



**Jim Skinner**  
**Vice Chairman and Chief Executive Officer**  
**McDonald's Corporation**

Jim Skinner was elected McDonald's vice chairman and chief executive officer by the board of directors, effective November 22, 2004. Prior to being named CEO, Skinner was vice chairman of McDonald's Corporation. In his previous role as vice chairman, Skinner had management oversight of Asia, the Middle East and Africa (AMEA) and Latin America, in addition to overseeing most corporate staff functions.

Since the beginning of 2004, he was accountable for McDonald's Japan Limited, McDonald's second-largest market with almost 4,000 restaurants.

Skinner held numerous leadership positions in his tenure with the corporation. Before becoming vice chairman, he served as president and chief operating officer of the McDonald's Restaurant Group, with operating accountability for the company's more than 30,000 McDonald's restaurants in 118 countries.

Prior to that, Skinner served as president and chief operating officer of McDonald's - Europe/Asia/Pacific and Middle East, with management responsibilities for the nearly 12,500 restaurants operating in those geographic sectors.

From 1997 to 2001, Skinner was president of McDonald's Europe. Before that, he was executive vice president and international relationship partner for Central Europe, Middle East, Africa and India from 1995 to 1997.

He joined McDonald's International management team in 1992 as senior vice president and relationship partner, overseeing McDonald's development in Central Europe, the Middle East, Africa and India.

Skinner began his career with McDonald's in 1971 as a restaurant manager trainee in Carpentersville, Ill. He advanced quickly and held numerous positions in the U.S. company, including director of field operations, market manager, regional vice president and U.S. senior vice president/zone manager.

In addition, he has twice served as an advisory director to McDonald's Corporation's board of directors and currently serves on the board of Ronald McDonald House Charities.