



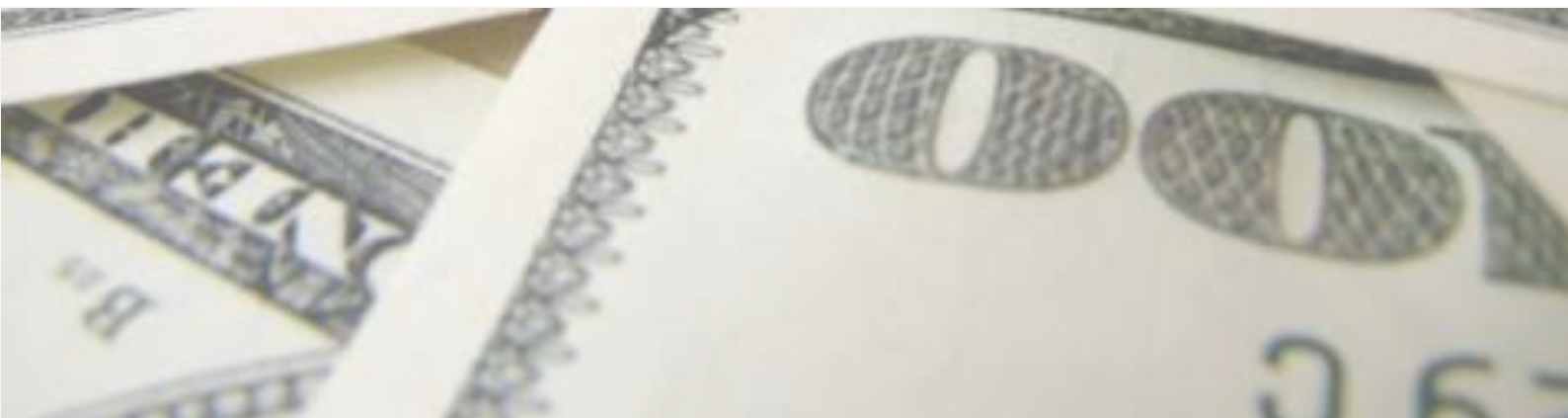
# The Dividend Idea

(A Snapshot of attractive Dividend Stocks)

- [By Dividend Yield - Stock, Capital, Investment](#) -

## 43/2012

(2012-10-27)





# The Dividend Idea

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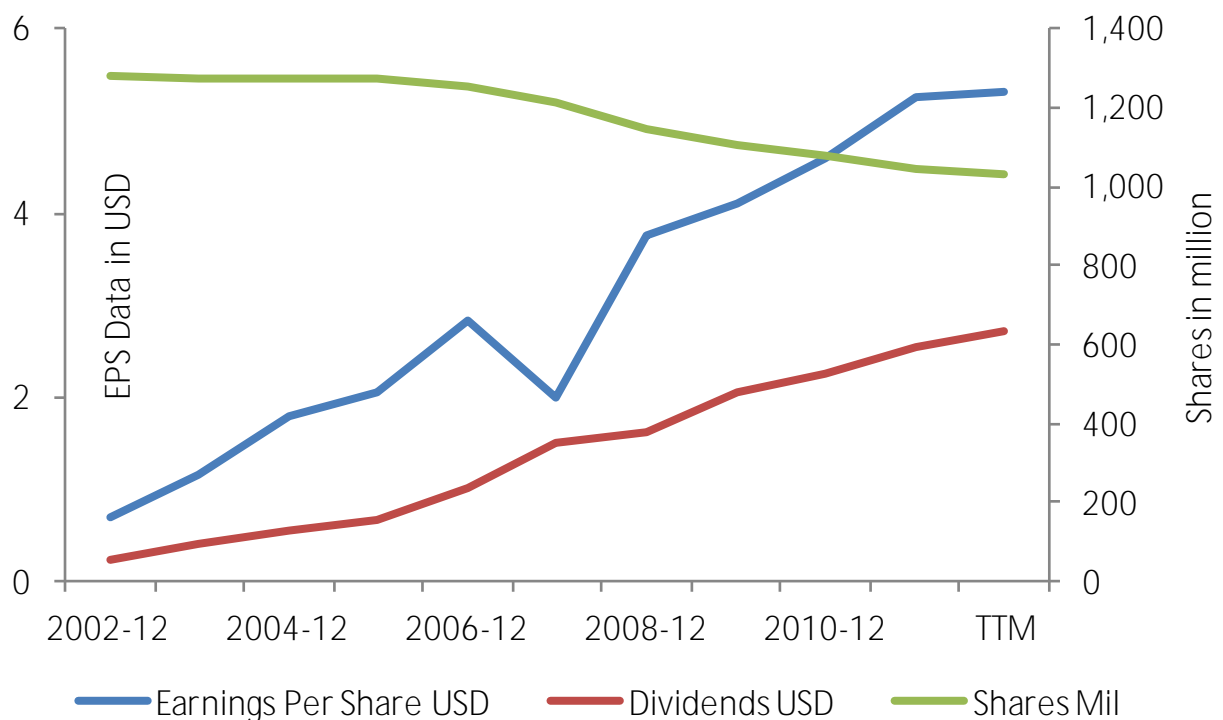
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## Company Summary:

**McDonald's Corporation franchises and operates McDonald's restaurants in the global restaurant industry.** These restaurants serve a menu at various price points providing value in 119 countries globally. As of December 31, 2011, of the 33,510 restaurants in 119 countries 27,075 were franchised or licensed (including 19,527 franchised to conventional franchisees, 3,929 licensed to developmental licensees and 3,619 licensed to foreign affiliates (affiliates)- **primarily Japan**) and **6,435 were operated by the Company.** McDonald's menu includes hamburgers and cheeseburgers, Big Mac, Quarter Pounder with Cheese, Filet-O-Fish, several chicken sandwiches, Chicken McNuggets, Snack Wraps, French fries, salads, oatmeal, shakes, McFlurry desserts, sundaes, soft serve cones, pies, soft drinks, coffee, McCafe beverages and other beverages.





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## Price Facts

NYSE:MCD

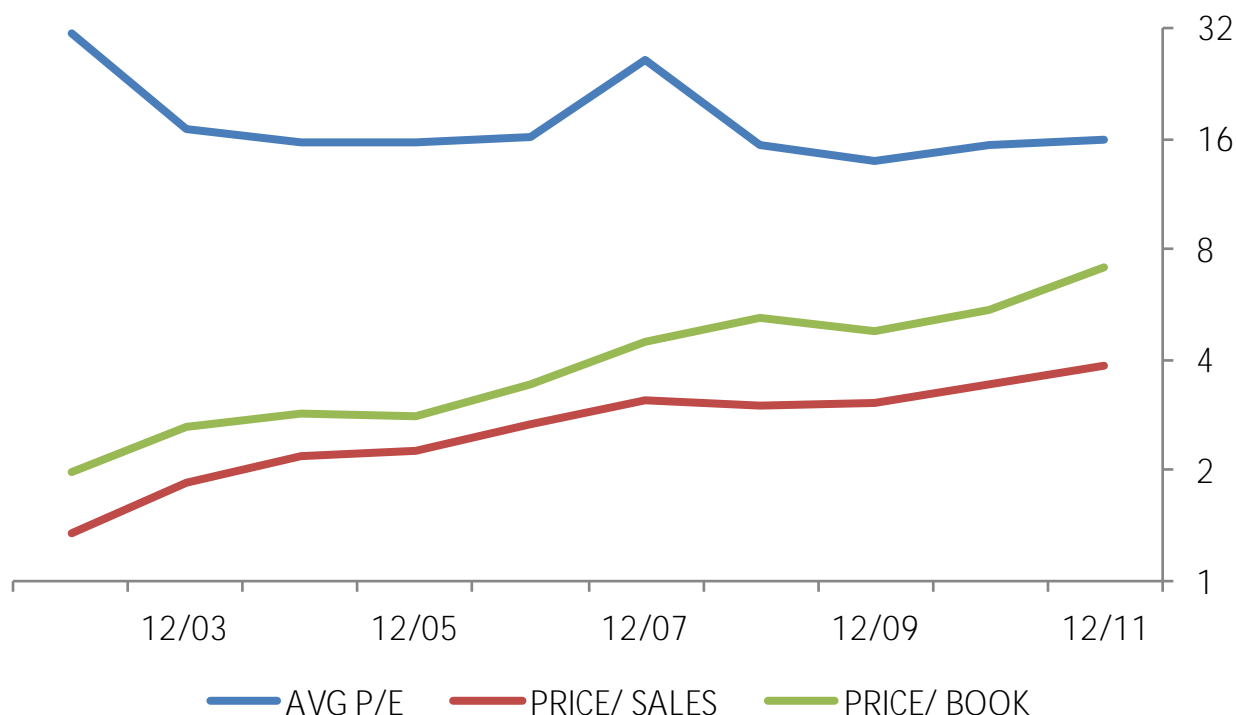
Stock Price	Estimated Value*	Potential	Rating Points**
87.33	94.00	7.64%	9/10

Size	Category	Sector	Industry
Large Cap	Growth	Services	Restaurants
	Value	Foods	
	Dividend Champion		

P/E	16.3	# Yrs Dividend Growth	36
Fwd P/E	14.57	Dividend Growth Rate 1Y	11.90%
P/S	3.19	Dividend Growth Rate 3Y	15.90%
P/B	6.23	Dividend Growth Rate 5Y	20.40%
Dividend Yield	3.55%	Dividend Growth Rate 10Y	27.40%
PEG	1.75	EPS Last 10 Years	28.21
PEG Payback	8.5	Dividends Paid Past 10Y	12.83
EV/EBITDA	10.08	Payout	53.0%
Market Capitalization	87.44	Cash MRQ	2.50B
EBITDA TTM	9.77B	Debt MRQ	13.57B

\* Estimated By Morningstar

\*\* Rated By StockScouter



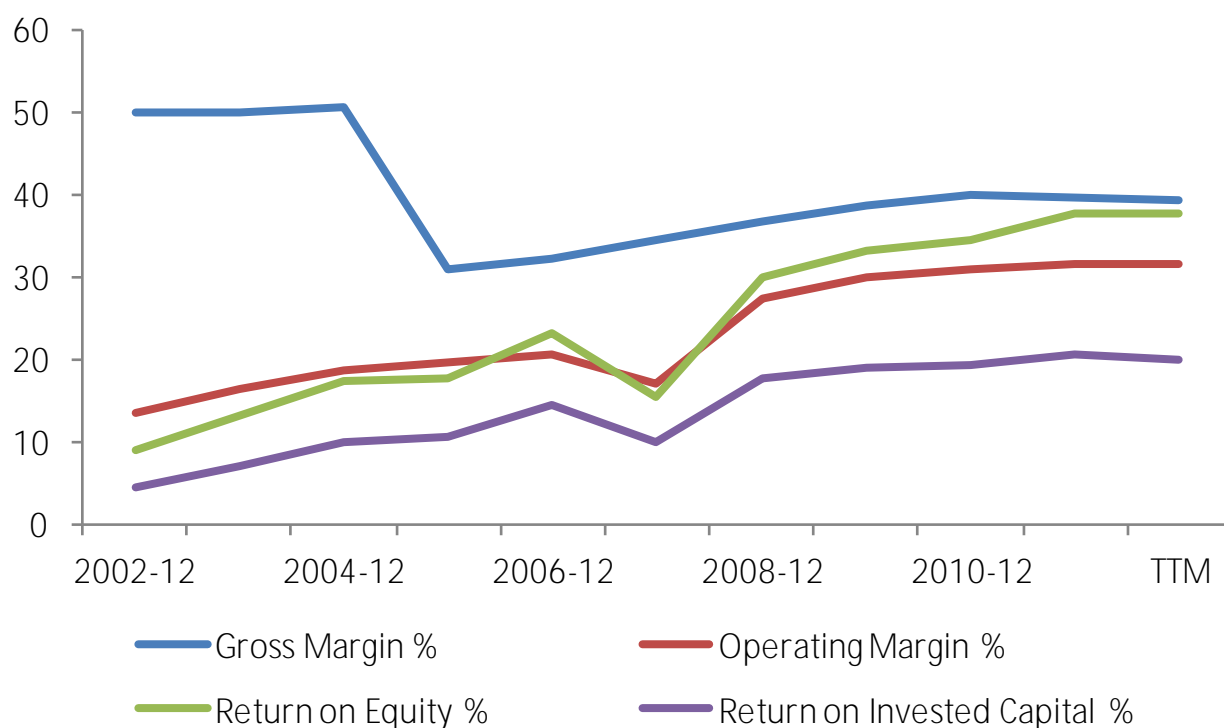


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## Margin

Year	AVG P/E	PRICE/ SALES	PRICE/ BOOK	BOOK VALUE	DEBT/ EQUITY	Operating Margin in %	Net Profit in %	ROE in %	ROA in %
12/11	16	3.88	7.12	14.09	0.87	31.60	20.40	37.92	16.70
12/10	15.5	3.44	5.53	13.89	0.79	31.00	20.50	34.51	15.50
12/09	14	3.04	4.79	13.03	0.75	30.10	20.00	33.20	15.10
12/08	15.4	3.03	5.18	12	0.76	27.40	18.30	30.10	15.20
12/07	26.5	3.13	4.49	13.11	0.61	17.00	10.20	15.58	7.90
12/06	16.1	2.66	3.45	12.84	0.54	20.60	13.70	23.16	9.90
12/05	15.8	2.25	2.81	11.99	0.67	19.70	13.50	17.73	8.60
12/04	15.6	2.2	2.87	11.18	0.65	18.60	12.20	17.40	8.20
12/03	17.1	1.85	2.62	9.5	0.81	16.50	8.80	13.22	5.80
12/02	31.2	1.34	1.98	8.11	0.97	13.70	6.40	9.04	4.10
Average	18.32	2.68	4.08	11.97	0.74	22.62	14.40	23.19	10.70



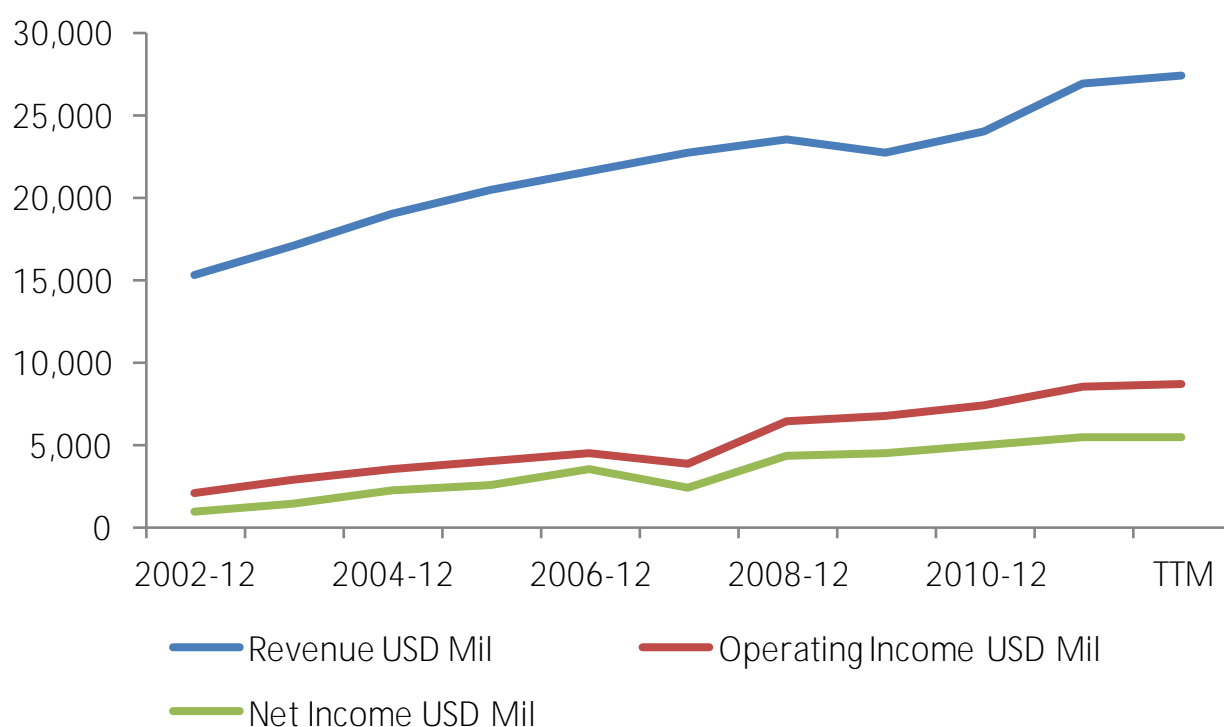


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## Income Statement

	2011	2010	2009	2008	2007
Period End Date	12/31/2011	12/31/2010	12/31/2009	12/31/2008	12/31/2007
Period Length	12 Months	12 Months	12 Months	12 Months	12 Months
Revenue	27,006	24,075	22,745	23,522	22,787
Operating Income	8,530	7,473	6,841	6,443	3,879
Income Before Tax	8,012	7,000	6,487	6,158	3,572
Income After Tax	5,503	4,946	4,551	4,313	2,335
Basic Weighted Average Shares	1,032	1,066	1,092	1,127	1,188
Basic EPS Excluding Extraordinary Items	5.33	4.64	4.17	3.83	1.96
Basic EPS Including Extraordinary Items	5.33	4.64	4.17	3.83	2.02
Diluted Weighted Average Shares	1,045	1,080	1,107	1,146	1,212
Diluted EPS Excluding Extraordinary Items	5.27	4.58	4.11	3.76	1.93
Diluted EPS Including Extraordinary Items	5.27	4.58	4.11	3.76	1.98
Dividends per Share - Common Stock Primary Issue	2.53	2.26	2.05	1.63	1.50
Gross Dividends - Common Stock	2,610	2,408	2,236	1,823	1,766
Interest Expense, Supplemental	493	451	473	523	410
Depreciation, Supplemental	1,330	1,200	1,161	1,162	1,145



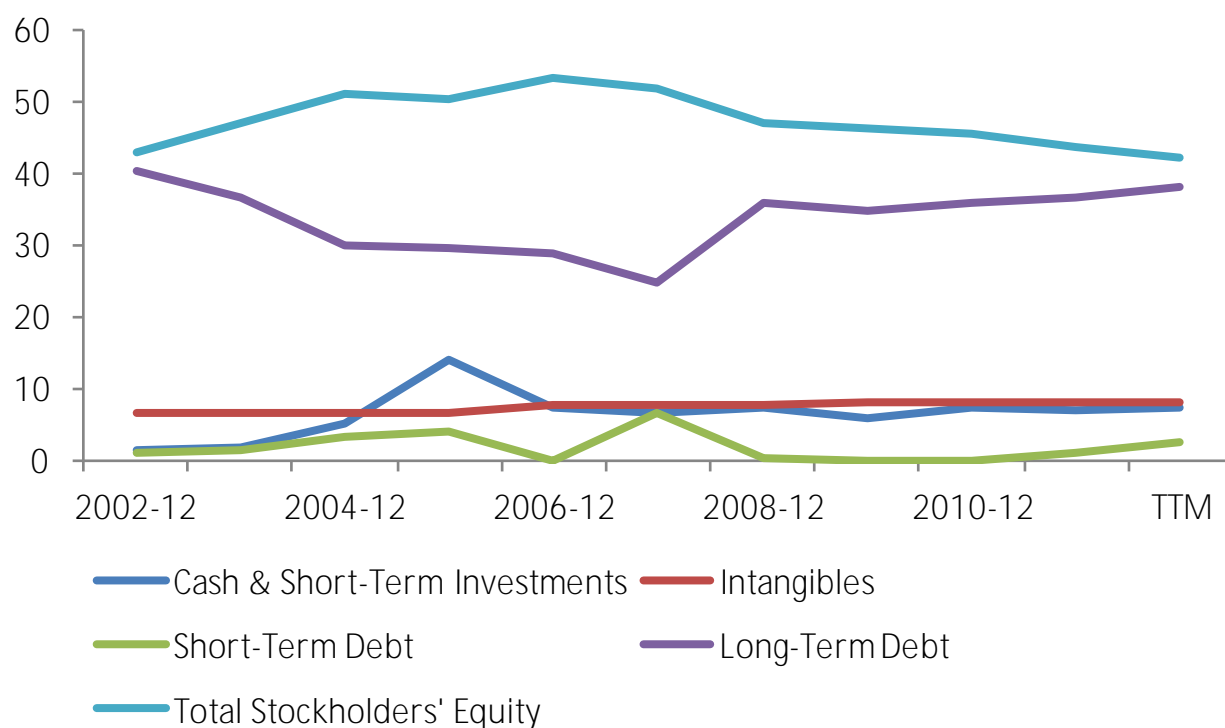


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## Balance Sheet

	2011	2010	2009	2008	2007
Period End Date	12/31/2011	12/31/2010	12/31/2009	12/31/2008	12/31/2007
Stmnt Source	10-K	10-K	10-K	10-K	10-K
Cash and Short Term Investments	2,336	2,387	1,796	2,063	1,981
Total Receivables, Net	1,335	1,179	1,060	931	1,054
Accounts Receivable -Trade, Net	1,335	1,179	1,060	931	1,054
Goodwill, Net	2,653	2,586	2,425	2,237	2,301
Long Term Investments	1,427	1,335	1,213	1,222	1,156
Other Long Term Assets, Total	1,672	1,625	1,639	1,230	1,367
Total Assets	32,990	31,975	30,225	28,462	29,392
Total Long Term Debt	12,134	11,497	10,560	10,186	7,310
Additional Paid-In Capital	5,487	5,196	4,854	4,600	4,227
Retained Earnings (Accumulated Deficit)	36,708	33,812	31,271	28,954	26,462
Treasury Stock - Common	-28,271	-25,143	-22,855	-20,289	-16,762
Total Equity	14,390	14,634	14,034	13,383	15,280
<b>Total Liabilities &amp; Shareholders' Equity</b>	<b>32,990</b>	<b>31,975</b>	<b>30,225</b>	<b>28,462</b>	<b>29,392</b>
Total Common Shares Outstanding	1,021	1,054	1,077	1,115	1,165



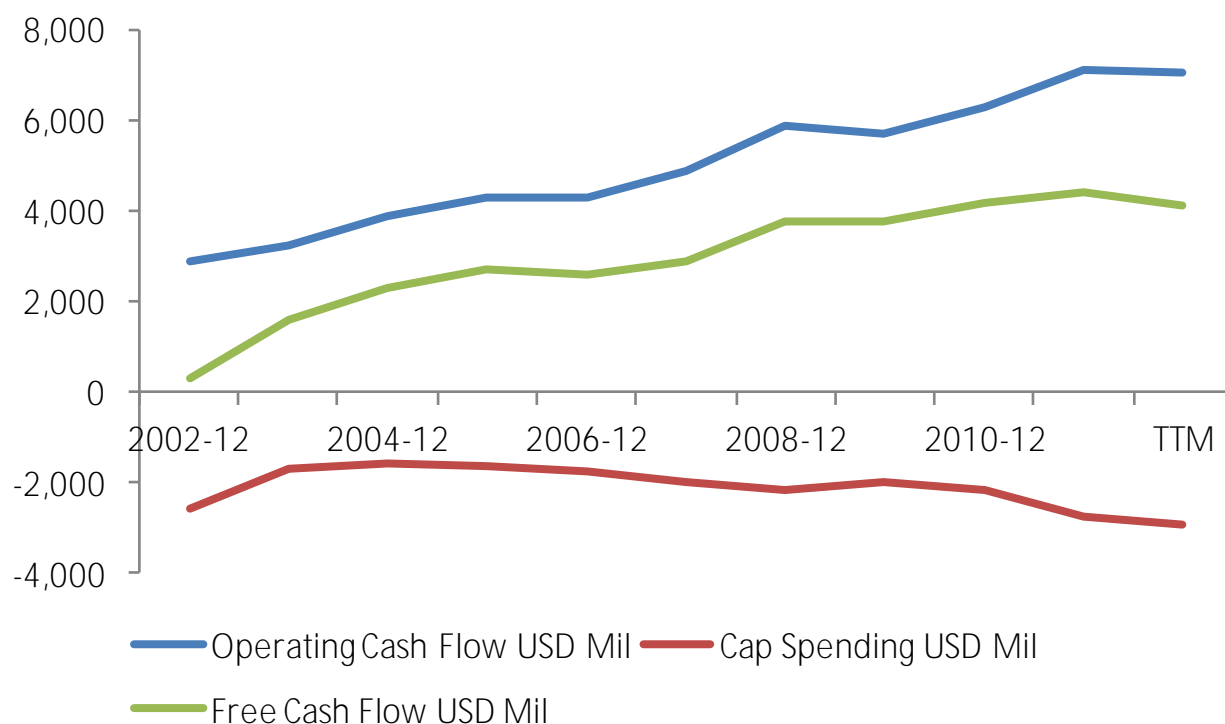


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## Cash Flow Statement

	2011	2010	2009	2008	2007
Period End Date	12/31/2011	12/31/2010	12/31/2009	12/31/2008	12/31/2007
Period Length	12 Months	12 Months	12 Months	12 Months	12 Months
Net Income/Starting Line	5,503	4,946	4,551	4,313	2,395
Depreciation/Depletion	1,415	1,276	1,216	1,208	1,214
Cash from Operating Activities	7,150	6,342	5,751	5,917	4,876
Capital Expenditures	-2,730	-2,136	-1,952	-2,136	-1,947
Purchase of Fixed Assets	-2,730	-2,136	-1,952	-2,136	-1,947
Cash from Investing Activities	-2,571	-2,056	-1,655	-1,625	-1,150
Financing Cash Flow Items	102	127	61	34	2
Other Financing CashFlow	102	127	61	34	2
Total Cash Dividends Paid	-2,610	-2,408	-2,236	-1,823	-1,766
Issuance (Retirement) of Stock, Net	-3,029	-2,235	-2,465	-3,371	-2,805
Issuance (Retirement) of Debt, Net	1,004	787	219	1,046	573
Cash from Financing Activities	-4,533	-3,729	-4,421	-4,115	-3,996
Foreign Exchange Effects	-98	34	58	-96	123
Net Change in Cash	-51	591	-267	82	-147







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Peer	Ticker	Mcap	P/E	P/B	P/S	Yield
McDonald's Corp.	MCD	87.44B	16.30	6.23	3.19	3.55%
Starbucks Corporation	SBUX	34.86B	25.63	6.48	2.69	1.48%
Yum! Brands, Inc.	YUM	31.58B	20.56	14.38	2.32	1.92%
Tim Hortons Inc.	THI	7.69B	19.35	6.61	2.54	1.70%
Darden Restaurants, Inc.	DRI	6.76B	14.36	3.63	0.84	3.81%
Burger King Worldwide, Inc.	BKW	5.23B	41.53	4.79	2.28	-
Dunkin' Brands Group, Inc.	DNKN	3.26B	59.46	4.95	4.97	1.94%
Domino's Pizza, Inc.	DPZ	2.30B	22.62	-	1.40	-
The Cheesecake Factory	CAKE	1.75B	18.35	3.14	0.97	1.47%
The Wendy's Company	WEN	1.63B	138.67	0.82	0.66	1.92%
Jack in the Box Inc.	JACK	1.14B	17.11	2.62	0.53	-

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