

# Yum China Holdings, Inc.

## Responsible Marketing Policy

We are fully aware that our operations have substantial economic, social and environmental impact. Yum China is committed to creating a responsible ecosystem. We are dedicated to offering a wide variety of delicious and nutritious food choices to our customers as well as promoting a balanced and healthy diet nationwide. Meanwhile, we regularly collaborate with scientific institutions to support research and promote dietary health.

To continuously strengthen our responsible business model, we have formulated this *Yum China Responsible Marketing Policy* to ensure the Company's compliance with relevant laws, regulations and business ethic standards in our stakeholder engagement and marketing promotion activities, and to reflect Yum China's commitments to sustainable development. Our responsible marketing policy applies to all marketing communication contents published by Yum China and all the brands operated, including but not limited to brand names, packaging and labels, promotion activities, brand marketing and all forms of advertising, such as television, radio, print and digital media.

### OUR COMMITMENT

We are committed that our marketing communication contents are legitimate, honest and scientifically substantiated. We hereby commit to:

- 1) The published contents are fully compliant with relevant laws and regulations on advertising in China and promote the positive values to the public.
- 2) All statements concerning the country of origin, nutritional composition and other information of our products are accurate, clear and on an objective basis, and do not contain any false or intentionally misleading contents.
- 3) We will not engage in deceptive practices or tactics to discredit our competitors' reputation or market standing. We refrain from disinforming customers on competitors' work and products.
- 4) We will avoid making exaggerated or unsubstantiated claims about the positive social or environmental impacts of our products and services.
- 5) We provide customers with clear product information to enable them to make informed dietary choices.
- 6) We strive to promote the healthy diet concept and guide our customers (including minors) to have a reasonable diet.



- 7) For marketing practices which target vulnerable market segments, such as minors, we promise:
- Not to target children under 10 as our advertising endorsers.
  - Not to carry out commercial marketing campaigns in primary or secondary schools.
  - Advertisements targeting minors shall not contain information that induces them to ask their parents to purchase the advertised products or services, and unsafe behaviors that are easily imitated by minors.

### OUR REVIEW AND CONTROL PROCESS

We have also established a Marketing Communication Committee composed of multiple function teams including Food Innovation, Food Safety, Quality & Nutrition, Legal, Procurement Management, Public Affairs, Marketing and Brand Engagement. The assessment and review process of the Committee ensures our marketing communication contents are accurate and legitimate, and comply with the *Yum China Responsible Marketing Policy*. In addition, we regularly conduct responsible marketing training for relevant employees to ensure that they are kept abreast of the latest audit requirements and relevant law and regulation updates.

\*Yum China reserves the right to modify this policy at any time.

