



Mission:

Gulf and Atlantic Coast States - Long-Term Insurance Price Stability

Solution:

Property - Layered Insurance Program with Lloyds of London

General Liability – Hannover Re

Umbrella – McDonald's RSUI 25 Million Umbrella Program

Goals and Opportunities:

Property:

A layered solution has been developed based on your needs meaning that multiple companies are taking a portion of the risk in the event of a large catastrophic loss. This concept diversifies us making it easier to negotiate pricing – competition built within a single program. It also allows us to simply replace an individual company with the goal of keeping the pricing as low as possible. This approach has been used in Florida for years to consistently lower insurance prices each year and this type of solution is now available to you. This means when a storm hits, you and the McDonald's system shouldn't be affected as much.

General Liability:

Through an increased partnership with Owner/Operators (best owners running the safest stores) and with resources like ORMA, www.McDonaldsSafetyU.com, and www.ProfitngFromSafety.com, we hope to reduce losses and thus manage premiums in future years.

Summary:

This strategic option is available to Owner/Operators in Gulf Coastal and Atlantic States. Owner/Operators now finally have the opportunity to unite together in order to stabilize long-term insurance prices.

Confidential – For the exclusive use of Coastal McDonald's Owner/Operators Only

