

Yum China Holdings, Inc.

Customer Relations Management

Yum China always places customer satisfaction first. We listen attentively to our customers' voices, establish and continuously optimize our customer relationship management system to enhance customer experience and satisfaction.

- 1. Multi-Channel Customer Support and Feedback Channels:** We provide customers with a diverse range of channels to accommodate communication needs across various scenarios.
 - Online Channels: Online surveys, online community panels, social media feedback portals, official customer service email, and AI-powered chatbots.
 - Offline Channels: Offline surveys, customer focus groups, one-on-one interviews, as well as dedicated in-restaurant support and customer service hotlines.
- 2. Closed-Loop Customer Feedback Management Process:** We collect customer feedback through systems such as the Guest Experience Survey (GES) and the Customer Service Platform (CSP). We strive to incorporate those insights into product iterations, menu optimization, and service process upgrading.
- 3. Inclusive Services for Diverse Customer Groups:** We continuously refine our service processes to better serve elderly customers and customers with disabilities: we offer age-friendly menu options, in-restaurant assistance with ordering and pickup, and install accessible pathways and facilities at restaurants where feasible, to improve dining convenience and experience for these customer groups.
- 4. Customer Complaint Handling and Response Mechanism:** We have established a transparent and efficient process for addressing customer complaints. For complaints submitted via official Yum China channels, we will respond promptly to acknowledge receipt.

2025 Customer Satisfaction Result:

- KFC: 92.1% of customers are satisfied
- Pizza Hut: five-star review rate of 91.7%

