

People + Ideas = Change

At PepsiCo “Performance with Purpose” means delivering sustainable growth by investing in a healthier future for people and our planet. We bring this purpose to every aspect of our business by offering enjoyable and wholesome foods and beverages; finding innovative ways to reduce the use of energy, water and packaging; providing a great workplace for our associates; and investing in the local communities where we operate.

Pepsi Refresh Project – Supporting Our Communities

Through the Pepsi Refresh Project, Pepsi gave away more than \$20 million in 2010 to fund helpful ideas that refresh the world. Each month, Pepsi invited individuals and organizations to submit ideas, and the public voted on which ideas would get funded.

In its first year, Pepsi awarded more than 1,000 Refresh Grants, touching 600,000 lives, with more than 82 million votes cast. From building houses across the country to sending care packages to troops overseas, from teaching healthy eating habits to children to building playgrounds for communities in need, the grants are making a difference in people’s lives.

The Ripple Effect

What happens when you add up all of this impact?

- Nearly 60,000 volunteers get involved.
- More than \$11 million raised beyond the PRP grants in donations and in-kind gifts.
- On average, one Pepsi Refresh Grant winner attracts 107 new volunteers, more than \$21,000 in additional funding, and media coverage in two newspapers, 1.8 TV news broadcasts, 2.9 radio shows, and 6.5 online sites or blogs.

A Groundswell of Coverage

Pepsi Refresh reached a significant milestone earlier this year: more than 3.24 billion media impressions through both traditional and social media partnerships.

We partnered with MTV Network and took SuChin Pak around the country to meet grantees. We partnered with NBC-Universal and watched the “TODAY” Show’s anchors compete for Pepsi Refresh Project grant money. From *The Wall Street Journal* and *Parade Magazine* to ABC’s “Good Morning America” and CNN, to Facebook, Twitter and YouTube, the Pepsi Refresh Project permeated audiences across the U.S.



More Initiatives for a Healthier Future



Sustainable Agriculture

We work hard to continually improve our agriculture processes. Our commitment to our growers extends to every aspect of our business, whether we are helping a grower in India conserve water or a family in Mexico learn how to improve corn yields.



Conserving water/protecting watersheds

PepsiCo was one of the first companies of its size to formally and publicly acknowledge water as a human right. In accepting the responsibility that comes with it, we forged a partnership with The Nature Conservancy to launch five positive water impact pilot projects to help guide sustainable water use where we work.



Plant-based Bottle

PepsiCo has developed the world’s first PET plastic bottle made entirely from plant-based, fully renewable resources. This “green” bottle is 100 percent recyclable and is made from bio-based raw materials, including switch grass, pine bark and corn husks.



Developing Heart-Healthy Sunflower Oil

PepsiCo and the Inter-American Development Bank embarked on a landmark partnership to spur social and economic growth in 26 countries. The inaugural project provided loans and a source of income for some 850 Mexican farmers to expand sunflower production, a source of heart-healthy high-oleic sunflower oil for cooking potato chips and other snacks.