For decades, PepsiCo has been one of the world’s leading food and beverage companies, with consumers enjoying our products one billion times a day in more than 200 countries and territories.

While we’re proud to serve almost every corner of the globe, we’re equally proud of our roots as an American-born company. We are the largest food and beverage business in the United States, and our products are part of the fabric of daily life. You can find them across the country at breakfast, lunch or dinner. At the gym or on the field. In the office or on the go. We refresh, restore and rejuvenate Americans all day, every day.

To build on this extremely strong foundation and take PepsiCo to new heights, we have embraced a new mission: to Create More Smiles with Every Sip and Every Bite. This reflects our call to action to run our business in a way that simultaneously satisfies and advances the interests of our consumers, customers, associates, and communities, planet, and shareholders.

Across the company, we’ve also united around a new vision that captures our competitive spirit, intense focus, and shared values: to Be the Global Leader in Convenient Foods and Beverages by Winning with Purpose.

Every day, we’re bringing this mission and vision to life throughout the United States by powering America’s prosperity. Along with our franchise bottlers, we employ and support the jobs of nearly 140,000 Americans in all 50 states and the District of Columbia, and we invest more than $2 billion in the United States each year.

PepsiCo’s system-wide operations contribute an estimated $56 billion to the nation’s GDP. In fact, the strength of our partnerships in the United States was reflected in Kantar Retail’s 2018 PoweRanking® survey, where, for the third consecutive year, our retail partners named us the #1, best-in-class manufacturer.

We also source agricultural products across the country, spending more than $2 billion on agriculture each year and supporting farmers and growers in nearly every state. Each year we purchase over six million metric tons of potatoes, grains, fruits, and vegetable oil, and transport some of them on the nation’s largest commercial fleet of electric vehicles, a fleet that will be bolstered by our order of 100 Tesla Semis. It’s all part of our plan to reduce greenhouse gas emissions across our supply chain by at least 20 percent by 2030.

Beyond our contributions to agriculture and the economy, we’re making a positive impact in communities across America. Over decades of working with local partners and investing to make a difference through the PepsiCo Foundation, we’ve seen the incredible potential of communities. We believe that thriving communities can change the world.

That’s why we’re working to advance diversity and engagement, give back to veterans and military families, and create a more sustainable food system - a system that incorporates next generation agriculture, manages water and waste responsibly, and provides a broad array of more nutritious foods and beverages. In doing so, we feed potential, one community at a time.

From the products we serve, to the jobs we create, to the investments we make and the communities we support, PepsiCo is committed to growing in America, for America and with America.

Ramon Laguarta
Chairman and
Chief Executive Officer
PepsiCo
Our iconic portfolio includes 22 brands that generate more than $1 billion each in estimated annual retail sales, helping drive the more than $64 billion in net revenue we delivered in 2018.
OUR MISSION
CREATE MORE SMILES WITH EVERY SIP AND EVERY BITE

FOR OUR CONSUMERS
We will create smiles for our Consumers by offering them unique moments, delighting them with our products, entertaining them with our brands, making their lives more enjoyable—we create 1.5 billion smiles a day, and we aspire to reach 2 billion.

FOR OUR CUSTOMERS
We will create smiles for our Customers by being the best possible partner, driving game-changing innovation, and delivering a level of growth unmatched in our industry.

FOR OUR ASSOCIATES AND OUR COMMUNITIES
We will create smiles for you, our Associates and our Communities, by creating meaningful opportunities to work, gain new skills, and build successful careers, as well as a diverse and inclusive workplace where people are committed to ethically delivering top-tier performance.

FOR OUR WORLD
We bring smiles to people around the World by conserving nature's precious resources and fostering a more sustainable planet for our children and grandchildren.

FOR OUR SHAREHOLDERS
Smiles for our Shareholders by delivering sustainable, top-tier Total Shareholder Return.

OUR VISION
BE THE GLOBAL LEADER IN CONVENIENT FOODS AND BEVERAGES BY WINNING WITH PURPOSE

Winning with Purpose is an evolution of Performance with Purpose. It is the next step on PepsiCo’s journey, building on everything we’ve achieved over the last 12 years with Performance with Purpose, while propelling our company forward into a new era of growth and prosperity. It reflects our ambition to Win sustainably in the marketplace and accelerate our top line growth, while keeping our commitment to do good for the planet and our communities. To help us achieve this vision, we’ve defined a clear set of strategies: Faster, Stronger, and Better.
**The Largest Food and Beverage Company in the United States**

Based on 2018 Oxford Economics economic impact analysis of PepsiCo's contributions to the U.S. economy in terms of jobs, wages and tax revenue generated by the company, its franchisees and suppliers.

Total, PepsiCo's system-wide operations\(^1\) support $56 billion in annual economic activity around the country.

<table>
<thead>
<tr>
<th>PepsiCo GDP Contribution by State ($ Millions)</th>
<th>Total</th>
<th>Employee Wage Spending (Induced)</th>
<th>Supply Chain (Indirect)</th>
<th>PepsiCo Operations (Direct)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$49 – 699</td>
<td>$17.4B</td>
<td>$24.7B</td>
<td>$13.6B</td>
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<tr>
<td>$700 – 2,611</td>
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<td>$2,621 – 6,314</td>
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</tbody>
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\(^1\)Based on 2018 Oxford Economics economic impact analysis of PepsiCo’s contributions to the U.S. economy in terms of jobs, wages and tax revenue generated by the company, its franchisees and suppliers.
The PepsiCo system supports job creation.

Business Services 95,320
Manufacturing 83,690
Agriculture 52,180

The PepsiCo system also contributes to taxes.

$8.0B in Federal taxes
$4.7B in State and Local taxes
OF OUR U.S. EMPLOYEES WORK ON FRONTLINE JOBS IN MANUFACTURING, DELIVERY & WAREHOUSING

76%

OF OUR EXECUTIVES ARE WOMEN

36%

OF OUR EXECUTIVES ARE PEOPLE OF COLOR

24%

WE PROVIDE JOBS IN ALL 50 STATES
WE PROUDLY OFFER OPPORTUNITIES TO ALL EMPLOYEES TO FURTHER THEIR PROFESSIONAL DEVELOPMENT

TRAINING FOR OUR FRONTLINE EMPLOYEES INCLUDES DIGITAL AND HANDS-ON PROGRAMS, COVERING MERCHANDISING, ORDERING, INVENTORY, ROUTE MANAGEMENT, SELLING AND SAFETY, LEAN SIX SIGMA, COACHING AND MORE.

TRAINING FOR OUR MANAGEMENT & EXECUTIVE EMPLOYEES INCLUDES PROGRAMS THAT FOCUS ON DIGITAL CAPABILITIES, LEADERSHIP, CULTURE-BUILDING, AS WELL AS FUNCTIONAL AND CROSS-FUNCTIONAL LEARNING.

WE SALUTE OUR VETERANS AND HIRE THEM BY THE THOUSANDS

OUR PERCENTAGE OF VETERAN HIRES HAS GROWN EVERY YEAR SINCE 2012
THE LARGEST PRIVATE FLEET IN NORTH AMERICA
OVER 36,000 TRUCKS IN OUR FLEET

ORDERED 100 TESLA SEMIS

OPERATE OVER 1,200 ALTERNATIVE FUEL VEHICLES

COMMitted to REDUCING GREENHOUSE GAS EMISSIONS ACROSS OUR SUPPLY CHAIN BY AT LEAST 20% BY 2030

THE LARGEST COMMERCIAL FLEET OF ELECTRIC VEHICLES IN THE U.S.
AMERICA’S FARMERS GROW OUR BUSINESS

WE SPEND $2.2 BILLION ANNUALLY ON AGRICULTURE. WE ALSO SOURCE OVER 6 MILLION METRIC TONS OF POTATOES, GRAINS, FRUITS, VEGETABLE OIL AND MORE IN THE U.S., FROM GROWERS OF ALL SIZES.
This reflects items that are grown or purchased from a third-party in the market. This is illustrative of the top 90% of PepsiCo 2016 spend on agricultural products.
“FRITO-LAY AND PEPSICO HAVE DEVELOPED NEW POTATO VARIETIES THAT HAVE HELPED US IMPROVE OUR YIELDS, AND THEREFORE REDUCE OUR WATER USE. PEPSICO’S SUSTAINABLE FARMING INITIATIVE HAS HELPED US TO BECOME MORE FOCUSED ON AND AWARE OF SUSTAINABILITY PRIORITIES, LIKE THE IMPORTANCE OF WATER CONSERVATION.”

- JASON WALThER
PRESIDENT, WALThER FARMS

Jason Walther, a third-generation farmer, walks through one of his family’s fields with a member of the next generation. PepsiCo has worked with Walther Farms in Nebraska for more than four decades.
PEPSICO PROUDLY SUPPORTS
12,000 FARMERS & OTHER JOBS
IN THE AGRICULTURE SUPPLY CHAIN

OUR AGRICULTURAL SUPPLIERS SPEND
$360+ MILLION ON LABOR WAGES

WE SUPPORT
2,400 JOBS TO SOURCE OUR POTATOES

WE SUPPORT
1,000 JOBS TO SOURCE OUR SUGAR CANE

WE SUPPORT
5,000 JOBS TO SOURCE OUR ORANGES
WE ARE EXPANDING OUR PORTFOLIO TO OFFER MORE NUTRITIOUS CHOICES

Every day around the world, millions of people enjoy our food and beverages—and we welcome the challenge that brings. By offering a greater number of more nutritious options we seek to positively impact the future of food around the world while responding to local tastes and preferences.

This work began decades ago with a strategy that included growing our core brands while also offering more nutritious products. We also undertook an effort to reformulate our existing brands to improve their nutrition value while keeping the same great taste that consumers love.

We realize that our global scale means even small changes can make a big difference. Today, our efforts to reduce added sugars, sodium and saturated fat in many of our products and make them more nutritious are informed by and aligned to the UN’s “Good Health and Well-Being” Sustainable Development Goals.
We will use our global reach to deliver 3 billion healthier food or drink servings where people need them by 2025.

Of our U.S. beverage sales volume comes from lower calorie, active hydration and juice products, all with 100 calories or less from added sugar per 12 oz.

We have already significantly reduced sodium in many of our snacks, and will keep reducing even more.

By 2025, most of our global snacks will have less than 10% of the recommended limit of saturated fat.

By 2025, we’ll reduce the added sugars in many of our drinks by approximately 30%.

To help consumers make informed choices, we put calorie counts on the front of our packages and calorie reminders on our vending machines and beverage coolers.
HELPING TO BUILD A MORE SUSTAINABLE FOOD SYSTEM

PepsiCo is part of a complex global system through which the world's food is produced, distributed, and consumed.

We know that our food system faces significant challenges. Rising food demand from growing and more prosperous populations has increased pressures on land, biodiversity, and resources to unsustainable levels. This risk is heightened by climate change, threatening our long-term food security.

We strive to make our products in a way that helps build a sustainable food system for all. PepsiCo's scale, reach, and expertise give us the opportunity to help make this vast food system work better.

For more information, please visit pepsico.com.
WE'RE DEVELOPING CIRCULAR ECONOMY
WE ARE REDUCING ADDED SUGARS, SODIUM & SATURATED FATS	
WE'RE INVESTING IN NEXT GENERATION AGRICULTURE
PEPSICO STRIVES TO HAVE A POSITIVE WATER IMPACT
WE'RE COMMITTED TO DOING OUR PART TO CURB CLIMATE CHANGE
PEPSICO BELIEVES IN ADVANCING HUMAN RIGHTS, PROMOTING A DIVERSE & INCLUSIVE WORKPLACE, AND SUPPORTING WOMEN'S ECONOMIC ADVANCEMENT
Positive Water Impact

We’re working to have a positive impact in high water risk areas, extend safe water access, and promote stronger governance.

We also recognize water as a human right and are committed to working with partners to help ensure that water security is part of the creation of a more sustainable food system.

Next Generation Agriculture

Our business is deeply rooted in agriculture. By promoting sustainable farming practices, scaling advanced technologies, and investing in farmers themselves, we are working to make agriculture more productive and beneficial to society.

Each year, PepsiCo sources more than 1 billion tons of agriculture products ranging from potatoes, to oats, sugar, oranges, and more.

PepsiCo supports approximately 100,000 jobs in the global agricultural supply-chain.

99% of farmers who provide our crops participate in PepsiCo’s sustainable farming program.
Circular Economy Packaging

At PepsiCo, we are striving for a world in which plastics need never become waste. To achieve this, we are reducing the amount of plastics we use in our packaging, working with partners to boost recycling rate, and reinventing how we think about packaging our products.

Innovative Products

We strive to make our products in a way that helps build a sustainable food system for all.

This means we have to innovate constantly to adapt to changing tastes, diets and lifestyles.

PepsiCo’s growing range of foods and beverages includes more nutritious ingredients and less added sugar, sodium and saturated fat than ever before and we are making it easier for consumers to make informed choices about what they eat.

Because many of today’s consumers are concerned with more than just great products, PepsiCo is also offering foods and beverages with more sustainably-sourced ingredients and lower environmental impact through purposeful brands that delight and inspire.

We aim to design 100% of our packaging to be recyclable, compostable or biodegradable by 2025.

We’re striving to reduce absolute GHG emissions across our value chain by 20% by 2030.
In 2018, the PepsiCo Foundation announced an investment of $10 million to launch “All In On Recycling”, an industry-wide challenge alongside with The Recycling Partnership, to raise $25 million to improve recycling for 25 million families across the country.
Over decades of working with local partners and investing to make a difference through the PepsiCo Foundation, we’ve seen the incredible potential of communities.

We believe that thriving communities can change the world. That’s why we invest in the essential elements of a sustainable food system - helping to alleviate hunger, manage water and waste responsibly, and support women as champions of nutrition from farm to family.

By doing this, we feed potential - one community at a time.

**EDUCATION**

PepsiCo has a longstanding commitment to youth. Our Foundation is the founding partner of the Diplomas Now program with over $16 million in contributions resulting in over 10 million students in 2016 alone staying on track to graduate high school.

We are investing $4 million over 4 years with the Robin Hood Foundation to support education and workforce training programs for 20,000 girls in the Bronx—New York City’s poorest borough and one of the fastest growing technology sectors in the country.

**RECYCLING**

Since 2010, we have worked with more than four thousand schools K-12, numerous college and university campuses, and local communities to boost recycling rates and raise awareness of its importance. Since 2010, in schools alone, some 93 million cans and bottles have been recycled through the PepsiCo Recycling program.

PepsiCo and the PepsiCo Foundation are also founding members of the Closed Loop Fund; partners of The Recycling Partnership; and members of The Alliance to End Plastic Waste.

**VETERANS**

The PepsiCo Foundation proudly supports our veterans, military members and their families. In the last few years, we have provided millions of dollars and countless hours of volunteer time to organizations like American Corporate Partners to assist veterans in transitioning from the military to the civilian world through mentoring, career counseling and networking. We also partner with the Warrior Scholar Project to prepare veterans for the transition from a military culture to academic life. Lastly, to date, PepsiCo’s ‘Rolling Remembrance’ program has raised more than $860,000 in donations for the Children of Fallen Patriots organization.

**NUTRITION**

Food for Good is a purpose-driven business initiative within PepsiCo that tackles child hunger by making healthy food more physically and financially accessible for low-income families. This program is currently operating in 19 communities in the U.S. and has provided more than 80 million servings since its inception.

With GENYOUth, we have provided 15 million breakfast servings or 5 million nutritious meals and sports equipment to help with physical activity to U.S. students.
In 2018, PepsiCo completed the acquisition of SodaStream as a means to empower consumers to personalize their preferred beverage in an environmentally friendly way - providing PepsiCo with a significant presence in the at-home marketplace.
$64 BILLION in annual revenue, which has doubled since 2004

$155 BILLION market capitalization, which has more than doubled since 2002

Recently invested more than $737 million in research & development

Total shareholder return of 54%↑ over the last five years

Dividends per share have more than tripled since 2006

Increased dividend for 47 consecutive years

Total shareholder return of 392%↑ since 2000

More than doubled R&D investments in the last 10 years
PEPSICO FOUNDATION

Through the PepsiCo Foundation, we’ve seen the incredible potential of communities and believe that thriving communities can change the world.

Today, with our partners and others, we are working to help alleviate hunger, responsibly manage water and waste, and support women as champions of nutrition from farm to family.

FOR MORE INFORMATION, PLEASE VISIT WWW.PEPICO.COM

EXTERNAL RECOGNITION

BLACK ENTERPRISE
Best Companies for Diversity

BARRON’S
Most Sustainable Companies

CARBON DISCLOSURE PROJECT

CERES
Feeding Ourselves Thirsty Ranking

CORPORATE RESPONSIBILITY
100 Best Corporate Citizens

DOW JONES SUSTAINABILITY INDEX
North America Index

ETHICAL CORPORATION
Responsible Business Award

ETHISPHERE
World’s Most Ethical Companies

FORBES
Most Reputable Companies

FORTUNE
World’s Most Admired Companies

GARTNER
Top 25 Global Supply Chains

HISPANIC ASSOCIATION ON CORPORATE RESPONSIBILITY
Inclusion Index

HUMAN RIGHTS CAMPAIGN
Corporate Equality Index

JUST CAPITAL
Most JUST Companies

KANTAR
#1 in PoweRanking

LATINA STYLE
50 Best Companies for Latinas

LINKEDIN TOP COMPANIES

The data in this booklet may not be precise on the day it is received, but is intended to be illustrative of PepsiCo’s footprint.