

## *Tingyi Fact Sheet*

- Tingyi is one of the major food and beverage companies in China.
- Tingyi's beverage subsidiary, Tingyi Asahi Beverages (TAB), is one of the leading beverage manufacturers in China. If this transaction is approved, TAB will become PepsiCo's franchise bottler in China.
- TAB's product offerings include ready to drink tea, bottled water and juice beverages.
- Tingyi started its instant noodle segment in 1992 under the brand Master Kong, and expanded into the bakery segment and beverages in 1996. The philosophy of Tingyi is to provide consumers with safe, tasty quality products with value for money.
- With sophisticated production processes, outstanding operation, innovative products and socially responsible business practices, Tingyi is widely respected in China's consumer industry. Continuous attention to operations at the community level in the past 20 years has made Master Kong one of the most respected brands. Tingyi has made big contributions to rural, agricultural and farmers' development.
- For three consecutive years from 2008 to 2010, Tingyi was named one of the 50 best listed companies in Asia by Forbes for its solid financial track record and excellent management and entrepreneurial skills.
- If approved, the alliance between Tingyi, TAB and PepsiCo is expected to create an expanded platform for beverage growth in China and bring a variety of important benefits, including:
  - Bringing innovative new PepsiCo and TAB products to market faster and improving choice for consumers
  - Enabling TAB, PepsiCo and PepsiCo's existing joint venture partners to operate more effectively in China's highly competitive beverage sector
  - Improving operating efficiency and reducing costs by combining local and global expertise in manufacturing and distribution
  - Providing better localized service to PepsiCo's national retail and food service customers in China through TAB's distribution expertise
  - Supporting new opportunities to develop local economies in interior and western China
  - Extending the national distribution of PepsiCo's carbonated soft drink and non-carbonated beverage brands
  - Increasing the investment made in PepsiCo brands and marketing in China