

Stakeholder Engagement

Yum! follows a process for identifying, prioritizing and engaging with stakeholders on issues identified through our materiality assessment. Our key stakeholders include employees, customers, franchisees, shareholders and communities. Engagement varies from one-time discussions to regular interaction while working on joint projects that help create strategy and programming. We aim to be as inclusive as possible in this engagement, listening to many points of view from both supportive and critical voices.



Working with organizations that have shared interests in areas that are most material to our business helps us address industry challenges, opportunities and public policy issues. Key partners include:

- Academy of Nutrition and Dietetics
- American Potato Trade Alliance
- CEO Action for Diversity & Inclusion™
- Conference for Food Protection
- Consortium for Graduate Studies in Management
- Dairy Management Incorporated™
- Food Industry Asia
- Food Waste Reduction Alliance
- International Franchise Association
- International Poultry Council
- Institute for Food Technologists
- Louisville Sustainability Council
- Multicultural Foodservice & Hospitality Alliance™
- National Chicken Council
- National Pork Board
- National Restaurant Association®
- National Retail Federation®
- New York Declaration on Forests
- Paradigm for Parity®
- Roundtable on Sustainable Palm Oil™
- Serving Europe
- USA Poultry and Egg Export Council
- U.S. Chamber Business Councils
- U.S. Green Building Council
- U.S. Roundtable for Sustainable Beef
- We Are All Human-Hispanic Promise
- Women's Foodservice Forum
- World Wildlife Fund

A key stakeholder engagement in 2019 was with World Wildlife Fund (WWF), the world's leading conservation agency that develops and delivers innovative solutions to protect the planet. We deepened our collaboration with the organization, conducting a landscape assessment to better understand the deforestation risk associated with the soy used in our supply chain that is sourced from Brazil. Read more about this work on pg. 29.

It takes strategic and meaningful collaboration between World Wildlife Fund and the broader business community to achieve lasting conservation of the world's most important forests and critical habitat, and that's no different when it comes to our partnership with Yum! Brands. We expect our work with them to play a key role in driving impact when it comes to Yum! reaching its no-deforestation commitment and advancing its sustainable supply chain efforts.

- JASON CLAY, SENIOR VICE PRESIDENT MARKETS, WORLD WILDLIFE FUND

The following table provides examples of ongoing interactions with each of these groups and issues that are most relevant to them.

STAKEHOLDER	TYPES OF ENGAGEMENT	MOST IMPORTANT ISSUES
Advocacy Groups/NGOs	<ul style="list-style-type: none"> • Direct Engagement • Organizational Membership • Roundtable Events • Shareholder Meetings • Strategic Issue Partnership 	<ul style="list-style-type: none"> • Choice & Nutrition • Energy, Emissions & Climate Change • Ethics & Compliance • Food Safety • Human Rights & Labor Practices • Sustainable Sourcing
Communities	<ul style="list-style-type: none"> • Corporate & Employee Giving • Employee Volunteerism • Local Nonprofit Partnerships 	<ul style="list-style-type: none"> • Choice & Nutrition • Community & Philanthropy
Consumers	<ul style="list-style-type: none"> • Social Media 	<ul style="list-style-type: none"> • Choice & Nutrition • Community & Philanthropy
Employees	<ul style="list-style-type: none"> • Anonymous Hotline • Development & Training Programs • Employee Engagement Survey • Quarterly Global Employee Webcasts • Town Hall Meetings 	<ul style="list-style-type: none"> • Community & Philanthropy • Talent Attraction, Engagement & Retention • Food Safety
Franchisees	<ul style="list-style-type: none"> • Annual Franchise Conventions • Direct Engagement 	<ul style="list-style-type: none"> • Community & Philanthropy • Talent Attraction, Engagement & Retention • Food Safety
Government Agencies	<ul style="list-style-type: none"> • Direct Engagement • Yum! Political Action Committee 	<ul style="list-style-type: none"> • Choice & Nutrition • Ethics & Compliance • Food Safety • Human Rights & Labor Practices
Industry Associations	<ul style="list-style-type: none"> • Annual Conferences • Industry Memberships 	<ul style="list-style-type: none"> • Choice & Nutrition • Talent Attraction, Engagement & Retention • Energy, Emissions & Climate Change • Food Safety
Investors	<ul style="list-style-type: none"> • Annual Report • Brand/Yum! Investor Days • Direct Engagement • Earnings/Investor Calls • Ratings/Rankings & Indices 	<ul style="list-style-type: none"> • Talent Attraction, Engagement & Retention • Energy, Emissions & Climate Change • Ethics & Compliance
Suppliers	<ul style="list-style-type: none"> • Annual Supplier Awards • Restaurant Supply Chain Solutions™ • Supplier Audits 	<ul style="list-style-type: none"> • Energy, Emissions & Climate Change • Food Safety • Waste & Recycling • Water
Thought Leaders	<ul style="list-style-type: none"> • Leverage Experts on Councils • Participate in Research & Studies 	<ul style="list-style-type: none"> • Ethics & Compliance • Human Rights & Labor Practices