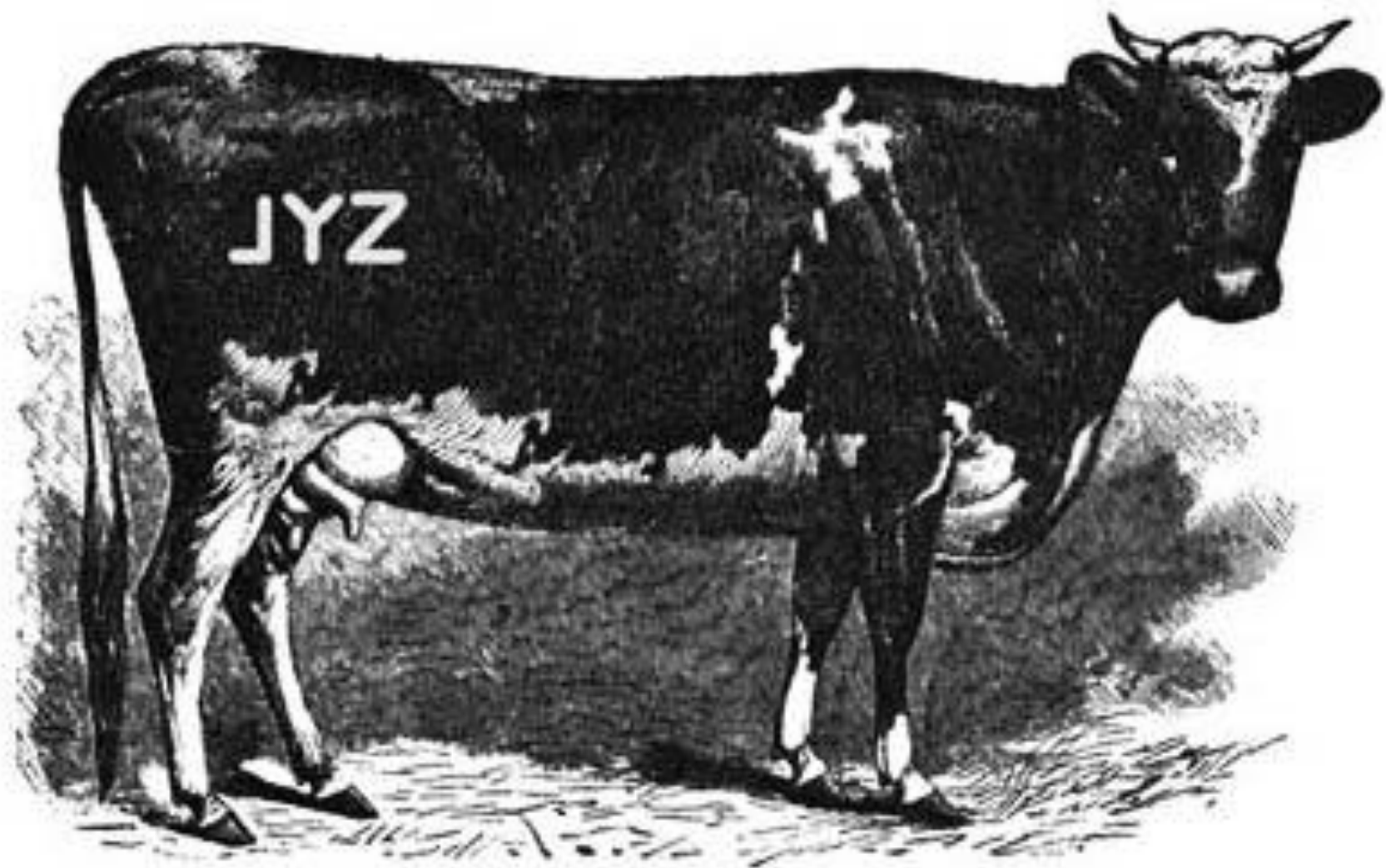


GoodBrand Social Equity Index™:

Cocinando un futuro responsable



CATTLE BRAND.

EVEN
MAKE IT BETTER
WITH THE KING.
FLAME GRILLED, NOT FAKE GRILLED.

\$1*

TENDERGRILL CHICKEN

Valid only on 10 Mar 2011



**NEVER
CHICKEN OUT.**

100% premium chicken thigh meat
flame-grilled to perfection, locking in the
flavours of the juiciest and tastiest patty

WITH THE KING.
YOU CAN.



*Valid only on 10 March 2011, from 11AM onwards.
Whilst stocks last. Simply present this ad/coupon or flash it on your
mobile/electronic devices prior to ordering. Limited to one person
per coupon and transaction only. This voucher is not convertible for
cash, either wholly or partially or for other Burger King products.
Offer subject to change without prior notice. Available islandwide
except for BK Escape Theme Park.

Great Choice. Great Price.

Dollar M Menu

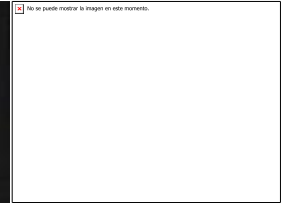






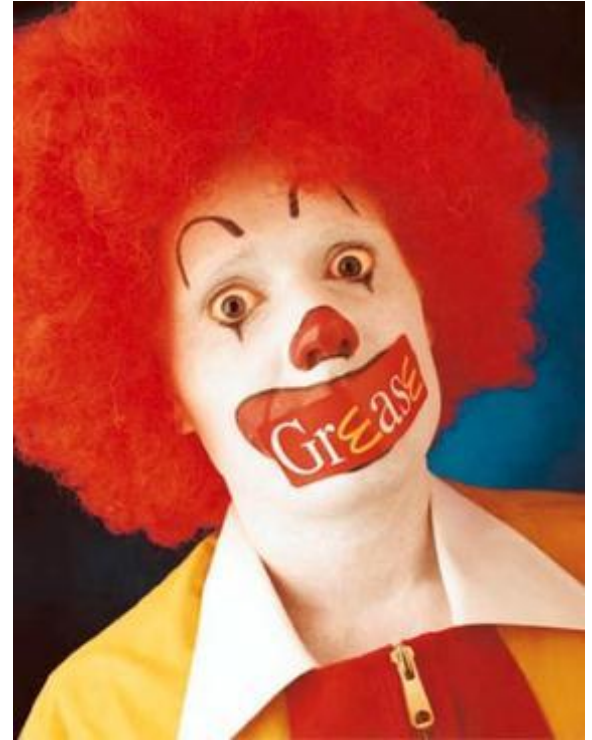




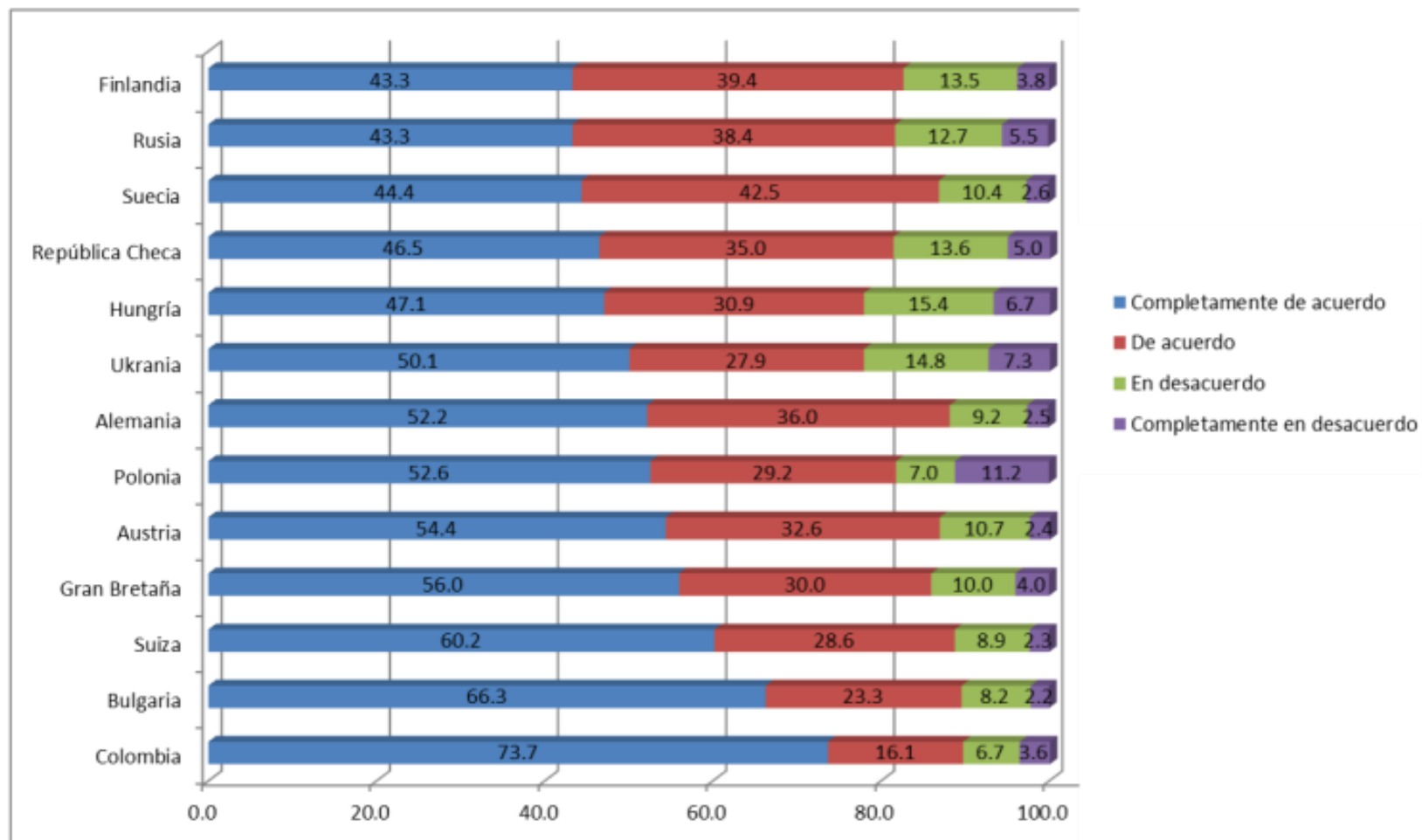


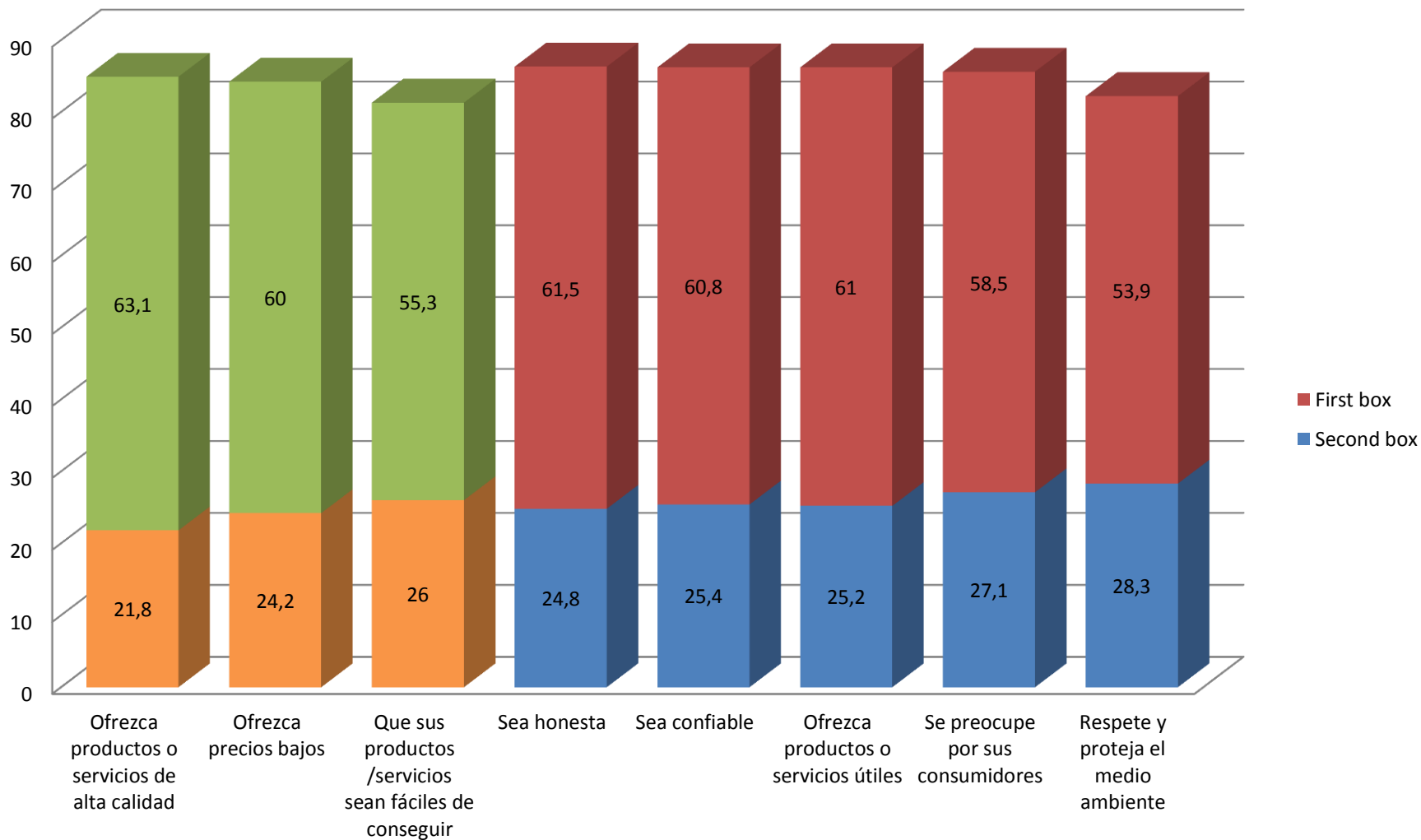


STOP KFC FROM DESTROYING OUR FORESTS



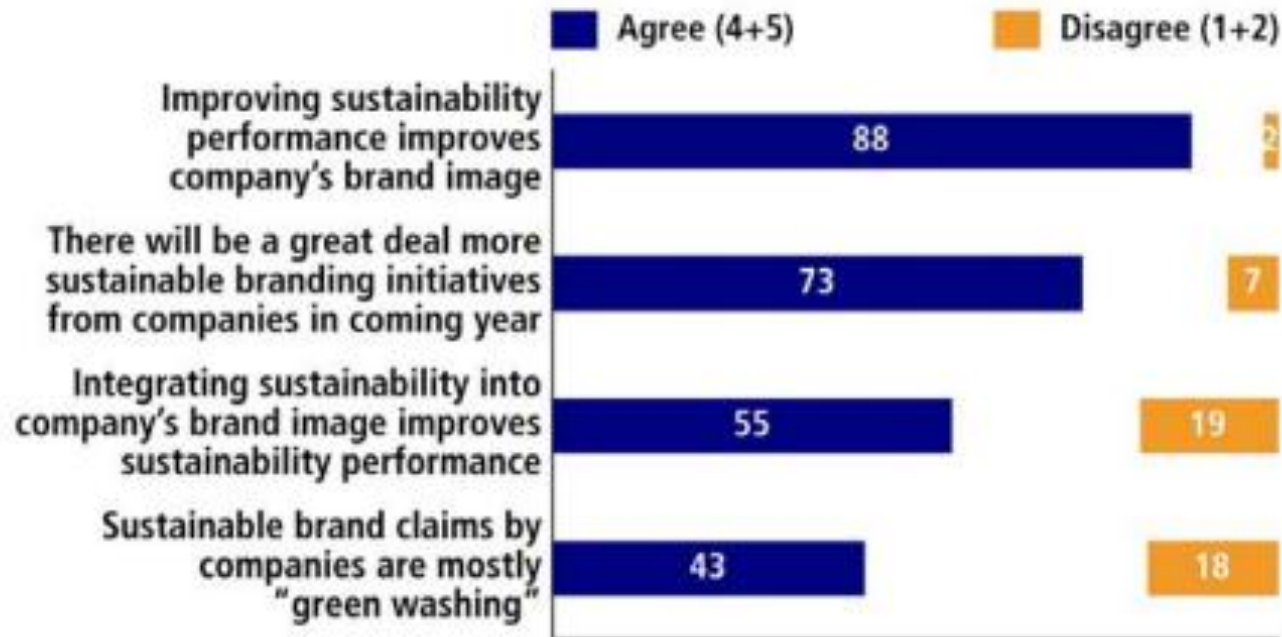
Es responsabilidad de las empresas, del gobierno y de las personas cuidar el medio ambiente y las personas menos favorecidas de la sociedad





Fuente: GBSEI, Colombia, 2011

To what extent do you agree or disagree with each of the following statements?



Fuente: 2010 Sustainability Survey GlobeScan y SustainAbility. Encuesta realizada a 1,200 expertos de sostenibilidad en 80 países

GoodBrand Social Equity Index™



Consumidor



Comunidad



Sociedad



Medio ambiente

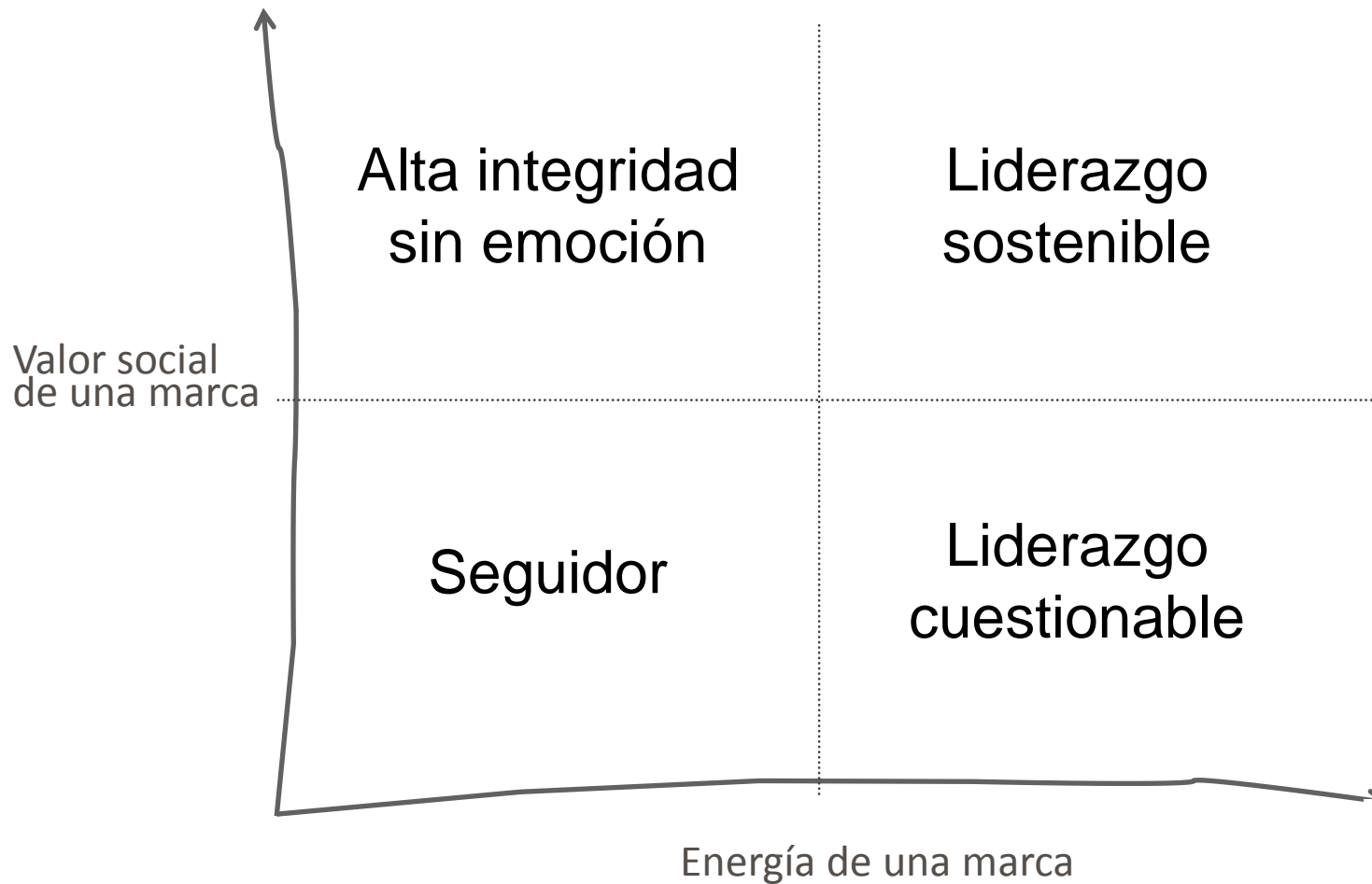


Empleados

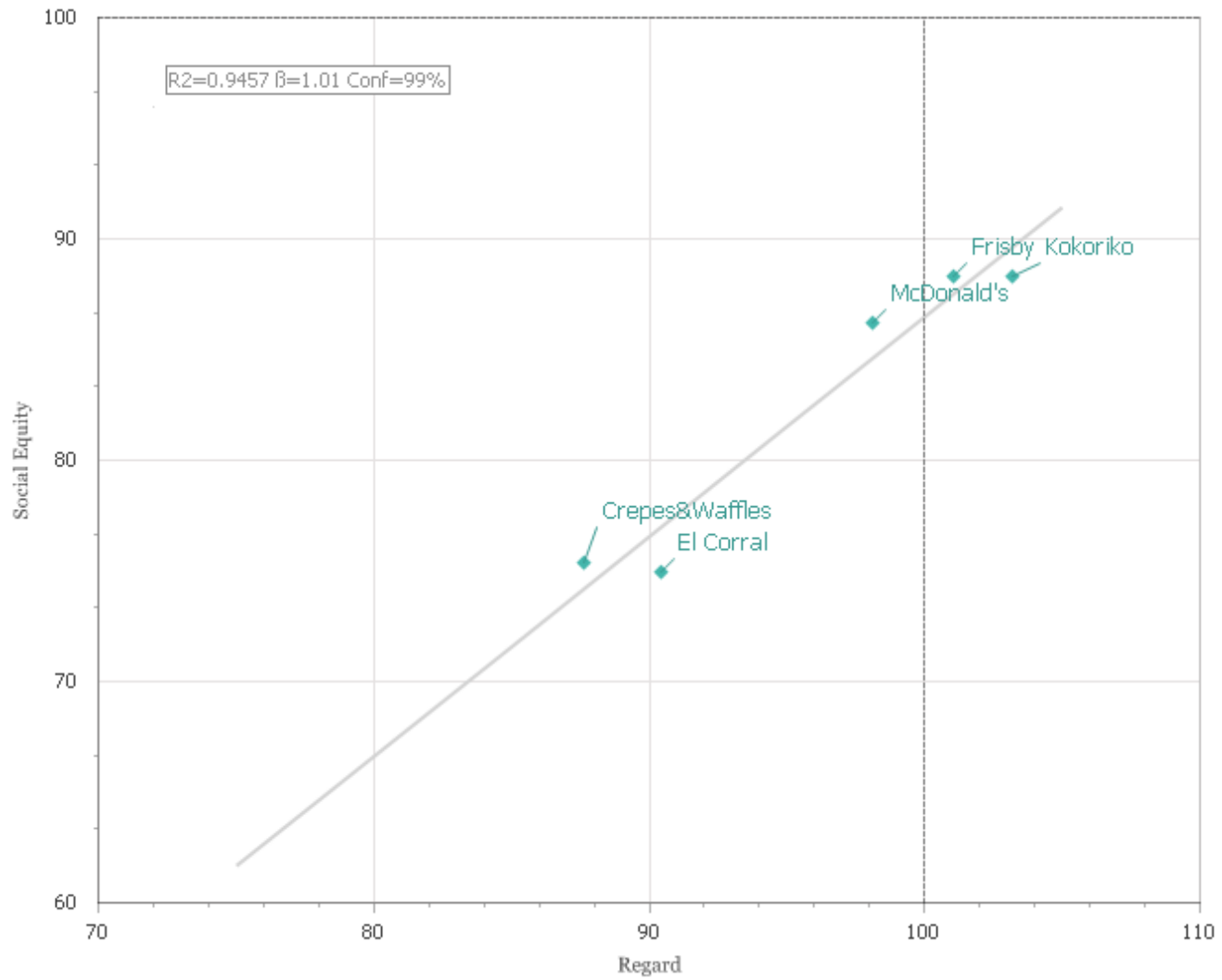


Proveedores

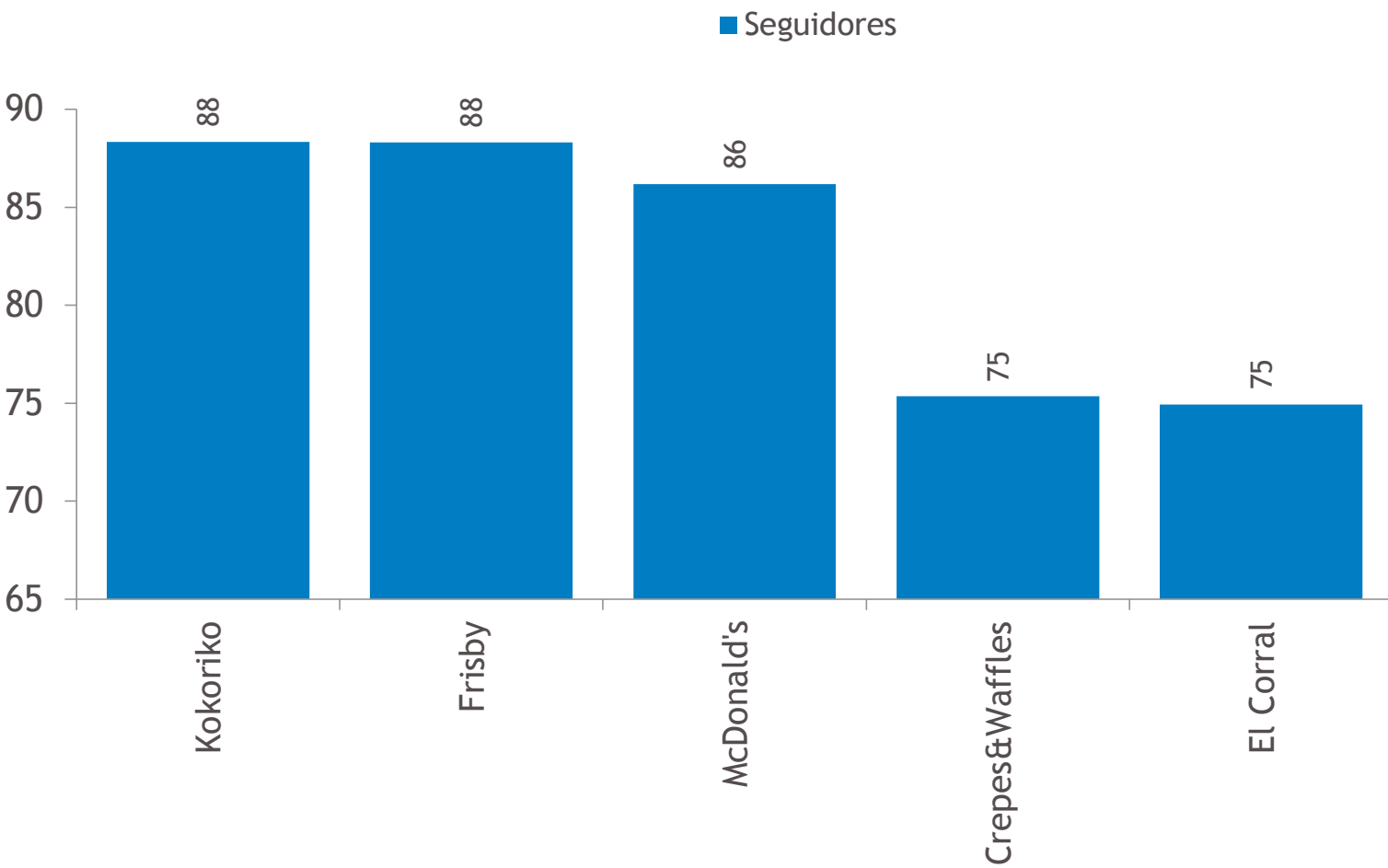




Social Energy vs Regard Plot: Restaurantes y hoteles



Fuente: GBSEI, Colombia, 2011



Fuente: GBSEI, Colombia, 2011



Welcome to Open Farms

As part of our role as food supplier to the London 2012 Olympic Games, we're throwing open the gates to some of the 17,500 British and Irish farms that provide us with top-quality ingredients

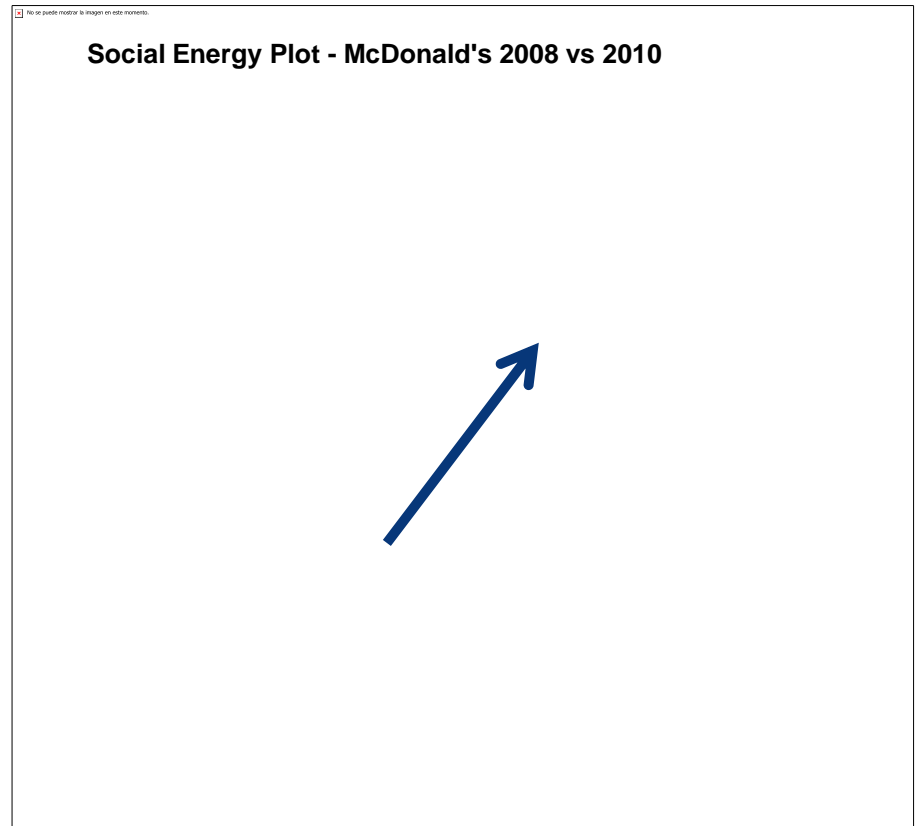


official restaurant



Desde que introdujimos
café certificado
Rainforest Alliance
estamos vendiendo 10
millones de tazas mas
de café en comparación
al año pasado. Esto
significa un incremento
del 20%

Jill McDonald, McDonald's Chief Marketing
Officer for UK and Northern Europe



1. Explore nuevos modelos de negocios que tengan potencial de crear valor compartido
2. Enfóquese en lo que es material para su sector
3. Comprométase, actúe y luego comunique
4. Comunique lo que es relevante para su grupo de interés
5. Sea consistente y coherente