

Dev Day 4 Women

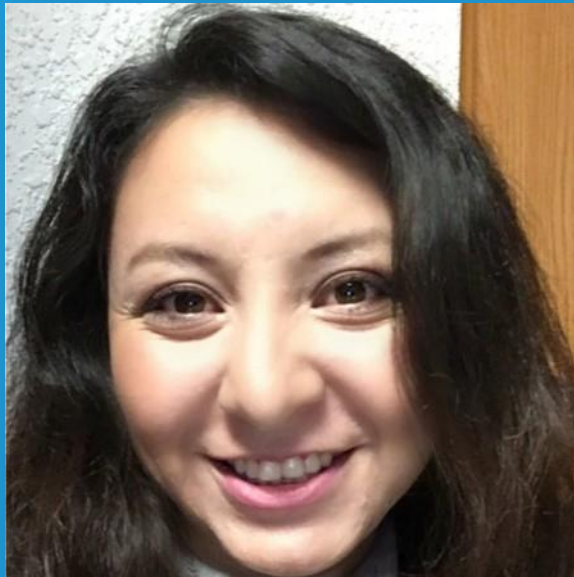
Dare for better with PepsiCo



PepsiCo Employer Brand 1



MEET THE SPEAKER



Alejandra Miñón
Strategy & Transformation Manager



OUR HISTORY



Pepsi-Cola created by Caleb Bradham 1898



Creation of Frito-Lay through the merger of the Frito Company and H.W. Lay Company 1961



Formed Pepsi Lipton Tea Partnership, joint venture between Pepsi-Cola and Unilever 1991



Merger with Quaker Oats, which also brought sports drink Gatorade into the portfolio 2001



PepsiCo's Food for Good launches 2009

Acquisition of KeVita, a leading North American creator of fermented probiotic and kombucha beverages 2016



Acquisition of CytoSport, a leading provider of protein products, including Muscle Milk 2019



Launch of pep+ (PepsiCo Positive) 2021

1932 First recipe for Fritos Corn Chips and establishment of H.W. Lay & Company



1965 PepsiCo founded through the merger of Pepsi-Cola and Frito-Lay, creating a competitive advantage fueled by complementary snacks and beverages



1994 Partnered with Starbucks to jointly develop ready-to-drink coffee beverages



2005 Frito-Lay opens its first "Green" Distribution center

2012 Strategic beverage alliance with Master Kong Beverage, one of the leading food and beverage companies in China



2018 Acquisition of SodaStream



2020 Acquisition of Pioneer Foods, BFY Brands, Be & Cheery, and Rockstar Energy Beverages



2022 PepsiCo unveils first-ever ESG Summary, an evolution of the company's Sustainability Report

OUR MISSION & VISION

PEPSICO

MISSION

Create more smiles with every sip and every bite

VISION

Be the global leader in convenient food and beverages by winning with  **pep+**
pepsico positive

THE PEPSICO WAY

FASTER

Winning in the marketplace, being more consumer-centric and accelerating investment for topline growth

STRONGER

Transforming our capabilities, cost and culture by operating as one PepsiCo, leveraging technology, winning locally and globally enabled

BETTER

Creating growth and value by operating within planetary boundaries and inspiring positive change for the planet and people



**BE
CONSUMER
CENTRIC**



**ACT AS
OWNERS**



**FOCUS &
GET THINGS
DONE FAST**



**VOICE
OPINIONS
FEARLESSLY**



**RAISE THE BAR
ON TALENT
& DIVERSITY**



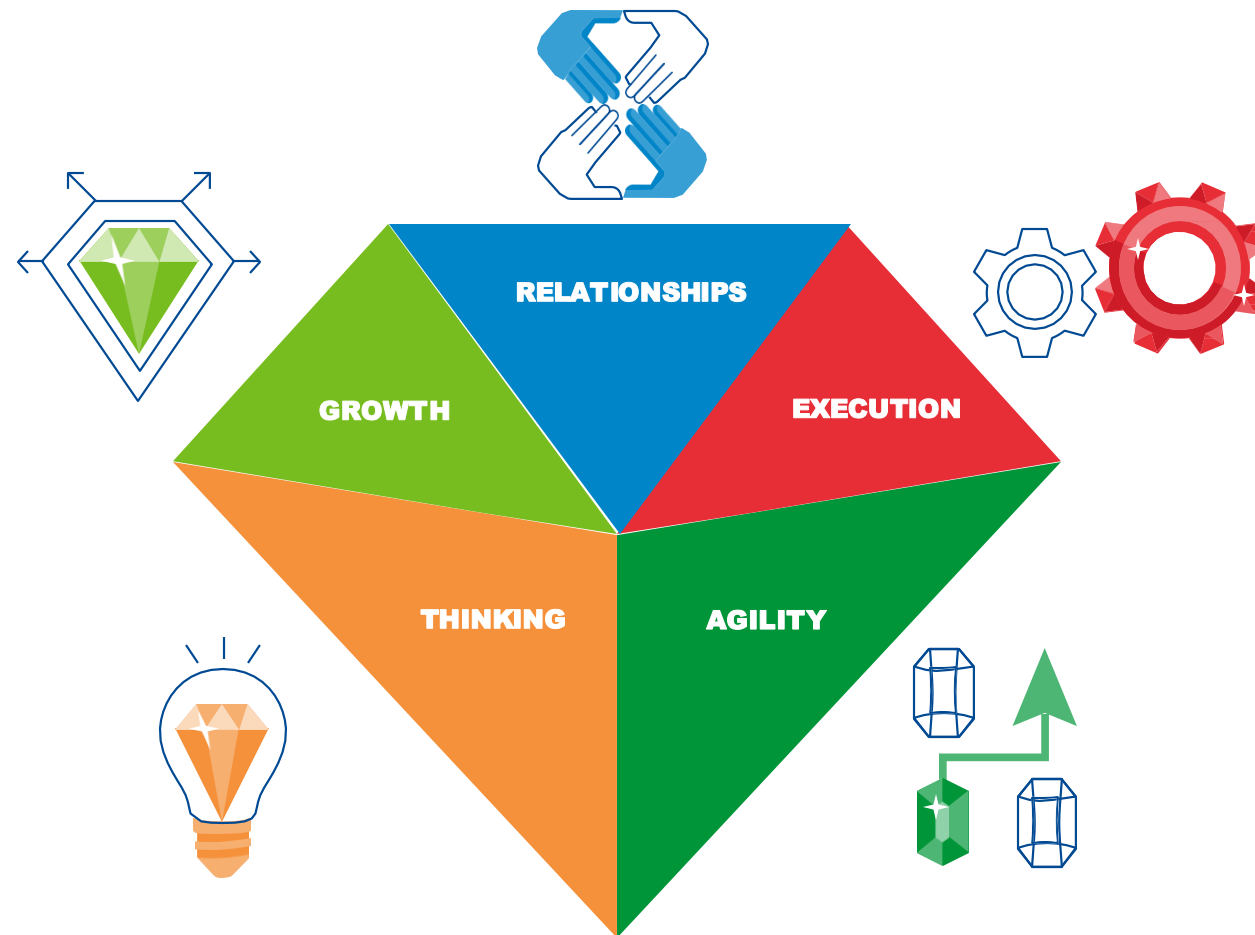
**CELEBRATE
SUCCESS**



**ACT
WITH
INTEGRITY**

The Great 5 Leadership Model

- The GREAT5 is our holistic leadership framework, serving as the basis for our next-generation, world-class leadership development programs and talent management practices



Join us

