

# Yum China Holdings, Inc.

## 2024 Customer Satisfaction Survey

百胜中国始终将顾客满意度放在第一位，用心聆听顾客心声，开展线上问卷调研、线上会员库调研、顾客座谈会、顾客一对一访谈及线下问卷调研等活动，从社交媒体等多种渠道收集并分析顾客反馈意见，以顾客体验为导向，不断改进和提升服务水平。客户体验调查系统（GES）是我们的顾客反馈渠道之一，我们通过该系统及时收集顾客意见，并将顾客评分结果作为考核门店绩效的重要标准之一，以督促门店不断提高服务质量。

2024 年，百胜中国进一步拓宽顾客的反馈收集渠道，同时基于反馈结果定期探讨并推动顾客体验优化。

### 2024 年顾客满意度结果：

- 肯德基：满意消费者的占比为 93.5%
- 必胜客：五星好评率为 89.5%

Yum China always places customer satisfaction first, and listens attentively to their feedback through multiple channels, including online surveys, online community panels, focus groups, one-on-one interviews, and offline surveys. We collect and analyze customer feedback from social media and other channels to continuously improve and enhance the level of customer service level. The Guest Experience Survey (GES) system is one of our customer feedback channels, we use this system to collect customer feedback promptly and use customer ratings as one of the important performance indicators for assessing stores, to encourage them to continuously improve service quality. We continue to optimize and upgrade the GES system.

In 2024, Yum China further expanded its channels for collecting customer feedback and regularly discussed and identified opportunities for enhancing customer experience based on the feedback.

### 2024 Customer Satisfaction Result:

- KFC: 93.5% of customers are satisfied
- Pizza Hut: five-star review rate of 89.5%

