

A WORLD
— with —
MORE



INVESTOR FACT SHEET

Yum! Brands, Inc., with 2017 System Sales of over \$46 billion and over 45,000 restaurants in more than 135 countries and territories, is one of the world's largest restaurant companies, with three iconic brands - KFC, Pizza Hut and Taco Bell. With a history of innovation, quality and value spanning more than 65 years, Yum!'s brands are global leaders of the chicken, pizza and Mexican-style food categories. NYSE: YUM

OUR BRANDS



KFC was founded in Corbin, Kentucky by Colonel Harland Sanders, an early entrepreneur in the quick service food business and a pioneer of the restaurant franchise concept. The Colonel perfected his secret blend of 11 herbs and spices for Kentucky Fried Chicken in 1939 and signed his first franchise deal in 1952. KFC has grown to be the world's most popular chicken restaurant chain with over 21,500 outlets in more than 130 countries and territories around the world. No matter where you go, the Colonel's Always Original Recipe® stays core to the products whether it's chicken on the bone, chicken strips, sandwiches or home-style sides suited to local tastes.



In 1958, the Carney brothers borrowed \$600 and set out to change the way the world experienced pizza. They opened the very first Pizza Hut in Wichita, Kansas and within a year, the first franchise unit was opened. Today, Pizza Hut has grown to be the world's largest pizza restaurant chain with over 16,500 restaurants in more than 105 countries and territories. Pizza Hut operates in the delivery, carryout and casual dining segments around the world, featuring a variety of pizzas, pastas, chicken wings and much more, including menu items suited to local preferences and tastes.



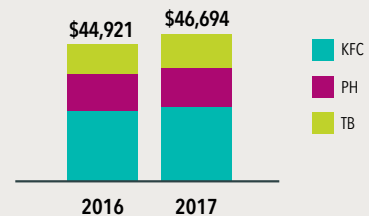
The first Taco Bell restaurant was opened in 1962 by Glen Bell in Downey, California, serving what his customer's called "Tay-Kohs" and in 1964 the first Taco Bell franchise was sold. Taco Bell is now the leading Mexican-inspired quick service restaurant brand with more than 6,500 restaurants in over 25 countries and territories around the world. Taco Bell serves made-to-order and customizable tacos and burritos, among other craveable choices, and is the first QSR to offer American Vegetarian Association-certified menu items.

FINANCIAL HIGHLIGHTS

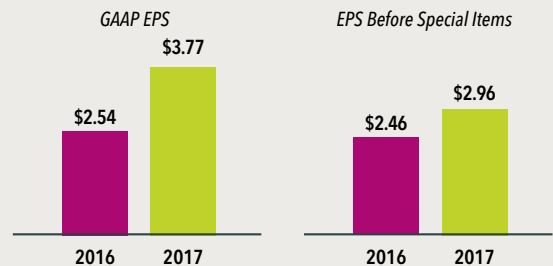
SYSTEM SALES COMPONENTS

	2016	2017
Net Unit Growth	3%	3%
Same-Store Sales Growth	1%	2%
System Sales Growth Ex F/X	5%	4%
System Sales Growth Ex F/X, Ex 53 rd Week	4%	5%

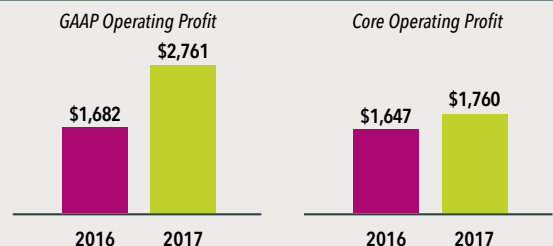
SYSTEM SALES (\$ MILLION)



EPS



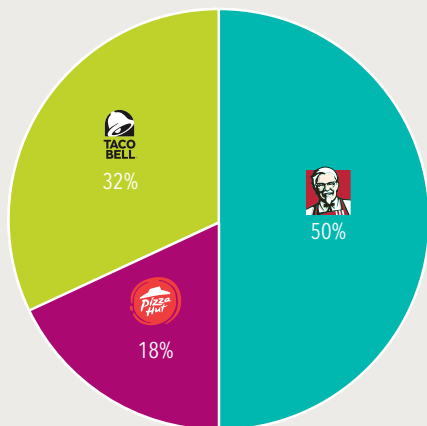
OPERATING PROFIT



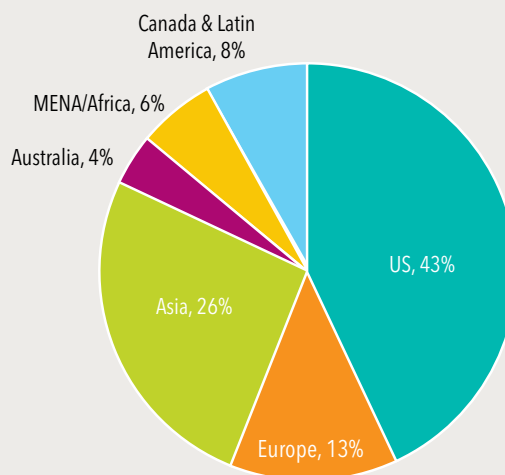
All comparisons are versus the same period a year ago. System sales growth figures exclude foreign currency translation ("F/X") and core operating profit figures exclude F/X and Special Items. Special Items are not allocated to any segment and therefore only impact worldwide GAAP results. Non-GAAP financial measures should not be considered replacements for, and should be read together with, the most comparable GAAP financial measures. For full financial data and non-GAAP reconciliations, please refer to our website investors.yum.com.

YUM! AT A GLANCE

CORE OPERATING PROFIT (EX CORPORATE & UNALLOCATED)

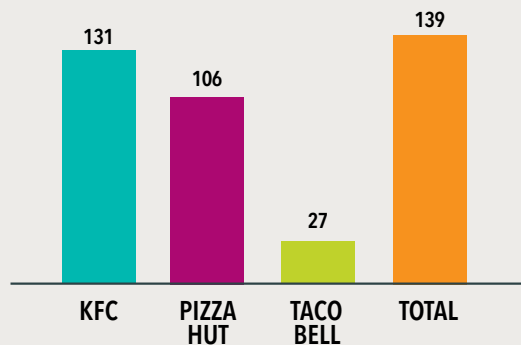


FRANCHISE FEES

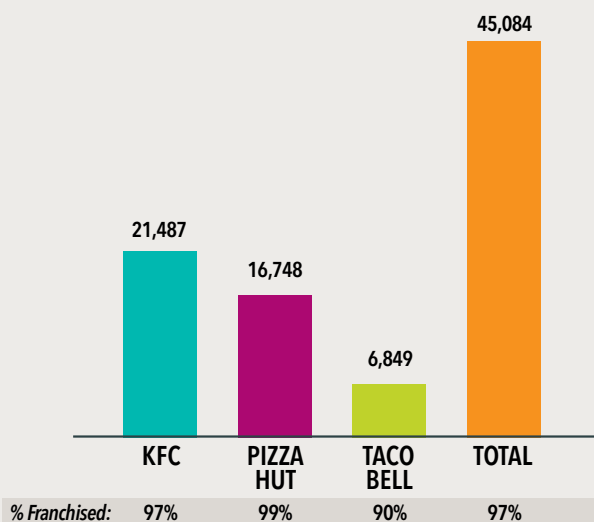


\$2.3 BN in Global Franchise Fees

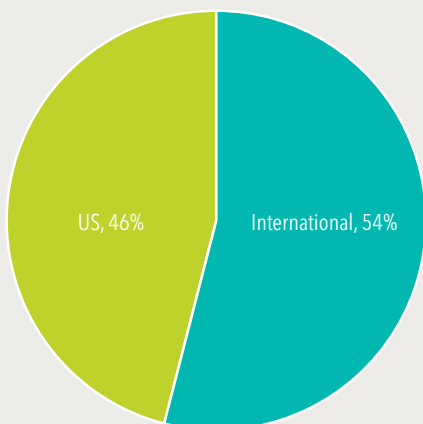
COUNTRIES AND TERRITORIES



UNIT COUNT & FRANCHISE MIX



CORE OPERATING PROFIT (EX CORPORATE & UNALLOCATED)



SYSTEM SALES

