



Yum! Brands, Inc.
Restaurant Units Activity Summary
YTD Actual for the period of Q1 2013

	Franchisees	Company	Unconsolidated Affiliates	Total
Total YUMI BRANDS, INC.				
Beginning of Year	28,608	7,578	660	36,846
New Builds	192	243	15	450
Acquisitions	(2)	2	0	0
Refranchising	92	(92)	0	0
Closures	(121)	(37)	(2)	(160)
Other	4	0	0	4
End of Period	28,773	7,694	673	37,140
% of Total	77%	21%	2%	100%
Total CHINA DIVISION				
Beginning of Year	519	4,547	660	5,726
New Builds	0	211	15	226
Acquisitions	0	0	0	0
Refranchising	2	(2)	0	0
Closures	(3)	(21)	(2)	(26)
Other	0	0	0	0
End of Period	518	4,735	673	5,926
% of Total	9%	80%	11%	100%
Total YRI DIVISION				
Beginning of Year	13,322	1,178	0	14,500
New Builds	132	15	0	147
Acquisitions	(2)	2	0	0
Refranchising	5	(5)	0	0
Closures	(71)	(7)	0	(78)
Other	0	0	0	0
End of Period	13,386	1,183	0	14,569
% of Total	92%	8%	0%	100%
Total INDIA DIVISION				
Beginning of Year	473	120	0	593
New Builds	5	2	0	7
Acquisitions	0	0	0	0
Refranchising	0	0	0	0
Closures	(4)	(1)	0	(5)
Other	0	0	0	0
End of Period	474	121	0	595
% of Total	80%	20%	0%	100%
Total U.S. DIVISION				
Beginning of Year	14,294	1,733	0	16,027
New Builds	55	15	0	70
Acquisitions	0	0	0	0
Refranchising	85	(85)	0	0
Closures	(43)	(8)	0	(51)
Other	4	0	0	4
End of Period	14,395	1,655	0	16,050
% of Total	90%	10%	0%	100%

^(a) The Worldwide, YRI and U.S. totals exclude 2,143, 125, and 2,018 licensed units, respectively, at March 23, 2013. There are no licensed units in China or India. The U.S. licensee unit count includes 1,533 Pizza Huts, 428 Taco Bells and 57 KFCs. The YUM! Restaurants International licensee unit count includes 52 Pizza Huts, 35 Taco Bells, and 38 KFCs.



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YTD Actual for the period of Q1 2013

	Franchisees	Company	Unconsolidated Affiliates	Total
KFC				
Beginning of Year	12,779	4,659	660	18,098
New Builds	93	141	15	249
Acquisitions	(2)	2	0	0
Refranchising	5	(5)	0	0
Closures	(65)	(19)	(2)	(86)
Other	10	0	0	10
End of Period	12,820	4,778	673	18,271
% of Total	70%	26%	4%	100%
Pizza Hut				
Beginning of Year	11,100	1,657	0	12,757
New Builds	75	96	0	171
Acquisitions	0	0	0	0
Refranchising	2	(2)	0	0
Closures	(44)	(13)	0	(57)
Other	0	0	0	0
End of Period	11,133	1,738	0	12,871
% of Total	86%	14%	0%	100%
Taco Bell				
Beginning of Year	4,465	1,047	0	5,512
New Builds	24	2	0	26
Acquisitions	0	0	0	0
Refranchising	85	(85)	0	0
Closures	(9)	(1)	0	(10)
Other	(6)	0	0	(6)
End of Period	4,559	963	0	5,522
% of Total	83%	17%	0%	100%
Little Sheep				
Beginning of Year	264	187	0	451
New Builds	0	1	0	1
Acquisitions	0	0	0	0
Refranchising	0	0	0	0
Closures	(3)	(3)	0	(6)
Other	0	0	0	0
End of Period	261	185	0	446
% of Total	59%	41%	0%	100%
East Dawning				
Beginning of Year	0	28	0	28
New Builds	0	3	0	3
Acquisitions	0	0	0	0
Refranchising	0	0	0	0
Closures	0	(1)	0	(1)
Other	0	0	0	0
End of Period	0	30	0	30
% of Total	0%	100%	0%	100%
Total YUM! BRANDS, INC.				
Beginning of Year	28,608	7,578	660	36,846
New Builds	192	243	15	450
Acquisitions	(2)	2	0	0
Refranchising	92	(92)	0	0
Closures	(121)	(37)	(2)	(160)
Other	4	0	0	4
End of Period	28,773	7,694	673	37,140
% of Total	77%	21%	2%	100%



Yum! Brands, Inc.
Restaurant Units Activity Summary
CHINA
YTD Actual for the period of Q1 2013

	Franchisees	Company	Unconsolidated Affiliates	Total
KFC				
Beginning of Year	254	3,346	660	4,260
New Builds	0	126	15	141
Acquisitions	0	0	0	0
Refranchising	2	(2)	0	0
Closures	0	(12)	(2)	(14)
Other	0	0	0	0
End of Period	256	3,458	673	4,387
% of Total	6%	79%	15%	100%
Pizza Hut				
Beginning of Year	1	986	0	987
New Builds	0	81	0	81
Acquisitions	0	0	0	0
Refranchising	0	0	0	0
Closures	0	(5)	0	(5)
Other	0	0	0	0
End of Period	1	1,062	0	1,063
% of Total	0%	100%	0%	100%
Little Sheep				
Beginning of Year	264	187	0	451
New Builds	0	1	0	1
Acquisitions	0	0	0	0
Refranchising	0	0	0	0
Closures	(3)	(3)	0	(6)
Other	0	0	0	0
End of Period	261	185	0	446
% of Total	59%	41%	0%	100%
East Dawning				
Beginning of Year	0	28	0	28
New Builds	0	3	0	3
Acquisitions	0	0	0	0
Refranchising	0	0	0	0
Closures	0	(1)	0	(1)
Other	0	0	0	0
End of Period	0	30	0	30
% of Total	0%	100%	0%	100%
Total CHINA DIVISION				
Beginning of Year	519	4,547	660	5,726
New Builds	0	211	15	226
Acquisitions	0	0	0	0
Refranchising	2	(2)	0	0
Closures	(3)	(21)	(2)	(26)
Other	0	0	0	0
End of Period	518	4,735	673	5,926
% of Total	9%	80%	11%	100%



Yum! Brands, Inc.
 Restaurant Units Activity Summary
 INDIA
 YTD Actual for the period of Q1 2013

	Franchisees	Company	Total
KFC			
Beginning of Year	167	113	280
New Builds	3	1	4
Acquisitions	0	0	0
Refranchising	0	0	0
Closures	(1)	(1)	(2)
Other	0	0	0
End of Period	169	113	282
% of Total	60%	40%	100%
Pizza Hut			
Beginning of Year	306	4	310
New Builds	2	1	3
Acquisitions	0	0	0
Refranchising	0	0	0
Closures	(3)	0	(3)
Other	0	0	0
End of Period	305	5	310
% of Total	98%	2%	100%
Taco Bell			
Beginning of Year	0	3	3
New Builds	0	0	0
Acquisitions	0	0	0
Refranchising	0	0	0
Closures	0	0	0
Other	0	0	0
End of Period	0	3	3
% of Total	0%	100%	100%
Total INDIA DIVISION			
Beginning of Year	473	120	593
New Builds	5	2	7
Acquisitions	0	0	0
Refranchising	0	0	0
Closures	(4)	(1)	(5)
Other	0	0	0
End of Period	474	121	595
% of Total	80%	20%	100%



Yum! Brands, Inc.
 Restaurant Units Activity Summary
 YUM! RESTAURANTS INTERNATIONAL
 YTD Actual for the period of Q1 2013

	Franchisees	Company	Total
KFC			
Beginning of Year	8,039	963	9,002
New Builds	86	14	100
Acquisitions	(2)	2	0
Refranchising	3	(3)	0
Closures	(40)	(5)	(45)
Other	0	0	0
End of Period	8,086	971	9,057
% of Total	89%	11%	100%
Pizza Hut			
Beginning of Year	5,036	215	5,251
New Builds	45	1	46
Acquisitions	0	0	0
Refranchising	2	(2)	0
Closures	(29)	(2)	(31)
Other	0	0	0
End of Period	5,054	212	5,266
% of Total	96%	4%	100%
Taco Bell			
Beginning of Year	247	0	247
New Builds	1	0	1
Acquisitions	0	0	0
Refranchising	0	0	0
Closures	(2)	0	(2)
Other	0	0	0
End of Period	246	0	246
% of Total	100%	0%	100%
Total YRI DIVISION			
Beginning of Year	13,322	1,178	14,500
New Builds	132	15	147
Acquisitions	(2)	2	0
Refranchising	5	(5)	0
Closures	(71)	(7)	(78)
Other	0	0	0
End of Period	13,386	1,183	14,569
% of Total	92%	8%	100%



Yum! Brands, Inc.
 Restaurant Units Activity Summary
 UNITED STATES
 YTD Actual for the period of Q1 2013

	Franchisees	Company	Total
KFC			
Beginning of Year	4,319	237	4,556
New Builds	4	0	4
Acquisitions	0	0	0
Refranchising	0	0	0
Closures	(24)	(1)	(25)
Other	10	0	10
End of Period	4,309	236	4,545
% of Total	95%	5%	100%
Pizza Hut			
Beginning of Year	5,757	452	6,209
New Builds	28	13	41
Acquisitions	0	0	0
Refranchising	0	0	0
Closures	(12)	(6)	(18)
Other	0	0	0
End of Period	5,773	459	6,232
% of Total	93%	7%	100%
Taco Bell			
Beginning of Year	4,218	1,044	5,262
New Builds	23	2	25
Acquisitions	0	0	0
Refranchising	85	(85)	0
Closures	(7)	(1)	(8)
Other	(6)	0	(6)
End of Period	4,313	960	5,273
% of Total	82%	18%	100%
Total U.S. DIVISION			
Beginning of Year	14,294	1,733	16,027
New Builds	55	15	70
Acquisitions	0	0	0
Refranchising	85	(85)	0
Closures	(43)	(8)	(51)
Other	4	0	4
End of Period	14,395	1,655	16,050
% of Total	90%	10%	100%

2013 FIRST-QUARTER DEFINITIONS

Emerging Markets include countries that meet the International Monetary Fund (IMF) guidelines for “Emerging” or “Developing” economies.

Ex F/X represents the percentage change excluding the impact of foreign currency translation. These amounts are calculated by translating current-year results at prior-year average exchange rates. We believe elimination of the foreign currency translation impact provides better year-to-year comparability without the distortion of foreign currency fluctuations.

Franchise Restaurants include franchise restaurants and exclude unconsolidated affiliates (joint ventures) and license restaurants.

Franchisee Sales represent combined estimated sales of franchise, unconsolidated affiliate and license restaurants. Franchisee sales, which are not included in the company sales we present on our Consolidated Statements of Income, generate franchise and license fees (typically at a rate of 4% to 6% of sales) that are included in the company’s revenues.

Free Cash Flow represents net cash provided by operating activities and other sources of cash, such as refranchising, employee stock-option proceeds, sales of PP&E and other, less net cash used in investing activities.

New-Restaurant Openings include company-owned, unconsolidated affiliate and franchise restaurants and exclude license restaurants.

Operating Margin is defined as Operating Profit divided by Total Revenue.

System Restaurants include company-owned, franchise, unconsolidated affiliate and license restaurants.

System-Sales Growth includes the results of all restaurants regardless of ownership, including company-owned, franchise, unconsolidated affiliate and license restaurants that operate our concepts, except for non-company-owned restaurants for which we do not receive a sales-based royalty. Sales of franchise, unconsolidated affiliate and license restaurants generate franchise and license fees for the company (typically at a rate of 4% to 6% of sales). Franchise, unconsolidated affiliate and license restaurant sales are not included in company sales on the Consolidated Statements of Income; however, the franchise and license fees are included in the company’s revenues. We believe system sales growth is useful to investors as a significant indicator of the overall strength of our business as it incorporates all of our revenue drivers, company and franchise same-store sales as well as net unit development.

Same-Store-Sales Growth is the estimated growth in system sales of all restaurants that have been open and in the YUM system one year or more.

Traditional Restaurants include company-owned, franchise and unconsolidated affiliate restaurants but exclude non-traditional restaurants, which are typically licensed outlets, including express units and kiosks which have a more limited menu, usually lower sales volumes and operate in non-traditional locations like malls, airports, gasoline service stations, train stations, subways, convenience stores, stadiums, amusement parks and colleges, where a full-scale traditional outlet would not be practical or efficient.

DEFINITIONS OF KEY MARKETS

China Division includes solely the results of our mainland China business.

YRI Division

The following list of definitions provides the significant YRI countries and territories with at least 25 restaurants that are included in key markets that generally follow Yum! business management units for internal reporting purposes. For a complete list of countries and territories please see our detailed store count information available on our website.

Asia (ex China and India Divisions) includes Brunei, Hawaii, Hong Kong, Indonesia, Japan, Korea (KFC and Taco Bell), Malaysia, Philippines, Singapore, Taiwan and Vietnam.

Latin America includes Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Jamaica, Mexico, Panama, Peru, Puerto Rico, Trinidad & Tobago and Venezuela.

Middle East includes Bahrain, Egypt, Jordan, Kuwait, Lebanon, Morocco, Oman, Pakistan, Qatar, Saudi Arabia, Turkey and United Arab Emirates.

Continental Europe includes Belgium, Cyprus, Czech Republic, France (Pizza Hut), Germany (Pizza Hut), Greece, Hungary, Israel, Poland, Portugal, Romania and Spain (Pizza Hut and Taco Bell).

Key Growth Markets:

- Africa includes South Africa
- France includes France (KFC) and Spain (KFC)
- Germany/Netherlands (KFC)
- Russia

UK includes Great Britain and Ireland.

India Division includes Bangladesh, India, Mauritius, Nepal and Sri Lanka.

U.S. Division includes the continental United States and Alaska.