



Yum China and Its Restaurants to Donate RMB 4 Million to Sichuan Earthquake Relief Efforts

11 August, 2017

SHANGHAI, Aug. 11 2017 /PRNewswire/ -- Yum China Holdings, Inc. (NYSE: YUMC) and its restaurants under the brands of KFC, Pizza Hut, Taco Bell, Little Sheep as well as East Dawning, announced that they have committed RMB 4 million to support relief efforts following a 7.0-magnitude earthquake that struck Jiuzhaigou County in Sichuan Province on the 8th of August. The donation, to be made through the China Foundation for Poverty Alleviation, will contribute to the post-disaster reconstruction and recovery program.

Beyond the financial aid, Yum China and its restaurants immediately extended additional support to those in the affected region. Following the earthquake in Jiuzhaigou County, the Company opened three KFC and two Pizza Hut restaurants in nearby Mianyang City, Sichuan Province to provide 24-hour support to media, medical and other rescue workers. Yum China's subsidiaries in Southwest China also established relief funds to provide assistance to the Company's employees and their immediate family members who were injured or suffered property damage during the earthquake.

Since entering the Chinese market in 1987, Yum China has been committed to giving back to the communities that it serves through charitable programs and disaster relief efforts. In May 2008, following the Wenchuan earthquake in Sichuan Province, Yum China and its staff contributed more than RMB 21 million to disaster relief efforts. In April 2010, the Company donated RMB 2 million to the earthquake-stricken communities in Yushu, Qinghai Province. In April 2013, Yum China donated RMB 5 million towards the disaster relief program in the wake of the earthquake in Ya'an, Sichuan Province. In August 2014, the Company contributed RMB 2 million towards post-disaster reconstruction initiatives following the earthquake in Lundian, Yunnan Province.

About Yum China Holdings, Inc.

Yum China Holdings, Inc. is a licensee of Yum! Brands in mainland China. It has exclusive rights in mainland China to KFC, China's leading quick-service restaurant brand, Pizza Hut, the leading casual dining restaurant brand in China, and Taco Bell, which opened its first restaurant in China at the end of 2016. Yum China also owns the Little Sheep and East Dawning concepts outright. Yum China is well positioned for growth thanks to its strong competitive position, integration of its brands into Chinese popular culture and consumers' daily lives, expanding geographic footprint in China and existing operational expertise. It has a strong capital position, no external debt and expects to continue growing its system sales and profit by adding new restaurants and through growing same-store sales. Yum China had more than 7,600 restaurants and more than 420,000 employees in over 1,100 cities at the end of May 2017. A new generation of younger consumers who are digitally sophisticated and brand driven are fueling growth in consumption in China. The ongoing growth of the middle class and urban population in China is expected to create the world's largest market for restaurant brands, with Yum China poised to be the market leader.

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