

MCDONALDS CORP  
Form 4  
January 28, 2016

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN 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 \*  
HOFFMANN DAVID L

(Last) (First) (Middle)

MCDONALD'S APMEA, 1 KIM  
SENG PROMENADE

(Street)

SINGAPORE, U0 237995

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
MCDONALDS CORP [MCD]

3. Date of Earliest Transaction  
(Month/Day/Year)  
01/26/2016

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
President, High Growth Markets

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount or Price                                                                               |                                                          |                                   |
| Common Stock                    | 01/26/2016                           |                                                    | M                              |                                                                   | 5,562 A \$ 56.64                                                                              | 5,562                                                    | D                                 |
| Common Stock                    | 01/26/2016                           |                                                    | M                              |                                                                   | 7,357 A \$ 57.08                                                                              | 12,919                                                   | D                                 |
| Common Stock                    | 01/26/2016                           |                                                    | M                              |                                                                   | 9,128 A \$ 63.25                                                                              | 22,047                                                   | D                                 |
| Common Stock                    | 01/26/2016                           |                                                    | M                              |                                                                   | 8,298 A \$ 75.93                                                                              | 30,345                                                   | D                                 |
| Common Stock                    | 01/26/2016                           |                                                    | S                              |                                                                   | 30,345 D \$ 119.71                                                                            | 0                                                        | D                                 |

|              |          |   |                     |
|--------------|----------|---|---------------------|
| Common Stock | 6,928.38 | I | Profit Sharing Plan |
|--------------|----------|---|---------------------|

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

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(9-02)

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

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|-------------------------------|
| Options (Right to Buy)                     | \$ 56.64                                               | 01/26/2016                           |                                                    | M                              | 5,562                                                                                   | <u>(1)</u> 02/13/2018                                    | Common Stock                                                  | 5,562                         |
| Options (Right to Buy)                     | \$ 57.08                                               | 01/26/2016                           |                                                    | M                              | 7,357                                                                                   | <u>(1)</u> 02/11/2019                                    | Common Stock                                                  | 7,357                         |
| Options (Right to Buy)                     | \$ 63.25                                               | 01/26/2016                           |                                                    | M                              | 9,128                                                                                   | <u>(1)</u> 02/10/2020                                    | Common Stock                                                  | 9,128                         |
| Options (Right to Buy)                     | \$ 75.93                                               | 01/26/2016                           |                                                    | M                              | 8,298                                                                                   | <u>(1)</u> 02/09/2021                                    | Common Stock                                                  | 8,298                         |
| Phantom Stock                              | <u>(2)</u>                                             |                                      |                                                    |                                |                                                                                         | <u>(3)</u> <u>(3)</u>                                    | Common Stock                                                  | 2,341.4                       |

## Reporting Owners

| Reporting Owner Name / Address                               | Relationships |           |                                      |       |
|--------------------------------------------------------------|---------------|-----------|--------------------------------------|-------|
|                                                              | Director      | 10% Owner | Officer                              | Other |
| HOFFMANN DAVID L<br>MCDONALD'S APMEA<br>1 KIM SENG PROMENADE |               |           | President,<br>High Growth<br>Markets |       |

SINGAPORE, U0 237995

## Signatures

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

01/28/2016

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(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 share of phantom stock represents a right to receive the cash value of one share of McDonald's Corporation common stock.
  - (3) Shares of phantom stock are payable in cash following the reporting person's separation from service with McDonald's.

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

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