

MCDONALDS CORP  
Form 3  
March 07, 2017

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Krulewitch Jerome N		(Month/Day/Year)	MCDONALDS CORP [MCD]	
(Last)	(First)	(Middle)	03/04/2017	
MCDONALD'S CORPORATION,Â 2915 JORIE BOULEVARD			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)	(Check all applicable)			
			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
			<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below) (specify below)	
			EVP, Gen Counsel and Secretary	
OAK BROOK,Â ILÂ 60523		6. Individual or Joint/Group Filing(Check Applicable Line)		
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Form filed by One Reporting Person	
				<input type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	2,682.43	I	Profit Sharing Plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Options (Right to Buy)	Â <u>(1)</u>	02/09/2021	Common Stock	11,755	\$ 75.93	D	Â
Options (Right to Buy)	Â <u>(1)</u>	02/08/2022	Common Stock	18,384	\$ 100.05	D	Â
Options (Right to Buy)	Â <u>(1)</u>	02/13/2023	Common Stock	9,309	\$ 94	D	Â
Options (Right to Buy)	Â <u>(1)</u>	02/12/2024	Common Stock	10,012	\$ 94.89	D	Â
Options (Right to Buy)	Â <u>(1)</u>	03/16/2025	Common Stock	10,594	\$ 97.15	D	Â
Options (Right to Buy)	Â <u>(1)</u>	02/11/2026	Common Stock	14,278	\$ 116.73	D	Â
Restricted Stock Units	03/16/2018	03/16/2018	Common Stock	3,347	\$ <u>(2)</u>	D	Â
Restricted Stock Units	02/11/2019 <sup>(3)</sup>	02/11/2019	Common Stock	2,142 <sup>(3)</sup>	\$ <u>(2)</u>	D	Â
Phantom Stock	Â <u>(4)</u>	Â <u>(4)</u>	Common Stock	8,069.97	\$ <u>(5)</u>	I	Non-Qualified Benefit Plan

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Krulewitch Jerome N MCDONALD'S CORPORATION 2915 JORIE BOULEVARD OAK BROOK, IL 60523	Â	Â	Â EVP, Gen Counsel and Secretary	Â

## Signatures

/s/ Jeffrey J. Pochowicz,  
Attorney-in-fact

03/07/2017

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 5(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Options become exercisable in 25% increments on the first, second, third and fourth anniversary dates of the grant.

(2) Each restricted stock unit ("RSU") represents a right to acquire one share of McDonald's Corporation common stock. Upon vesting, payout under the RSUs will be in the form of shares or, at the discretion of the Compensation Committee of the Board of Directors, the cash value thereof. No dividend, voting or other shareholder rights attach to the RSUs until they vest and only if the payout upon vesting is in shares of common stock.

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Subject to performance-based vesting conditions linked to net income growth and return on incremental invested capital ("ROIIC") for the period of January 1, 2016 through December 31, 2018 (the "Performance Period"). If McDonald's Corporation satisfies both the net

- (3) income and ROIIC thresholds, then the number of RSUs that vest may be increased or decreased based upon the McDonald's Corporation total shareholder return relative to the S&P 500 Index over the Performance Period. The number of RSUs earned will range from 50% to 150% of the target number of RSUs granted.
- (4) Shares of phantom stock are payable in cash following the reporting person's separation from service with McDonald's Corporation.
- (5) Each share of phantom stock represents a right to receive the cash value of one share of McDonald's Corporation common stock.

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### Remarks:

ExhibitÂ 24:Â PowerÂ ofÂ Attorney

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.