

From: [REDACTED]
Subject: please stop the fraud!
Date: October 30, 2015 at 22:25
To: Steve.Easterbrook@us.mcd.com, Santona Gloria <gloria.santona@us.mcd.com>, Hicks Malcolm <Malcolm.Hicks@eu.mcd.com>

Dear Mr. Easterbrook, dear Ms. Santona, and dear Mr. Hicks,

I repeat again. Please stop the fraud. You must make it stop!

I know you know this "game" is a fraud under European laws. You can not possibly be so stupid not to understand except if you don't understand on purpose so that you can later claim plausible deniability.

The other day, I did a test. I called a French lawyer who specializes in lotteries for promotional purposes, but also in online gambling. I simply gave him my poker analogy without even mentioning McDonald's. He told me right away : it's fraud.

I don't believe the lawyers you've hired in France told you the game was legal. Why cancel the 2013 and 2014 edition of the fraud? why in the 2015 edition of the fraud, you are trying, but failing to follow my guidelines. I told you in my 2nd cease and desist letter how you can organize a honest and legal game. But you've only applied half of my legal advices and therefore, your game is still a fraud!

You know that even if it's a lawyer who tells you it's ok, if you know inside you that I am right and your lawyer most likely didn't tell you everything because he is trying to protect you for plausible deniability, you know that you people will be find guilty of accessory to fraud because by not stopping it even though you know inside yourself it's clearly illegal, by not ordering them to stop is like if you gave McDonald's your blessings to continue this fraud targeting, among others, children.

I show you again :

"Misleading omissions

These arise when material information that the average consumer needs, according to the context, to take an informed transactional decision is omitted or provided in an unclear, unintelligible, ambiguous or untimely manner and thereby causes (or might cause) that consumer to take a purchase decision that he or she would not have otherwise taken."

Source : Eur Lex, European Union Law !!
http://eur.lex.europa.eu/legal_content/EN/TXT/?uri=URISERV:I32011

Tell me, what is it that you don't understand? you are playing stupid on purpose! right? yes right! I know you know! and yet, you don't stop the fraud.

On top of this, the further you wait to cease this fraud, the more you are going to do irreversible damages to your brand. For the rest of the company's life, everyone will say you've scammed people. You are badly hurting your brand and the value of your company.

Please stop the fraud! There are children being targeted by your fraud! And you know it! And you are doing nothing!

Shame on you!

[REDACTED]

Shanghai, October 30th 2015, 22h24 Shanghai time