



**As the world's second largest food and beverage business, PepsiCo offers a portfolio of enjoyable products to consumers in more than 200 markets.**

### **Key Facts**

- Global Headquarters: Purchase, N.Y.
- Annual Revenue: Approximately \$60 billion
  - o 51% beverages, 49% snacks and foods
  - o 53% in the U.S. & Canada, 47% international
- Employees: Nearly 300,000 worldwide
- Chairman & CEO: Indra K. Nooyi

### **Company History**

PepsiCo was founded in 1965 through the merger of Pepsi-Cola and Frito-Lay. The company expanded its portfolio with the acquisition of Tropicana in 1998 and the merger with Quaker Oats in 2001. In 2010, PepsiCo acquired its two largest bottlers – Pepsi Bottling Group and PepsiAmericas – a transaction that significantly strengthened the company's beverage business in North America and Europe. In 2011, PepsiCo completed its largest-ever transaction outside of the United States with the acquisition of Wimm-Bill-Dann, the largest manufacturer of dairy products in Russia.

### **Corporate Structure**

PepsiCo is comprised of four business units:

- PepsiCo Americas Beverages (PAB)
- PepsiCo Americas Foods (PAF)
- PepsiCo Europe
- PepsiCo Asia, Middle East & Africa (AMEA)

### **Brands**

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 22 different product lines that each generates more than \$1 billion in annual retail sales. Our brands stand for quality and are respected household names, including:



### **Strategies for Growth**

PepsiCo has several key strategies for long-term, sustainable growth, including:

- Building and extending the company's global macrosnack portfolio
- Profitably growing the company's beverage business worldwide
- Building and expanding the company's nutrition business

- Leveraging the company’s unique “Power of One” selling model across foods and beverages
- Delivering on environmental sustainability commitments
- Ensuring prudent, responsible financial management

### **Healthier Products**

PepsiCo recognizes its responsibility to understand the diet and nutrition needs of populations around the globe. The company is tackling these challenges by rethinking its portfolio to deliver healthier products.

Today, about \$13 billion of PepsiCo’s approximately \$60 billion in sales comes from healthy or functional products (fruit juices, oatmeal, nuts and seeds, dairy products, sports drinks etc.). We are committed to growing this part of our business to \$30 billion by 2020. As part of our commitment, PepsiCo has:

- Expanded its research and development team to include a number of world-renowned medical doctors, nutritionists and food scientists who are working together to develop new products.
- Announced a set of **industry-leading nutrition goals**, including pledges to:
  - Reduce the average saturated fat per serving in key global food brands in key markets by 15% by 2020
  - Reduce the average added sugar per serving in key global beverage brands in key markets by 25% by 2020
  - Reduce the average sodium per serving in key global food brands in key markets by 25% by 2015
  - Increase the whole grains, fruits and vegetables, nuts, seeds and low-fat dairy in its product portfolio
- Created a new business unit – the PepsiCo Global Nutrition Group – focused on delivering good nutrition to markets around the world.
- Continued to help people to live healthier through better education and labeling, support for diet and exercise, responsible marketing to children, and collaboration with global and local partners.
- Acquired, partnered with, or purchased a major stake in companies with healthier products:
  - Wimm-Bill-Dann, Russia's top branded food-and-beverage company and a leader in the dairy category
  - Lebedyansky, Russia's leading branded juice company and the world's sixth-largest juice manufacturer
  - Sabra, the number one brand of hummus in the U.S.
  - Sandora, a leading juice company in Ukraine
  - Naked Juice, a premium juice company in the United States
  - Spitz International Inc., leading maker of sunflower and pumpkin seeds in Canada
  - V Water, an all-natural enhanced water in the United Kingdom
  - Almarai, the Saudi-based dairy leader, with which PepsiCo established a dairy joint venture
  - Amacoco, Brazil's largest coconut water company

### **Environmental Sustainability**

PepsiCo is committed to protecting natural resources through science and innovation. We are rethinking the way we source, create, package and deliver every product we sell in search of new ways to use less water, land, energy and packaging. The company is also partnering with local farmers, environmental organizations and scientists to understand how we can make our products in the most responsible and ecologically sensitive ways possible.

As part of our commitment, we have announced a series of global **environmental goals**:

- Provide access to safe water to three million people in developing countries by the end of 2015
- Reduce packaging weight by 350 million pounds by 2012
- Work to eliminate all solid waste to landfills from PepsiCo's production facilities
- Commit to an absolute reduction in greenhouse gas emissions across global operations

Find more information on Performance with Purpose at [www.pepsico.com/purpose.html](http://www.pepsico.com/purpose.html).