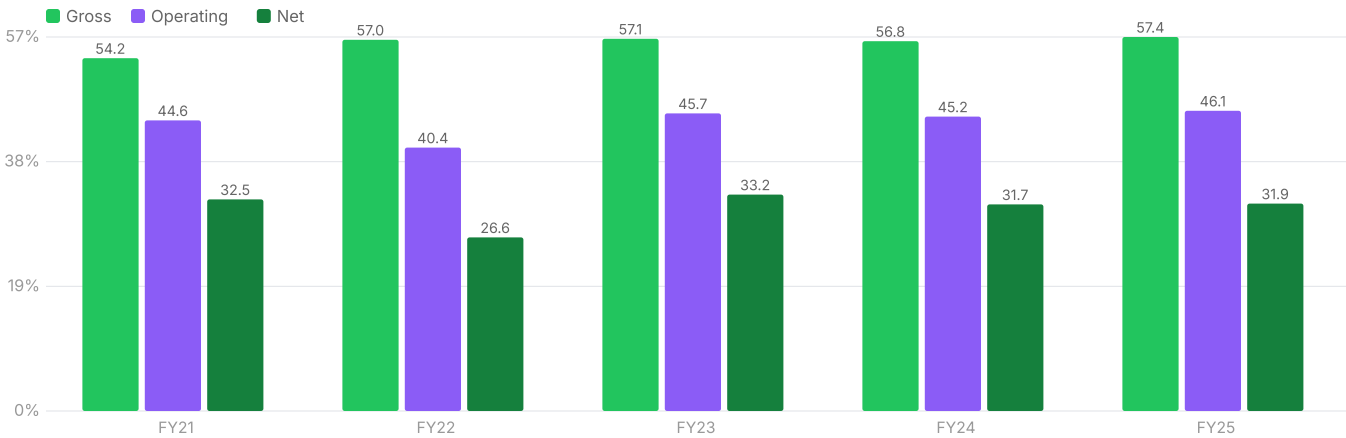
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INCOME TRENDS — 5 YEAR

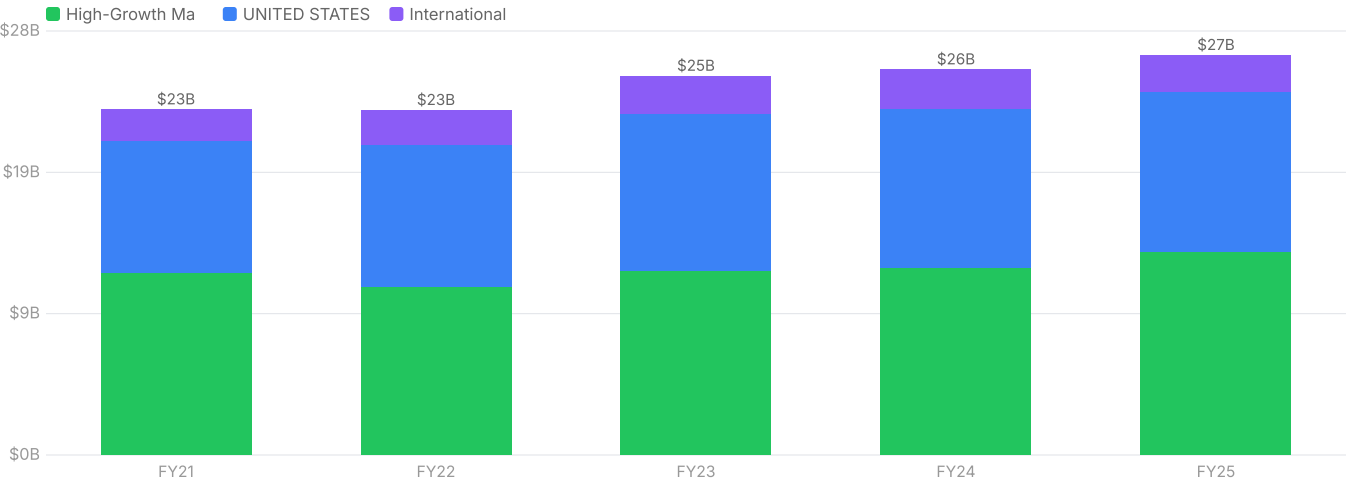
live financials



Profit Margins (%)



Revenue by Segment — Stacked



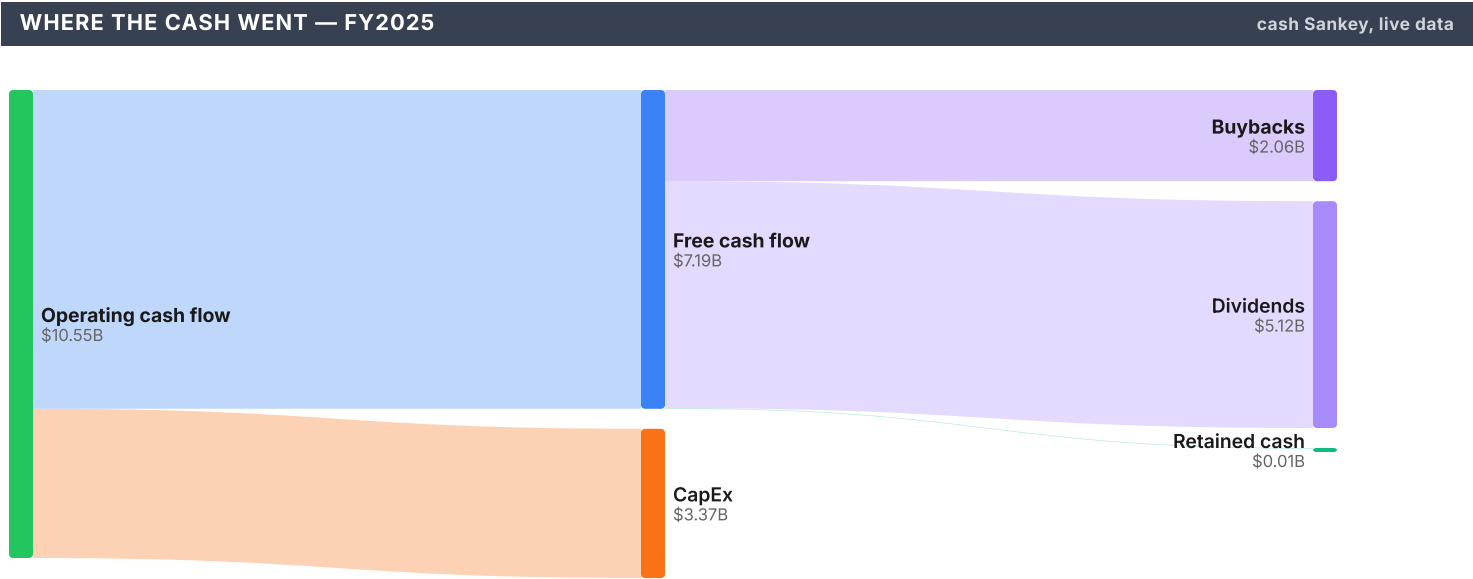
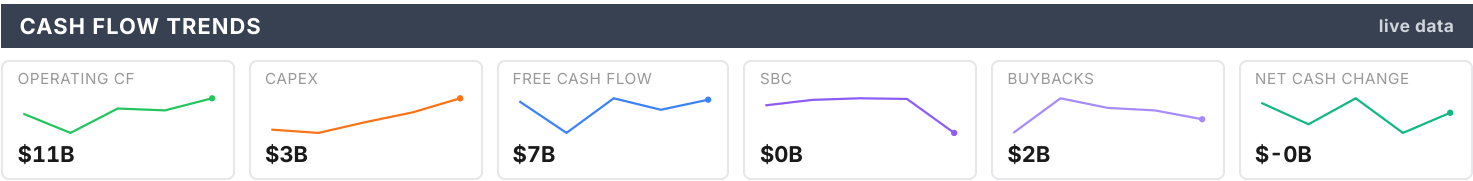
Live segmentation data.

YoY Growth Heatmap — Income Lines

YOY GROWTH	FY21	FY22	FY23	FY24	FY25
Revenue	+20.9%	-0.2%	+10.0%	+1.7%	+3.7%
Gross profit	+29.0%	+5.0%	+10.3%	+1.0%	+4.9%
Operating income	+41.4%	-9.5%	+24.3%	+0.6%	+5.8%
Net income	+59.5%	-18.1%	+37.1%	-2.9%	+4.1%

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23 INCOME STATEMENT — FULL						live financials
\$B · FY ENDS	FY21	FY22	FY23	FY24	FY25	TREND
Revenue	23.2	23.2	25.5	25.9	26.9	
Cost of revenue	10.6	10.0	10.9	11.2	11.5	
Gross profit	12.6	13.2	14.6	14.7	15.4	
R&D expense	0.0	0.0	0.0	0.0	0.0	
SG&A expense	2.4	2.5	2.4	2.4	2.6	
Operating income	10.4	9.4	11.6	11.7	12.4	
EBITDA	12.2	10.9	13.9	13.9	14.6	
D&A	1.9	1.9	2.0	2.1	2.2	
Pretax income	9.1	7.8	10.5	10.3	10.9	
Income tax	1.6	1.6	2.1	2.1	2.3	
Net income	7.5	6.2	8.5	8.2	8.6	
Diluted EPS (\$)	10.04	8.33	11.56	11.39	11.95	
Diluted shares (M)	752	741	732	722	716	



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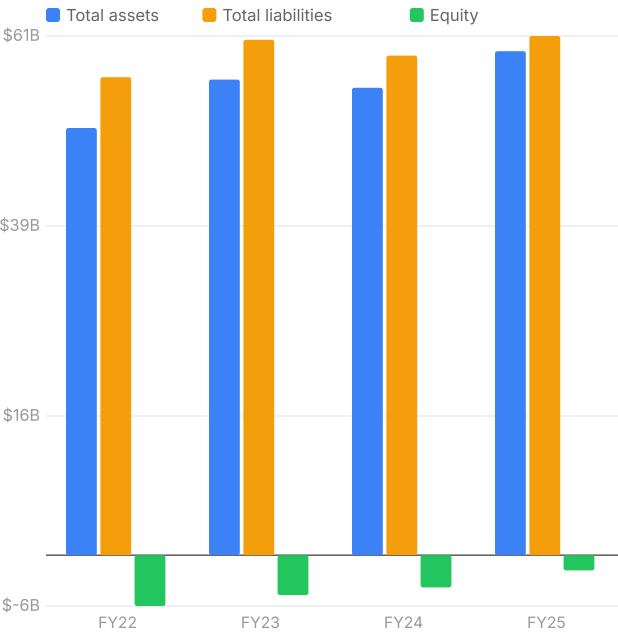
Balance Sheet — Full

\$B	FY22	FY23	FY24	FY25	
Cash & equivalents	2.6	4.6	1.1	0.8	
ST investments	0.0	0.0	0.0	0.0	
Receivables (net)	2.1	2.5	2.4	2.5	
Total current assets	5.4	8.0	4.6	4.2	
PP&E (net)	36.3	38.4	38.6	42.8	
Goodwill + intangibles	2.9	3.0	3.1	4.4	
Total assets	50.4	56.1	55.2	59.5	
Accounts payable	1.0	1.1	1.0	1.1	
Short-term debt	0.0	2.2	0.0	0.0	
Deferred revenue	0.0	0.0	0.0	0.0	
Total current liabilities	3.8	6.9	3.9	4.4	
Long-term debt	35.9	37.2	38.4	40.0	
Total liabilities	56.4	60.9	59.0	61.3	
Shareholders' equity	-6.0	-4.7	-3.8	-1.8	

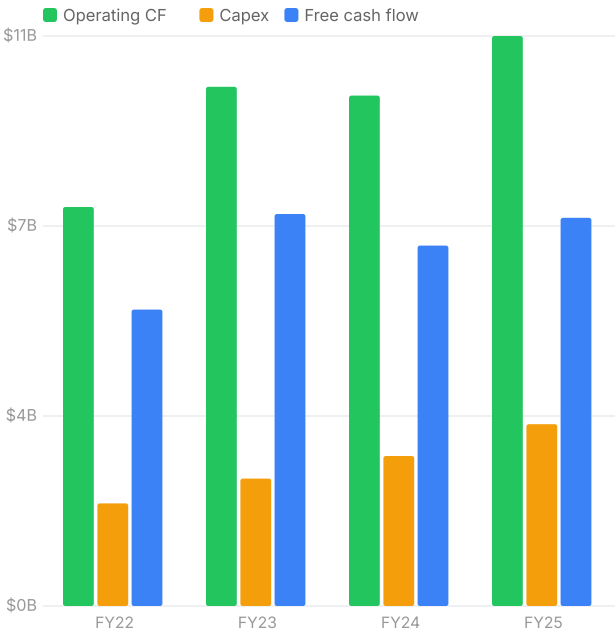
Cash Flow Statement — Full

\$B	FY22	FY23	FY24	FY25	
Net income	6.2	8.5	8.2	8.6	
D&A	1.9	2.0	2.1	2.2	
Stock-based compensation	0.2	0.2	0.2	0.0	
Working capital change	(0.6)	(0.1)	(0.4)	0.1	
Operating cash flow	7.4	9.6	9.4	10.6	
Capital expenditures	(1.9)	(2.4)	(2.8)	(3.4)	
Investing cash flow	(2.7)	(3.2)	(5.3)	(3.8)	
Buybacks	(3.9)	(3.1)	(2.8)	(2.1)	
Dividends paid	(4.2)	(4.5)	(4.9)	(5.1)	
Debt issuance / (repay)	1.2	3.0	(0.1)	(0.1)	
Financing cash flow	(6.6)	(4.4)	(7.5)	(7.1)	
Free cash flow	5.5	7.3	6.7	7.2	

Balance Sheet Structure (\$B)



Cash Generation vs Capex (\$B)



Left: what the balance sheet is made of — the gap between the assets bar and the liabilities bar is book equity. Right: whether the capex bar is covered by the operating-cash bar; where it is not, the difference was funded externally and free cash flow goes negative.

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24 EXPANDED RATIO ANALYSIS (I)							live ratio engine · profitability · valuation
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
PROFITABILITY							
ROE	-121.4%	-116.5%	-158.1%	-193.4%	-306.6%	-561%	
ROA	14.2%	11.8%	15.9%	14.8%	14.9%	14.7%	
ROIC	21.4%	18.4%	21.4%	19.8%	18.6%	17.8%	
Gross margin	54.2%	57.0%	57.1%	56.8%	57.4%	57.4%	
Operating margin	44.6%	40.4%	45.7%	45.2%	46.1%	46.2%	
Net margin	32.5%	26.6%	33.2%	31.7%	31.9%	31.7%	
EBITDA margin	52.5%	47.0%	54.4%	53.8%	54.4%	54.4%	
FCF margin	30.6%	23.7%	28.5%	25.7%	26.7%	—	
VALUATION							
P/E	24.37	29.30	24.32	24.80	25.49	19.7	
P/B	-39.96	-30.14	-43.75	-53.71	-121.94	-168.4	
P/S	7.92	7.81	8.08	7.87	8.12	6.21	
P/FCF	25.89	32.98	28.38	30.57	30.38	22.2	
EV/EBITDA	18.76	20.83	18.35	18.26	18.60	15.0	
EV/Revenue	9.84	9.80	9.98	9.83	10.13	8.1	
Earnings yield	4.1%	3.4%	4.1%	4.0%	3.9%	5.10%	
FCF yield	3.9%	3.0%	3.5%	3.3%	3.3%	4.51%	
EXPANDED RATIO ANALYSIS (II)							leverage · solvency
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	1.78	1.43	1.16	1.19	0.95	1.08	
Quick ratio	1.76	1.41	1.16	1.18	0.94	1.07	
Debt / equity	-10.73	-8.11	-11.28	-13.68	-30.62	-53.36	
Debt / assets	91.6%	96.6%	94.6%	94.1%	92.1%	91.1%	
Net debt / EBITDA	3.66	4.23	3.50	3.65	3.69	3.57	
Interest coverage	8.70	7.48	8.73	7.87	7.89	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
EFFICIENCY							
Asset turnover	0.44	0.44	0.48	0.47	0.47	0.46	
Receivables turnover	11.66	11.63	11.08	10.64	11.09	11.1	
DSO (days)	31	31	33	34	33	33	
DPO (days)	30	36	35	35	35	34	
Cash conversion cycle	3	-3	-0	1	0	0	
GROWTH (YoY)							
Revenue growth	20.9%	-0.2%	10.0%	1.7%	3.7%	—	
Net income growth	59.5%	-18.1%	37.1%	-2.9%	4.1%	—	
EPS growth	59.4%	-16.4%	38.6%	-1.8%	4.9%	—	
FCF growth	53.6%	-22.7%	32.2%	-8.1%	7.7%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	10.04	8.39	11.64	11.42	11.99	12.39	
Book value / share	-6.12	-8.16	-6.47	-5.27	-2.51	-1.44	
Revenue / share	30.90	31.50	35.03	36.02	37.64	39.07	
FCF / share	9.45	7.46	9.97	9.27	10.06	10.94	
Cash / share	6.27	3.51	6.29	1.51	1.08	1.16	
SHAREHOLDER RETURN & SCORES							
Buyback yield	0.5%	2.2%	1.5%	1.4%	0.9%	1.21%	
Altman Z-Score	4.52	4.67	4.79	4.96	4.93	4.5	
Piotroski F-Score	8	6	7	8	6	8/9	
Beneish M-Score	-2.67	-2.48	-2.37	-2.52	-2.59	-2.30	

25 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	8 / 9	Strong		
Altman Z-Score	4.5	Safe (>2.99)	Safe	
Income quality	1.29	Cash-backed	OCF ÷ net income	
Beneish M-Score	-2.30	Non-manipulator	vs -2.22 threshold	

26 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.79	Revenue stability	0.98
Interest burden		0.87	Earnings stability	0.74
Operating margin		46.2%	Earnings persistence	0.98
Asset turnover		0.46×	Revenue CAGR 3y	4.6%
Financial leverage		-31.58×	EPS CAGR 3y	4.3%
= ROE		-465%	FCF CAGR 3y	5.3%

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SHAREHOLDER RETURN PROFILE live

BUYBACK YIELD 1.21%	DIVIDEND YIELD 3.06%	TOTAL SHAREHOLDER RETURN 3.80% cash yield	SBC / REVENUE 0.6% dilution pressure
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27 MULTIPLE HISTORY — FY SNAPSHOTS + TTM live ratio engine



28 PEER COMPARISON live peer engine

COMPANY	MKT CAP	P/E	ROE	NET MARGIN	REV GROWTH	PIOTROSKI	1-YR RET
SBUX	\$111.2B	56.0	-26%	11.2%	+4.5%	7/9	+18.6%
YUM	\$41.1B	18.8	-30%	39.3%	+10.3%	6/9	+5.5%
CMG	\$37.8B	27.4	50%	12.1%	+7.3%	5/9	-28.4%
QSR	\$26.1B	18.2	36%	20.1%	+6.5%	7/9	+10.9%
DRI	\$24.5B	21.0	55%	7.3%	+8.1%	7/9	—
TJX	\$162.0B	27.2	62%	10.0%	+7.7%	8/9	—
BKNG	\$122.8B	18.0	-83%	26.5%	+12.9%	5/9	—
LOW	\$110.7B	16.7	-71%	9.2%	+8.2%	7/9	—

1-yr returns computed from adjusted price history; peers without a tracked series show —.

29 ANALYST CONSENSUS & ESTIMATES live consensus

Buy

63 Analysts



MEAN TARGET (QTR) \$292.59 29 targets	TARGET VS. PRICE +20.4% last-quarter mean	NEXT REPORT 2026-11-04 street \$3.38	
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CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$28.16B	\$28.38B / \$27.98B	\$12.88	\$13.03 / \$12.69	20
FY2027	\$28.99B	\$30.37B / \$27.67B	\$13.78	\$14.26 / \$12.95	21
FY2028	\$28.43B	\$31.97B / \$24.14B	\$14.48	\$15.28 / \$12.45	12

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30 STREET TARGETS & THIRD-PARTY RATING

live targets + composite

Street Price Target — Trajectory

WINDOW	AVG TARGET	VS. PRICE	# TARGETS
Last Month	\$276.13	+13.6%	15
Last Quarter	\$292.59	+20.4%	29
Last Year	\$318.94	+31.3%	62
All Time	\$304.94	+25.5%	172

Rolling mean of published targets vs. last close \$242.97. Aggregated from StreetInsider, Benzinga, Pulse 2.0.

Third-Party Composite Rating

B-

DCF3/5

ROE1/5

ROA5/5

DEBT/EQ1/5

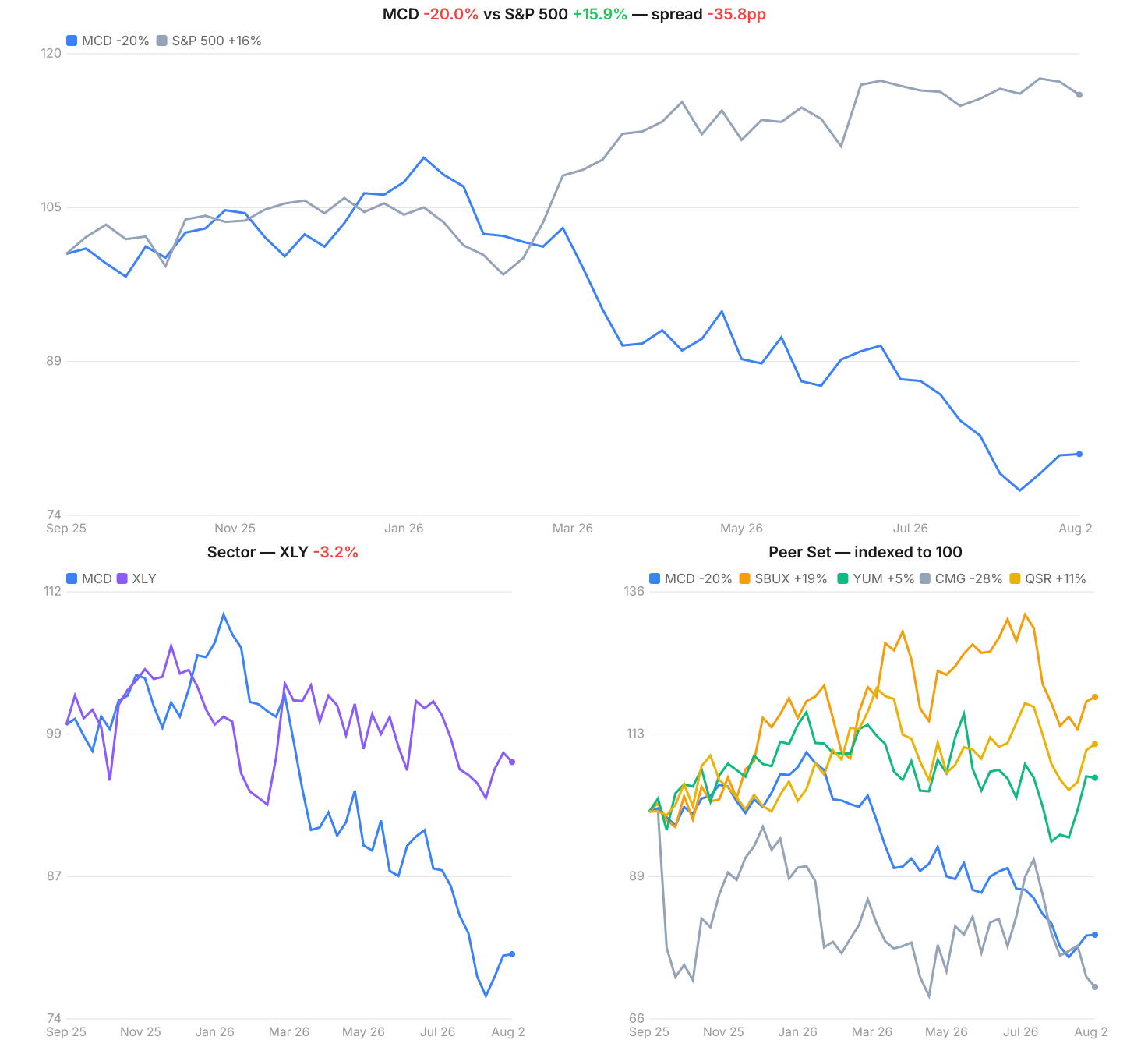
P/E3/5

P/B1/5

Independent quant composite as of 2026-10-16; components scored 1-5 (5 best). Shown for contrast with the InsiderStreet Score — methodologies differ.

31 PRICE PERFORMANCE — INDEXED, 12 MO

live prices · benchmark + sector + peer set



All series indexed to 100 at the start of the window, adjusted closes.

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TECHNICAL CHART — 6-MONTH DAILY CANDLES, INDICATORS ON site chart, print edition



Candlesticks with SMA 20/50 overlay, Bollinger (20,2σ) band, volume, and Wilder RSI(14) — computed from live daily OHLCV.

MOVING AVERAGE RIBBON & TREND site technicals-tab chart, live indicator history



MOVING AVERAGE	VALUE	DISTANCE	% DISTANCE	SIGNAL
SMA 20	\$236.80	+6.17	+2.61%	Above
SMA 50	\$252.09	-9.12	-3.62%	Below
SMA 200	\$285.61	-42.64	-14.93%	Below
EMA 9	\$238.27	+4.70	+1.97%	Above
EMA 21	\$239.90	+3.07	+1.28%	Above
EMA 50	\$249.06	-6.09	-2.45%	Below
EMA 200	\$275.35	-32.38	-11.76%	Below

Series and readings from the nightly technical-indicator history — identical data to the site's ribbon chart. Supertrend segments colored by direction.

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32 TECHNICAL POWER SCORE

EDGE · site engine · 59/100 composite

TECHNICAL VERDICT

LEAN BULLISH

Power Score +18

14 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%

Momentum 25%

Volume 20%

Volatility 10%

Patterns 15%

20

91

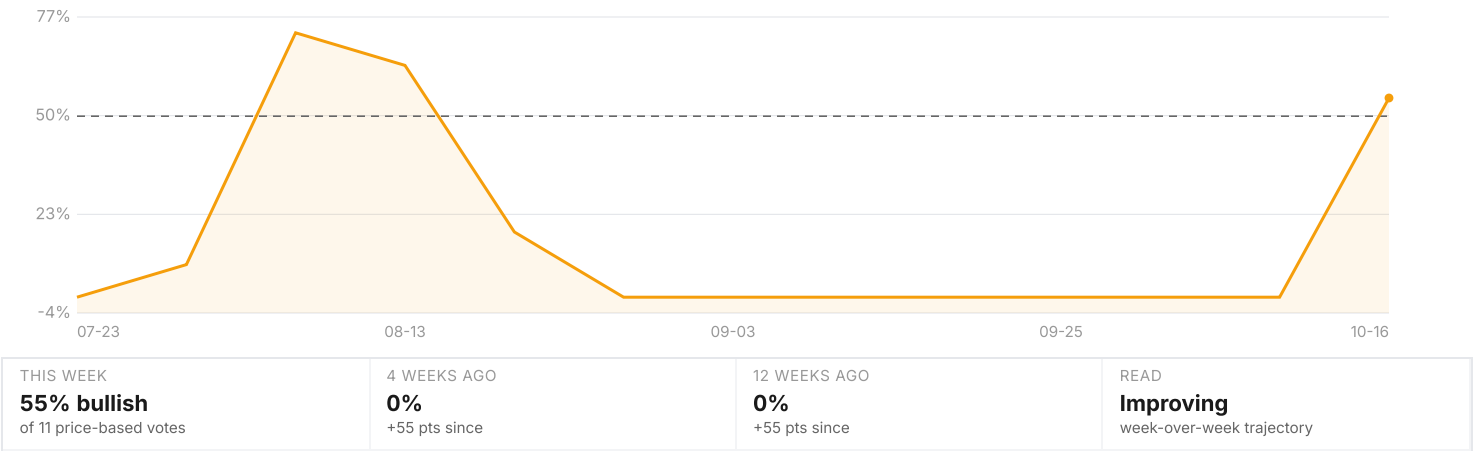
81

67

50

LEAN BULLISH — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



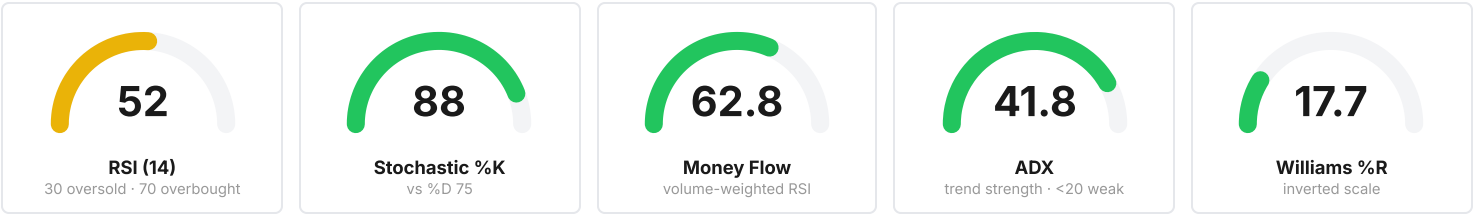
INDICATOR VOTE GRID

14 bull / 8 bear

● Price vs SMA 20	\$236.80	● Price vs SMA 50	\$252.09	● Price vs SMA 200	\$285.61
● EMA 9/21 Cross	238.3/239.9	● SMA 50/200	Death	● ADX Direction	ADX 42
● Supertrend	\$244	● Parabolic SAR	\$232	● SMA Slope	-0.270
● RSI	52.0	● Stochastic K/D	88/75	● StochRSI K/D	100/98
● Williams %R	-18	● CCI	100	● TSI vs Signal	-23.5
● CMO	4.1	● ROC	4.75%	● OBV Signal	Accum
● Chaikin MF	-0.160	● MFI	63	● Force Index	5M
● Elder Ray Bull	5.95				

INDICATOR GAUGES

site technicals-tab style



33 KEY LEVELS & VOLATILITY

live indicator table

LEVEL	VALUE	LEVEL	VALUE
Pivot / R1 / R2	\$243.24 / \$244.72 / \$246.94	S1 / S2	\$241.02 / \$239.54
Bollinger (20,2)	\$226.26 – \$247.33	Squeeze	Off
52-wk range	\$229.20 – \$339.85	Off 52-wk high	-28.5%
ATR (14)	\$4.41 (1.8%)	Historical vol	23.0%

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34 SEASONALITY — 20-YEAR AVERAGES

live model · win rates shown

-0.2% Jan 45%	+0.0% Feb 55%	+1.3% Mar 71%	+3.4% Apr 70%	-0.2% May 45%	-0.4% Jun 30%	+1.1% Jul 70%	+2.0% Aug 70%	+0.9% Sep 55%	+2.1% Oct 60%	+3.4% Nov 95%	+1.3% Dec 55%
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Sample: 20 years — treat short histories as suggestive, not statistical.

35 RISK INDICATORS

computed from live price history

COMPUTED FROM LIVE WEEKLY PRICES	MCD	S&P 500
Weekly volatility (σ , 1y)	2.35%	1.83%
Best / worst week (1y)	+3.1% / -5.1%	—
Max drawdown (5y, monthly)	-30.8%	—
1-week VaR (95%)	-4.7%	—
Beta (5y)	0.41	1.00

36 EQUITY WEATHER & MARKET REGIME

EDGE · live weather engine

MCD EQUITY WEATHER (LIVE)

CLOUDY · -11

Trend

Momentum

Volume

Volatility

Breadth

-47

+39

+29

-60

-31

MARKET REGIME (2026-10-16)

NEUTRAL

VIX

DOW THEORY

SPY / QQQ TSI

SECTOR STRENGTH

19.99

Confirmed Bearish

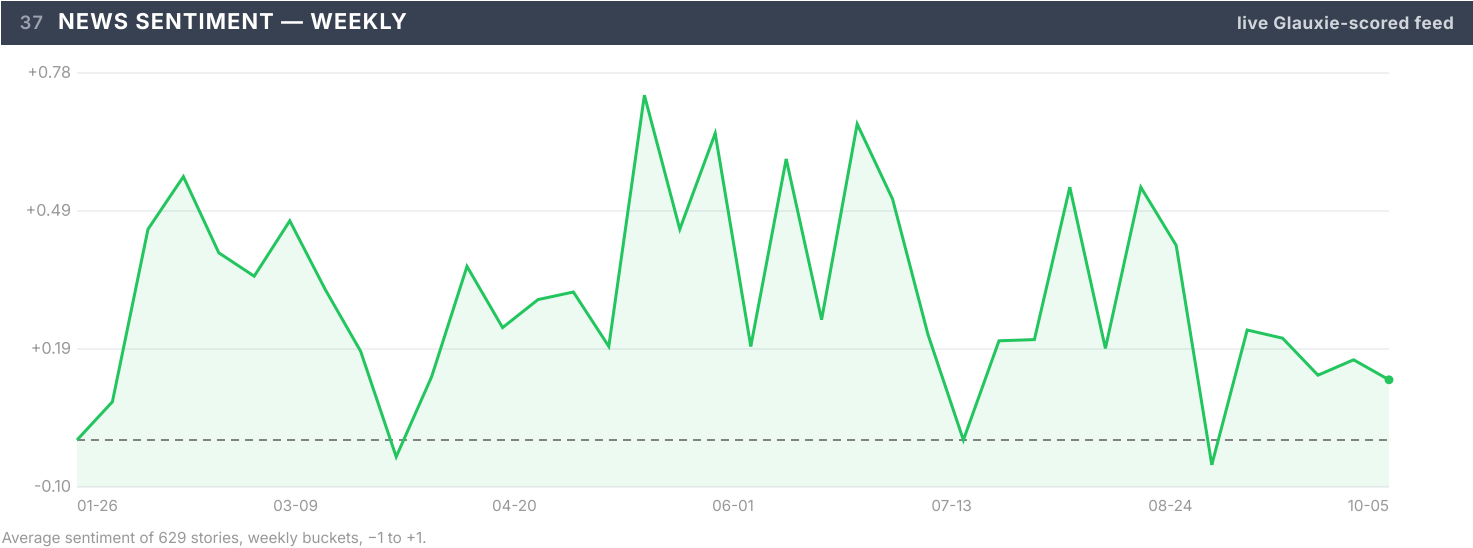
7.2 / 4.7

46/100

Normal

trend strength

breadth average



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38 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE

EDGE · live weather engine · Cloudy

OVERALL -10.7 +5.2 vs industry	TREND -46.7 -31.1 vs industry	MOMENTUM +38.7 +48.8 vs industry	VOLUME +28.9 +28.9 vs industry
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READING	MCD	RESTAURANTS N=412	CONSUMER CYCLICAL N=5,686	ALL US SYMBOLS N=70,435
Overall	-10.7	-15.9	-20.5	-20.5
Trend	-46.7	-15.6	-25.1	-21.3
Momentum	+38.7	-10.1	-15.0	-15.8
Volume	+28.9	+0.0	-10.0	-3.8

Trend, momentum and volume are computed per company. Volatility and breadth are market-regime values shared by every symbol in the universe, so they are reported once under Market Regime rather than compared here - a company cannot differ from its sector on a constant.

39 EXECUTIVE COMPENSATION

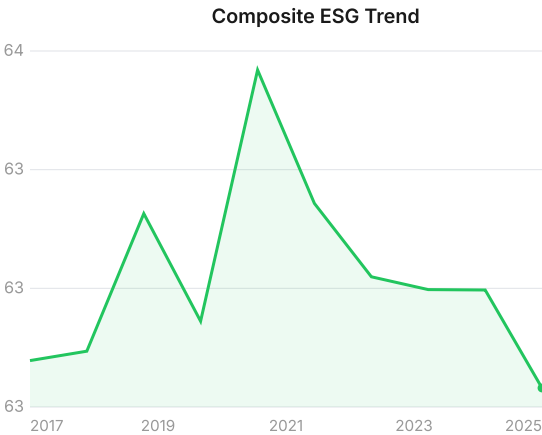
live proxy data · FY2025

EXECUTIVE	TOTAL COMP	STRUCTURE
Christopher Kempczinski Chairman, President	\$20.6M	50% equity+incentive
Ian Borden Executive Vice President and Glob	\$8.6M	43% equity+incentive
Gillian McDonald Executive Vice President, G	\$6.1M	46% equity+incentive
Joseph Erlinger President, McDonald's USA	\$5.7M	47% equity+incentive
Manuel JM Steijaert President, International	\$5.0M	45% equity+incentive

40 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	58
Social	61
Governance	69
Composite ESG	63



41 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-09-23	Regulation FD; Exhibits	7.01,9.01
2026-08-04	Earnings Release; Exhibits	2.02,9.01
2026-08-04	Officer/Director Change; Regulation FD; Exhibits	5.02,7.01,9.01
2026-05-22	Shareholder Vote	5.07
2026-05-07	Earnings Release; Exhibits	2.02,9.01
2026-04-02	Officer/Director Change	5.02
2026-02-11	Results of Operations and Financial Condition; Financial Statements an	2.02,9.01
2026-02-10	Departure/Election of Directors; Appointment of Officers; Financial St	5.02,9.01

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42 METHODOLOGY

Methodology. Every figure originates in InsiderStreet's production data layer and is computed deterministically by the same engines that power insiderstreet.ai. This factsheet contains no model-written text. Sections without underlying data are omitted rather than estimated.

43 DISCLOSURES

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44 DATA PROVENANCE FOR THIS REPORT sources · coverage · method

DATA DOMAIN	SOURCE	COVERAGE FOR THIS REPORT
Price & volume	market_db.historical_prices	52 rows
Fundamentals	income_statements_annual	6 rows · 2020 to 2025
Reported vs consensus	fact/earnings_calendar	24 rows · 2020-11-09 to 2026-08-04
Analyst estimates	dim/forward_estimates	3 rows · 2026-12-31 to 2028-12-31
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	124 rows · 1987 to 2026
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-08-04 to 2026-09-30
Proposed sales (Form 144)	edgar/form144	1 record
Beneficial ownership (13D/G)	edgar/13dg	4 rows · 2026-05-12 to 2026-08-07
Short-sale volume (FINRA)	edgar/short_volume_daily	60 rows · 2026-07-23 to 2026-10-15
Dark pool (ATS, tier 1)	edgar/darkpool_weekly	12 rows · 2026-06-15 to 2026-08-31
ETF & fund holding	etf_holdings_changelog (30d)	1 record
Peer set	stock_peers_dynamic	8 rows
Industry medians	industry_medians	1 record
Congressional trades	congress_db (House + Senate)	1 record
ESG	fact/esg_disclosures	1 record

Method. Every figure in this factsheet is looked up from a named field computed in code. It contains no model-written text.

Not covered. Short interest as a percent of float and days-to-cover are not in this data set — the short-sale figures above are FINRA volume, a flow, and cannot support squeeze or covering analysis. Options positioning and intraday data are also absent. 13F ownership is filed 45 days after quarter end and congressional trades are disclosed on a lag, so both describe a past position, not a current one.