

## Ramon Laguarta

Chief Executive Officer

Ramon Laguarta is the Chief Executive Officer of PepsiCo. PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world, and generated more than \$63 billion in net revenue in 2017, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. With a product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

Ramon, a 22-year PepsiCo veteran, has served as CEO since October 3, 2018.

Prior to becoming CEO, Ramon was President of PepsiCo, with responsibility for shaping the company's corporate strategy, working closely with business units to deliver top-line growth, driving productivity to enable this growth, and investing in new areas of disruptive innovation, all in support of the company's previously announced Performance with Purpose ("PwP") 2025 agenda. In this capacity he oversaw PepsiCo's Global Category Groups; its Global Operations, Corporate Strategy, and Public Policy & Government Affairs functions; and the PepsiCo Foundation.

Between 2015 and 2017, Ramon served as Chief Executive Officer, Europe Sub-Saharan Africa ("ESSA"), one of PepsiCo's most complex businesses, with responsibility for leading the company's food and beverages businesses across Europe and its food business in Sub-Saharan Africa. In that role, he successfully transformed ESSA's beverage portfolio, developed the company's juice business, led the acquisition and successful integration of the company's dairy business in Russia, and advanced the company's PwP mission. Under his leadership, ESSA generated \$10 billion in revenue in 2016.

Prior to serving as CEO of ESSA, Ramon also held a variety of positions of increasing responsibility in Europe, including as Commercial Vice President of PepsiCo Europe from 2006 to 2008, President, PepsiCo Eastern Europe Region from 2008 to 2012, President, Developing & Emerging Markets, PepsiCo Europe from 2012 to 2015 and Chief Executive Officer, PepsiCo Europe in 2015.

From 2002 to 2006, he was General Manager for Iberia Snacks and Juices, and from 1999 to 2001 a General Manager for Greece Snacks and Marketing Vice President for Spain Snacks. Ramon joined PepsiCo in January 1996.

Prior to joining PepsiCo, he worked for Chupa Chups, S.A., a Spanish leading confectionery company, where he held a number of international roles in Asia, Europe, the Middle East, and the U.S.

Ramon is a native of Barcelona and holds an MBA from ESADE Business School in Spain and a Master's in International Management (M&M) from Thunderbird School of Global Management. He and his wife, Maria, are the proud parents of three sons.

