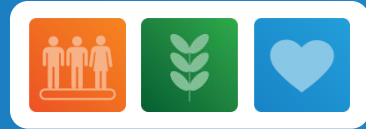
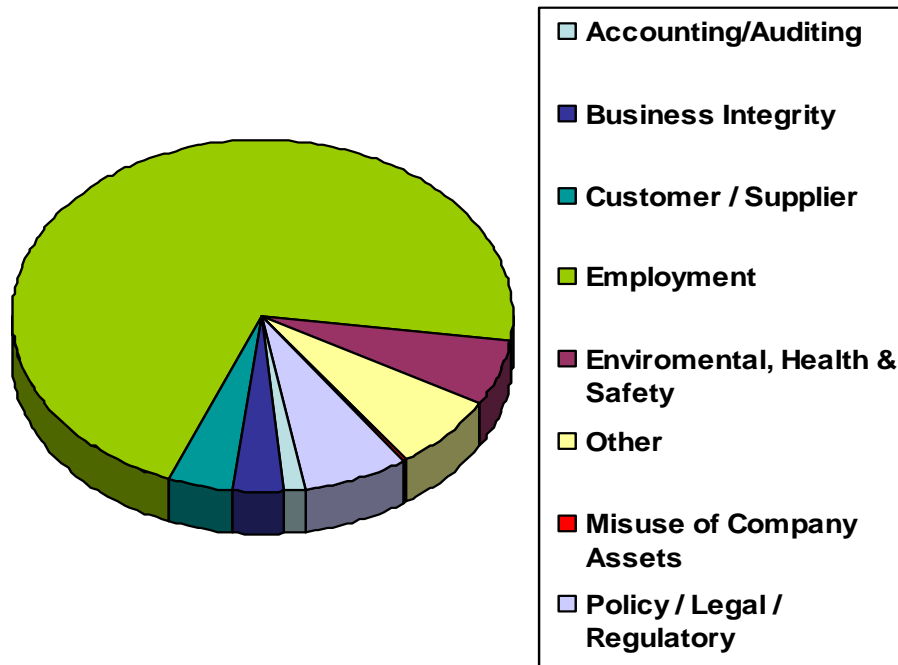


PepsiCo - 2010 Speak Up Usage



The Speak Up line is widely used and is an important part of our culture of ethics and compliance at PepsiCo. The total number of Speak Up reports for 2010 was 3,030. This was an increase of 1,111 over 2009 of which 54% came from bottler acquisitions in 2010 and the creation of the Pepsi Beverages Company. Although there was a significant increase in reports, the number of Speak Ups per thousand employee remained consistent at slightly over 10 per thousand employees worldwide. PepsiCo actively communicates and promotes the employee Speak Up process throughout the organization. For 2010 the phone hotline was the main source of speak ups at 90%, while the web line was 10% of reporting. The following graphs show the category of reports and allegations represented and percentage of how those reports and allegations were investigated and resolved.

Category of Allegations



Resolution of Investigation

