



PEPSICO

Login to Investor Service Direct[®] at
www.bnymellon.com/shareowner/lisd
to enroll online or complete and sign this paper form
and mail in the courtesy envelope provided to:
BNY Mellon Shareowner Services
P.O. Box 358035, Pittsburgh, PA 15252-8035

**Enrollment Form for PepsiCo, Inc.
Direct Purchase and Sale Plan**

To review your tax status, update your address, make account changes, or sign up for MLinkSM for secure 24/7 online access to your financial documents, please visit www.bnymellon.com/shareowner/lisd.

Please provide the following contact information:
Daytime phone

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IMPORTANT INFORMATION ABOUT PROCEDURES FOR OPENING A NEW ACCOUNT
To help the government fight the funding of terrorism and money laundering activities, Federal law requires all financial institutions to obtain, verify, and record information that identifies each person who opens an account. What this means for you: When you complete an enrollment application, we will ask for your name, address, date of birth, and other information that will allow us to identify you. Please be aware that we will verify the information you provide and may also ask for copies of your driver's license or other identifying documents.

1. Additional Investments

As a current registered shareholder, you may choose to make additional investments through the Plan by selecting one of the options below. (Check one.)

Enclosed is my check for \$ _____
Make checks payable to The Bank of New York - PepsiCo Plan. (Minimum \$50, and a maximum of \$10,000 per transaction not to exceed \$120,000 annually.)

Automatic Additional Investments
I hereby choose to make additional investments in PepsiCo, Inc. Common Stock by authorizing automatic monthly deductions from my bank account. (Debits continue on a monthly basis unless you change it on the website.) (Complete section 3, Bank Account Information.)

I hereby authorize the Administrator and the Financial Institution indicated in section 3 to deduct from my account \$ _____ per month (\$50 minimum) and apply amounts so deducted toward the purchase of PepsiCo, Inc. Common Stock under the account designated.

(Upon receipt of this form, properly completed, the Plan Administrator will contact your bank to deduct the amount(s) indicated from your bank account on or about the 25th of each month. The Administrator will invest your funds beginning on the next Investment Date. Such deductions and investments will continue monthly until you notify the Plan Administrator to change or discontinue them. Should your account have insufficient funds to cover the authorized deduction, no deduction or investment will occur. In such an event, you may be charged a fee by your financial institution for insufficient funds.)

2. Dividend Options (Leave this section blank to continue dividend reinvestment options currently in place.)

You may choose to reinvest all or part of the dividends paid on PepsiCo, Inc. Common Stock. If no option is selected the Administrator will automatically reinvest your dividends. (Check one.)

Reinvest the dividends on ALL shares.

I would like a portion of my dividends reinvested.
Please remit to me the dividends on _____ shares. I understand that the dividends on my remaining shares, as well as all future shares that I acquire, will be reinvested.

All cash - Do not reinvest my dividends.
You may receive your cash dividends by electronic transfer into your bank account.

(Your dividend check will be automatically mailed to your address of record UNLESS you check here:)

Deposit Cash Dividends Electronically

I hereby authorize to have my dividends deposited automatically in my bank account.
(Complete section 3, Bank Account Information.)

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