



# SERVING THE WORLD

## Yum! Brands 2013 Corporate Social Responsibility Report

Thank you for your interest in the Yum! Brands 2013 Corporate Social Responsibility report. I'm so proud of the great strides our brands are making across the globe to be socially responsible and the strong commitments we've made going forward, which are highlighted in this report.

Our three great brands, KFC, Pizza Hut and Taco Bell, serve millions of customers in our 40,000 restaurants in 128 countries and territories around the world. As a global corporate citizen and leader in the restaurant industry, we're on a journey to improve our efforts around Corporate Social Responsibility in every aspect of our business with special focus on: our people, our food, the environment and the community.

As one of the world's largest restaurant companies, we're proud of the nearly 1.5 million system-wide associates and franchisees serving our customers. Our famous culture is all about recognizing the achievements of others, actively seeking diversity to expand our thinking, coaching every individual to grow, and creating career opportunities to attract and retain the best people. Our KFC team in the UK is paving the way for building pride in the workplace. In 2014, KFC won the Top Employer Award from the Top Employers Institute in Britain, making it the only company to receive the accolade three years running.

When it comes to food, we're fully committed to providing customers with delicious, balanced meal options, ensuring all of our restaurants provide choices. We're improving the nutrition content of our food, have eliminated trans fats from cooking oils and are reducing saturated fats and sodium.

We know being a greener company is critical for so many reasons and we are opening new restaurants around the world that are LEED-certifiable. I'm proud to share that last September, KFC China celebrated the opening of its first Leadership in Energy and Environmental Design (LEED) Gold certified restaurant in Beijing.

And lastly, we are deeply committed to improving our global community through a variety of outreach programs wherever we operate and are particularly proud of our World Hunger Relief program. Seven years ago, we kicked off World Hunger Relief and it has become the world's largest private sector hunger relief program, in support of the United Nations World Food Programme and other hunger relief agencies. In 2013 alone, we raised \$37 million in cash and food, a record-breaking year for us. And to date, we have raised nearly \$185 million in cash and food, the equivalent of 740 million meals for those in need.

As you learn more about our efforts, hopefully you'll recognize Corporate Social Responsibility is a critical component of the way we do business at Yum! Brands. There is so much more we can and will do. Thank you again for your interest and please feel free to contact us with any questions about our commitment to CSR.



David Novak  
Chairman and CEO, Yum! Brands, Inc.