



# Serving the World

## Yum! Brands 2012 Corporate Social Responsibility Report

**T**hank you for your interest in our 2012 Corporate Social Responsibility report. We are proud of the great strides our brands are making across the globe to be socially responsible companies and we're excited about the strong commitments we are taking going forward, which we've highlighted in this year's report.

You'll see several changes in the way we are presenting our information. First, we are organizing the report around our four strategic CSR pillars: people, food, community and environment. Within each pillar, you'll find a snapshot of where we are against key goals. Additionally, our online-only report continues to be paper free, which allows us to make updates as we reach major milestones throughout the year, so keep checking back to hear about our progress.

The cornerstone of our CSR efforts is our people and you'll see that in this report. Our biggest competitive advantage is our culture and the nearly 1.5 million people who work in our system across the globe. We are committed to attract, retain and train the best people and inspire greatness by fostering a company that is famous for recognition. We love celebrating the achievement of others and having a lot of fun doing it!

Secondly, we are committed to providing customers with delicious food choices that they can feel good about. That includes our dedication to offering balanced options and to continuously improve the nutrition of our products. At the same time, we are educating our customers online and in our restaurants so that they can make informed decisions about their food choices.

We're also committed to being a progressively responsible company when it comes to the environment. We are making our restaurants more energy efficient, our packaging more environmentally friendly and reducing our overall carbon footprint.

Lastly, as the defining global company that feeds the world, we've rallied together behind a noble cause. I'm proud to share that the Yum! World Hunger Relief initiative is the largest private sector program benefiting the World Food Programme and other hunger relief agencies. In the last six years, we have raised more than \$148 million – the equivalency of nearly 600 million meals for those in need. And yet we know there is still so much more we can do, which is why in 2012 we launched the Hunger to Hope Volunteer Challenge encouraging our employees to volunteer in their local communities. I'm so proud of the work we are doing in this area and for the many ways that our brands give back to their communities. Also, on a local level we also demonstrate in 125 markets where we operate that we're a company with a huge heart by supporting other causes and organizations.

Our passion around CSR is helping us achieve our vision of building the defining global company that feeds the world. While we recognize we have much more to do, we are energized about our contribution to serving the world. Thank you for your interest in CSR and Yum! to You!

David Novak  
Chairman and CEO, Yum!