



# McDonald's Corporation (MCD)

Updated November 3<sup>rd</sup>, 2024, by Prakash Kolli

## Key Metrics

<b>Current Price:</b>	\$295	<b>5 Year CAGR Estimate:</b>	5.7%	<b>Market Cap:</b>	\$211.71B
<b>Fair Value Price:</b>	\$259	<b>5 Year Growth Estimate:</b>	6.0%	<b>Ex-Dividend Date:</b>	12/02/24
<b>% Fair Value:</b>	114%	<b>5 Year Valuation Multiple Estimate:</b>	-2.6%	<b>Dividend Payment Date:</b>	12/16/24
<b>Dividend Yield:</b>	2.4%	<b>5 Year Price Target</b>	\$347	<b>Years Of Dividend Growth:</b>	49
<b>Dividend Risk Score:</b>	A	<b>Retirement Suitability Score:</b>	B	<b>Rating:</b>	Hold

## Overview & Current Events

McDonald's, founded in 1940 and headquartered in Chicago, IL, is the world's leading restaurant chain with 41,822 locations in about 119 countries at end of 2023. The highest store counts are in the US (13,457), China (6,196), Japan (2,982), France (1,560), and Canada (1,466). Approximately 95% of the stores are franchised or licensed and the rest are company owned. However, the company owns about 55% of the real estate and 80% of the buildings in its network. The firm sells burgers, chicken sandwiches, fries, breakfast sandwiches, burritos, nuggets, shakes, sodas, coffee, etc. Total system sales were approximately \$129.5B in 2023 and total revenue was around \$25.5B in 2023.

On October 29<sup>th</sup>, McDonald's reported Q3 2024 results. Total revenue came in at \$6,873M, increasing 3% compared to \$6,692M in Q3 2023 on flat systemwide sales adjusting for currency headwinds. Diluted earnings dropped 1% to \$3.13 per share compared to \$3.17 per share in comparable periods on pre-tax charges. On a geographic basis, comparable sales increased 0.3% in the US, -2.1% in the International Operated Markets, and -3.5% in the International Developmental Licensed Markets. The company is under scrutiny because of an *E. Coli* outbreak linked to onions.

The company's Accelerating the Arches strategy is driving growth and higher margins. It focuses on the digital app and dual-lane drive-thru, development, and delivery to provide convenience. However, a stressed consumer has led the chain to offer its \$5 Meal Deal to increase its value proposition. The company is also expanding its new CosMc small store format.

## Growth on a Per-Share Basis

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2029
<b>EPS</b>	\$4.82	\$4.97	\$5.71	\$6.66	\$7.90	\$7.84	\$6.05	\$9.28	\$10.10	\$11.56	<b>\$11.79</b>	<b>\$15.78</b>
<b>DPS</b>	\$3.28	\$3.44	\$3.61	\$3.83	\$4.19	\$4.73	\$5.04	\$5.25	\$5.66	\$6.23	<b>\$7.08</b>	<b>\$9.47</b>
<b>Shares<sup>1</sup></b>	963	907	819	794	767	746	745	744	736	728	<b>724</b>	<b>706</b>

McDonald's has a long and successful history when it comes to earnings per share growth. In the 2014 through 2023 period, earnings per share compounded at an average rate of 10.2% per annum. During that time the company did encounter challenges, though, as profits dropped in 2014 and again during the pandemic. McDonald's found ways to reignite growth by offering all day breakfast at its restaurants and expanding the menu through healthier offerings. Another big strategic shift was McDonald's decision to rebrand many of its restaurants. The company generates lower revenue now, but its costs are lower, increasing margins. McDonald's is now asset-light and low-cost, collecting franchise and real estate fees from thousands of restaurants.

This strategy has been successful, with earnings per share growing at a strong pace. McDonald's continues to perform better than many of its peers when it comes to generating rising systemwide sales from existing restaurants. Earnings per share growth should be driven by higher sales, declining operating costs, new restaurants, and share repurchases. The firm plans to grow its unit count by 4% to 5% annually and increase capital expenditures. We are forecasting 6% annual average growth to 2029. McDonald's reasonable payout ratio indicates the dividend is safe. We estimate the dividend will increase on average by about 6% annually over the next five years.

<sup>1</sup> Share count in millions.

Disclosure: This analyst is long MCD.



# McDonald's Corporation (MCD)

Updated November 3<sup>rd</sup>, 2024, by Prakash Kolli

## Valuation Analysis

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Now	2029
Avg. P/E	20.0	20.2	21.1	22.3	21.1	25.2	33.2	25.3	25.1	25.6	<b>25.0</b>	<b>22.0</b>
Avg. Yld.	3.4%	3.4%	3.0%	2.6%	2.5%	2.4%	2.5%	2.2%	2.2%	2.3%	<b>2.4%</b>	<b>2.9%</b>

McDonald's stock price up slightly since our last report after recovering from the drop caused by the *E. Coli* challenge. Our earnings estimate matches consensus. We raised our fair value multiple to 22X earnings considering the solid business model and good performance. Our fair value estimate is \$259. Our 5-year price target is \$347.

## Safety, Quality, Competitive Advantage, & Recession Resiliency

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2059
Payout	68%	69%	63%	58%	53%	60%	83%	57%	56%	54%	<b>60%</b>	<b>60%</b>

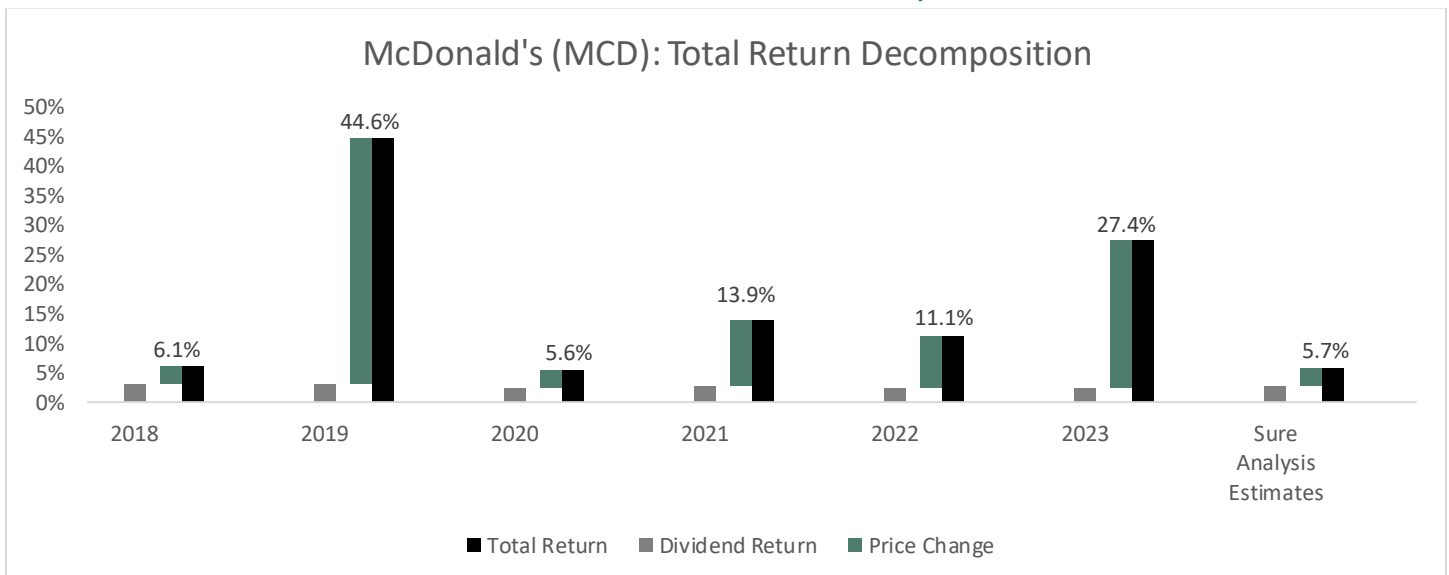
McDonald's competitive advantage lies in its global scale, cost advantages, immense network of restaurants, well-known brand, and real estate assets. The company has one of the most well-known brands in the world and has successfully replicated its business model globally. Next, McDonald's often owns prime real estate making it difficult for competitors to gain traction. That said, barriers to entry are non-existent and competition in the market space is intense. However, the company's superior track record against numerous competitors has illustrated why it is No. 1. During the Great Recession, McDonald's posted excellent results, with earnings per share of \$2.91, \$3.67, \$3.98, and \$4.60 over the 2007 through 2010 stretch, while the dividend kept on increasing to boot. Results bounced back after the pandemic too.

At end of Q2 2024, long-term debt was \$38,524M offset by \$3,196 in cash and equivalents. The company is slowly reducing leverage after peaking in 2020. The leverage ratio is ~3.71X and interest coverage is about 7.95X.

## Final Thoughts & Recommendation

Total return potential comes in at 5.7% per annum, as 6% growth, and a 2.4% dividend yield is offset by a (-2.6%) valuation headwind. McDonald's comparable sales are now impacted by global conflicts, price increases, and a stressed consumer. It is also facing challenges with an *E. Coli* outbreak related to onions. The firm is focused on returning cash to shareholders, but the valuation remains elevated. We have maintained our hold rating at the current share price.

## Total Return Breakdown by Year



Disclosure: This analyst is long MCD.



# McDonald's Corporation (MCD)

Updated November 3<sup>rd</sup>, 2024, by Prakash Kolli

## Income Statement Metrics

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Revenue	27441	25413	24622	22820	21025	21077	19210	23220	23183	25494
Gross Profit	10456	9789	10205	10621	10786	11115	9752	12580	13207	14563
Gross Margin	38.1%	38.5%	41.4%	46.5%	51.3%	52.7%	50.8%	54.2%	57.0%	57.1%
SG&A Exp.	2488	2434	2385	2231	2200	2229	2245	2378	2492	2435
D&A Exp.	1645	1556	1517	1363	1482	1618	1751	1868	1871	1978
Operating Profit	7968	7355	7820	8390	8586	8886	7206	9873	9371	11647
Op. Margin	29.0%	28.9%	31.8%	36.8%	40.8%	42.2%	37.5%	42.5%	40.4%	45.7%
Net Profit	4758	4529	4687	5192	5924	6025	4730	7545	6177	8469
Net Margin	17.3%	17.8%	19.0%	22.8%	28.2%	28.6%	24.6%	32.5%	26.6%	33.2%
Free Cash Flow	4147	4725	4239	3698	4225	5728	4624	7102	5488	7255
Income Tax	2614	2026	2180	3381	1892	1993	1410	1583	1648	2053

## Balance Sheet Metrics

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total Assets	34227	37939	31024	33804	32811	47511	52630	53850	50436	56147
Cash & Equivalents	2078	7686	1223	2464	866	899	3449	4709	2584	4579
Inventories	110	100	59	59	51	50	51	56	52	53
Goodwill & Int.	2735	2516	2337	2380	2332	2677	2773	2782	2900	3040
Total Liabilities	21374	30851	33228	37072	39070	55721	60450	58460	56439	60854
Accounts Payable	860	875	756	925	1208	988	741	1007	980	1103
Long-Term Debt	14936	24122	25956	29536	31075	34177	37440	35620	35904	37153
Total Equity	12853	7088	-2204	-3268	-6258	-8210	-7825	-4601	-6003	-4707
LTD/E Ratio	1.16	3.40	-11.78	-9.04	-4.97	-4.16	-4.79	-7.74	-5.98	-7.89

## Profitability & Per Share Metrics

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Return on Assets	13.4%	12.6%	13.6%	16.0%	17.8%	15.0%	9.5%	14.2%	11.8%	15.9%
Return on Equity	33.0%	45.4%	---	---	---	---	---	---	---	---
ROIC	16.4%	15.4%	17.1%	20.8%	23.2%	23.7%	17.0%	24.9%	20.3%	27.2%
Shares Out.	963	907	819	794	767	746	750	752	741	732
Revenue/Share	27.82	26.90	28.59	27.98	26.76	27.55	25.61	30.89	31.27	34.81
FCF/Share	4.20	5.00	4.92	4.53	5.38	7.49	6.17	9.45	7.40	9.91

Note: All figures in millions of U.S. Dollars unless per share or indicated otherwise.

### Disclaimer

Nothing presented herein is, or is intended to constitute, specific investment advice. Nothing in this research report should be construed as a recommendation to follow any investment strategy or allocation. Any forward-looking statements or forecasts are based on assumptions and actual results are expected to vary from any such statements or forecasts. No reliance should be placed on any such statements or forecasts when making any investment decision. While Sure Dividend has used reasonable efforts to obtain information from reliable sources, we make no representations or warranties as to the accuracy, reliability or completeness of third-party information presented herein. No guarantee of investment performance is being provided and no inference to the contrary should be made. There is a risk of loss from an investment in marketable securities. Past performance is not a guarantee of future performance.