



Yum! Brands 2014 Corporate Social Responsibility Performance Summary

Reporting annually on our Corporate Social Responsibility performance is a key part of sharing our sustainability journey. This summary offers an overview of how we are doing when it comes to creating positive change around our four strategic focuses: food, people, community and environment.



FOOD

SERVING HIGH QUALITY & DELICIOUS FOOD

OUR CSR COMMITMENTS

OUR 2014 PERFORMANCE HIGHLIGHTS

Nutrition

Be the preferred restaurant of choice for consumers seeking a delicious, balanced option by offering more choice, more transparency and nutritional improvements to our ingredients.

- We continued working towards 15% of our menu items in each category being at one-third of the Recommended Daily Allowance in every country in which we operate by the end of 2015.

Food Quality and Safety

Maintain the safest, highest quality food supply and preparation in the industry.

- Enhanced Food Safety Standards to compliment our newly created global Yum! Food Safety Policies.
- Played an active role on the Council to Improve Outbreak Response (CIFOR) Industry Work Group over the past five years, whose guidelines and tools were included in the most recent FDA Food Code update.

Ethical Sourcing and Supply

Sourcing the freshest food from an environmentally and socially responsible agriculture supply chain.

- We continued working towards adopting a single poultry welfare audit throughout our system, in addition to constituting audits and policies that align our program for beef and pork.



PEOPLE

INVESTING IN PEOPLE

OUR CSR COMMITMENTS

OUR 2014 PERFORMANCE HIGHLIGHTS

Our Culture

Continue driving how we win together leadership principles every day and strengthening our "Famous Recognition Culture Where Everyone Counts."

- Yum! Chief People Officer Anne Byerlein named one of *Forbes'* Top 10 Chief Human Resources Officers.
- Named one of the Aon Hewitt Top Companies for Leaders in North America.

Employer Brand of Choice

Be a magnet for the best talent by articulating a clear employee value proposition and comprehensive employer branding implementation plan to attract, retain and grow our people.

- Implemented an employee engagement survey at the team member level aimed at giving every employee in our global business a voice.
- Continued growing our Employee Resource Groups to engage, retain and attract talent.

Building People Capability

Lead the industry with innovative know how building experiences that drive and accelerate high performance in our teams and our restaurants.

- Invested significantly in developing our restaurant leaders through our global training program RGM #1.
- In China, more than 25,000 operations team members received over 500,000 hours of training through Whampoa Academy.
- Approximately 800 Taco Bell U.S. Restaurant General Managers completed TheMark program which focuses on personal and professional development.

Associate Wellbeing

Build wellbeing and energy programs to give our associates and their families tools and programs to stay healthy and enjoy vibrant lives.

- A majority of our business markets had programming in place to support having great energy at home and work. Like the 100-day global walking challenge where 43% of our markets participated and tracked more than one billion steps.



COMMUNITY

GIVING BACK TO COMMUNITIES

OUR CSR COMMITMENTS

OUR 2014 PERFORMANCE HIGHLIGHTS

World Hunger Relief

Mobilize our customers, associates, franchisees and their families to alleviate hunger through awareness, volunteerism and fundraising.

- Raised \$40 million in cash and food donations for the World Food Programme and other hunger relief agencies. That's equivalent to 160 million meals.
- Since 2007, we have donated more than \$600 million, equivalent to nearly 2.4 billion meals.

Volunteerism

Be the world's defining volunteer movement engaging employees and franchisees year-round to make an impact in local communities.

- Awarded 140 grants worth nearly \$220,000 to charitable organizations.
- Tracked more than 30,000 employee and franchisee volunteer hours.

Community Engagement

Demonstrate our huge heart by giving back to our local communities through program partnerships, sponsorships and cause-related marketing efforts.

- Yum! Brands Foundation invested nearly \$7 million in charities with missions focused on hunger, youth, social services, the arts and diversity.
- The KFC U.S. Foundation launched the new REACH HIGH™ - High School Equivalency Program to help hourly team members and shift supervisors earn a high school credential.
- Pizza Hut's BOOK IT! program celebrated its 30th birthday. To date, more than 14 million students have participated.

Harvest

Be a leading prepared food donation program by donating product from our restaurants to food banks and other charitable organizations.

- On average, we donate more than 10 million pounds of food annually to partner agencies in the United States.
- Since the program began more than 20 years ago, we have contributed more than 170 million pounds of food, a fair market value of \$763.5 million.



ENVIRONMENT

BEING RESPONSIBLY GREEN

OUR CSR COMMITMENTS

OUR 2014 PERFORMANCE HIGHLIGHTS

Green Buildings

Design and build all new company-owned restaurants to be LEED certifiable by the end of 2015.

- **On Target** - Designed and built more than 20 LEED certified buildings across nine countries, making our certification total the second highest among restaurateurs by the end of 2014.

Energy Efficiency

Reduce energy consumption in company-owned restaurants 15% by the end of 2015.

- **On Target** - We had a record year resulting in more than 530 million kilowatt hours in savings.
- Since 2009, we have measured a reduction of almost 1.2 million metric tons of CO₂.
- We surpassed the 14% mark and are moving closer to achieving our 15% goal.

Water Conservation

Reduce water consumption in company-owned restaurants 10% by the end of 2015.

- **Below Target** - Accumulated savings resulted in the reduction of over 220 million gallons of water.
- Over the past nine years we have saved 577 million gallons of water.
- We are only to 37% of the way to our target, so we continue working to find more ways to reach our goal.

Supplier Audits

Implement supplier environmental audits by 2015.

- **Implemented** - Successfully added the capability to all of our markets globally to audit their suppliers.
- Suppliers accessed in five key areas: energy efficiency, water efficiency, waste/recycling, pollution reduction, environmental management.

Paper-Based Packaging

Purchase 100% of paper-based packaging with fiber from responsibly managed forests and recycled sources by 2020.

- **In Progress** - Sought input from World Wildlife Fund to our responsible paper-packaging policy and sourcing program strategies and took action around:
 - Phasing out or avoiding unwanted fiber sources.
 - Progressively increasing credibly certified and recycled content.
 - Establishing robust baselines, internal protocols, measurable regional targets and action plans in sustainable paper-based packaging sourcing.

Waste Recovery & Recycling

Minimize waste within our stores through increased efforts in oil and corrugate recycling and food donation.

- **On Target** - Store waste audits helped us estimate that a large percentage of our back-of-the house waste is currently recycled or donated through our oil recycling, corrugate recycling and Harvest program.