Cautionary Language Regarding Forward-Looking Statements

- Forward-Looking Statements. Our presentation may contain "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. We intend all forward-looking statements to be covered by the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements generally can be identified by the fact that they do not relate strictly to historical or current facts and by the use of forward-looking words such as "expect," "expectation," "believe," "anticipate," "may," "could," "intend," "belief," "plan," "estimate," "target," "predict," "likely," "will," "should," "forecast," "outlook" or similar terminology. These statements are based on current estimates and assumptions made by us in light of our experience and perception of historical trends, current conditions and expected future developments, as well as other factors that we believe are appropriate and reasonable under the circumstances, but there can be no assurance that such estimates and assumptions will prove to be correct. Forward-looking statements include, without limitation, statements regarding the future earnings and performance of Yum China including all targets and factors related to Yum China's ongoing EPS growth model, statements regarding any intended capital return to shareholders, and statements regarding the capital structure of Yum China or any of its businesses. Forward-looking statements are not guarantees of performance and are inherently subject to known and unknown risks and uncertainties that are difficult to predict and could cause our actual results to differ materially from those indicated by those statements. We cannot assure you that any of our expectations, estimates or assumptions will be achieved. The forward-looking statements included on our presentation are only made as of the date indicated on the relevant materials, and we disclaim any obligation to publicly update any forward-looking statement to reflect subsequent events or circumstances. Numerous factors could cause our actual results to differ materially from those expressed or implied by forward-looking statements, including, without limitation: whether we are able to achieve development goals at the times and in the amounts currently anticipated, if at all, the success of our marketing campaigns and product innovation, our ability to maintain food safety and guality control systems, our ability to control costs and expenses, including tax costs, as well as changes in political, economic and regulatory conditions in China. In addition, other risks and uncertainties not presently known to us or that we currently believe to be immaterial could affect the accuracy of any such forward-looking statements. All forward-looking statements should be evaluated with the understanding of their inherent uncertainty. You should consult our filings with the Securities and Exchange Commission (including the information set forth under the captions "Risk Factors" and "Cautionary Statement Concerning Forward-Looking Statements" in the Information Statement included in our Registration Statement on Form 10) for additional detail about factors that could affect our financial and other results.
- Market and Industry Data. Unless we indicate otherwise, we base the information concerning our industry contained on this presentation on our general knowledge of
 and expectations concerning the industry. Our market position and market share is based on our estimates using data from various industry sources and assumptions
 that we believe to be reasonable based on our knowledge of the industry. We have not independently verified the data obtained from these sources and cannot assure
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- Non-GAAP Measures. Our presentation includes certain non-GAAP financial measures. Reconciliation of these non-GAAP financial measures to the most directly
 comparable GAAP measures are included on our presentation where indicated. Investors are urged to consider carefully the comparable GAAP measures and
 reconciliations.

THE **DEFINING INVESTMENT OPPORTUNITY** Micky Pant | CEO, Yum China

Agenda

- Yum China
- Pizza Hut and KFC Overview
- > Yum China Financial Update
- Summary and Q&A



Strategic Investment Provides Three Key Advantages







\$460MM cash investment Credible strategic partners: Primavera & Ant Financial Exceptional Chairman of the Board

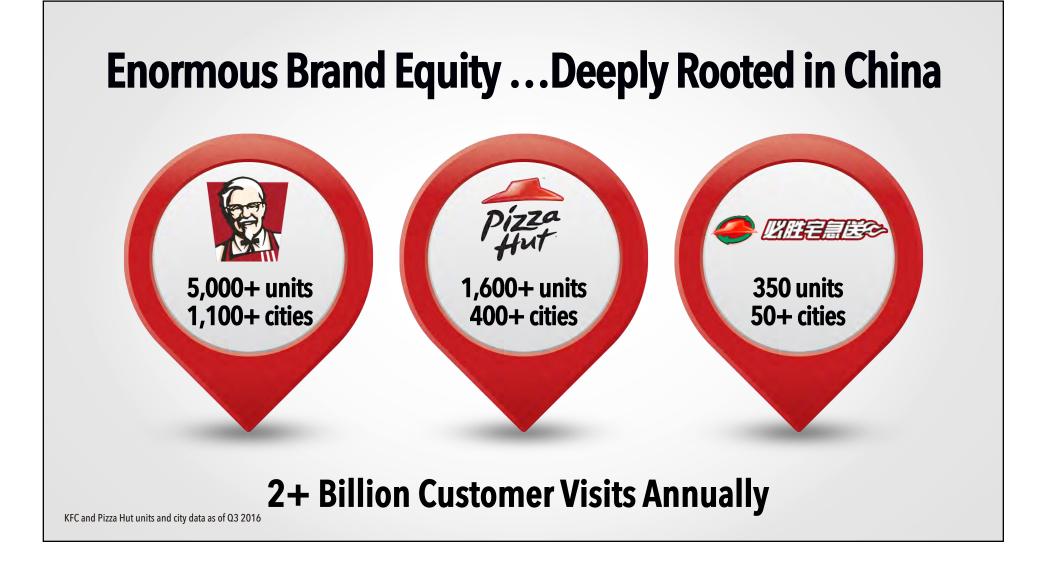


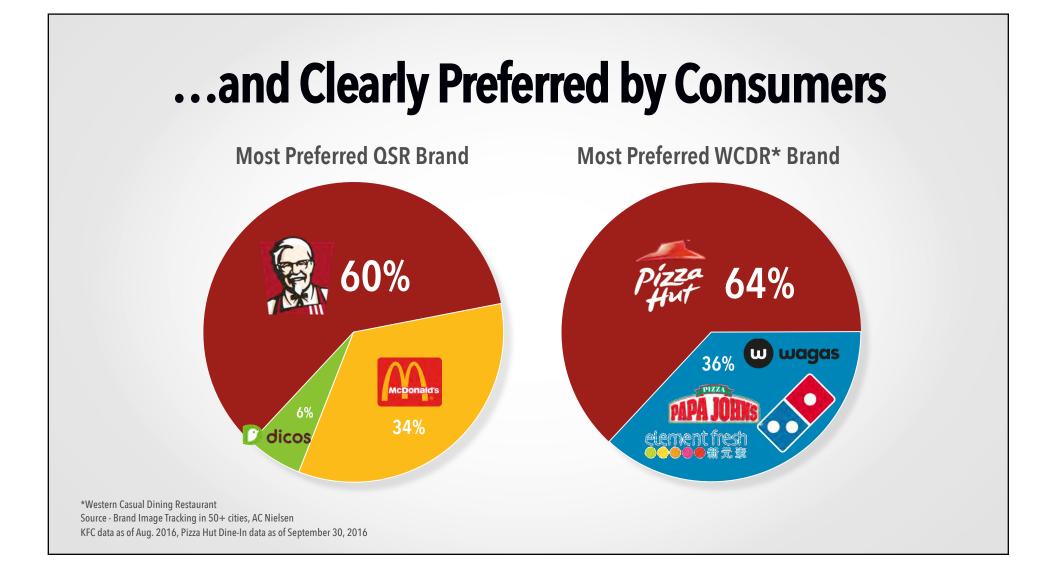
Urban Expansion in China is Without Precedent

Pearl River Delta Megacity – Population 60MM

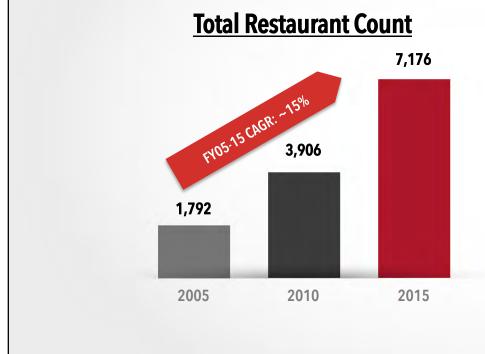
19 City Clusters are Being Created Across China

The Development Opportunity for Yum China		
	China's 5 Year Outlook	Yum China
	Urban population growth of 75MM	Expanding footprint across urban centres
	Doubling of transportation hubs	Targeting units in all major transportation hubs
	1,250 new shopping malls	1 – 2 stores in top ranking malls

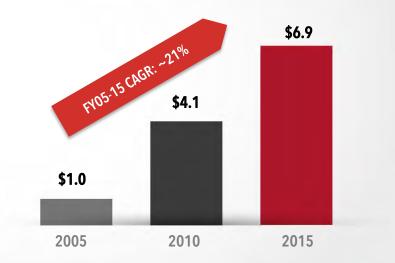




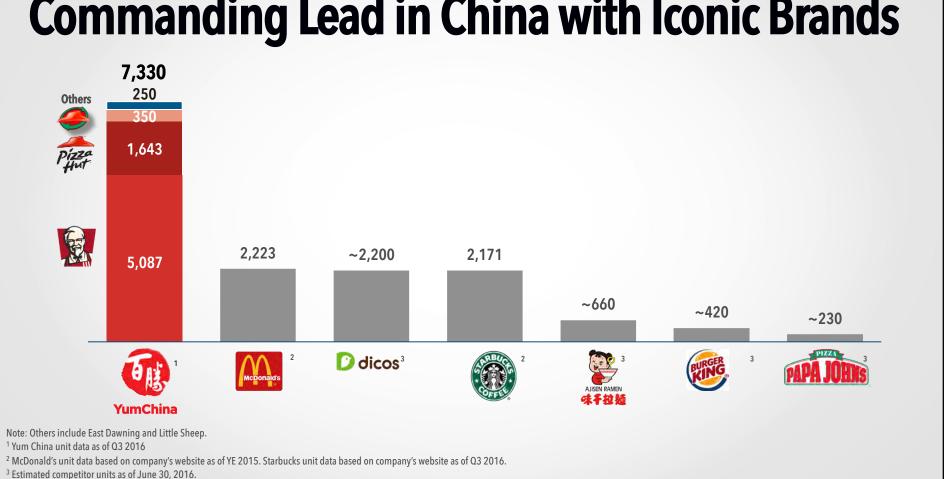








Dollar figures include FOREX impact



Commanding Lead in China with Iconic Brands

Undisputed Leader in Digital Engagement



In Less than One Year...





\$1+ BN Sales in Cashless Payment

Strong Delivery Network



Single Largest Delivery Brand 1,000+ delivery units*
 across China

20,000 delivery drivers

85% delivery sales from online ordering

0% of total sales**



Leading Delivery Brand Concept

Data as of Q3 2016 *Includes KFC delivery units, Pizza Hut Dine-in units that are delivered by 3rd party aggregators and Pizza Hut Home Service units **Includes deliver sales at KFC delivery units, Pizza Hut Dine-in units that are delivered by 3rd party aggregators and Pizza Hut Home Service units.

Unparalleled Infrastructure

- National supply chain
- Unrivalled development capabilities
- Industry leading marketing scale & coverage
- Best in class operations
- Robust IT infrastructure



Tenured leadership – Key members with average of 20 years of experience



Dr. Fred Hu Non-Executive Chairman of the Board

World-Class Board of Directors

Other Board Members

- Peter Bassi
- Christian Campbell
- Ed Chan
- Edouard Ettedgui
- Louis Hsieh
- Jonathan Linen
- Micky Pant
- Zili Shao

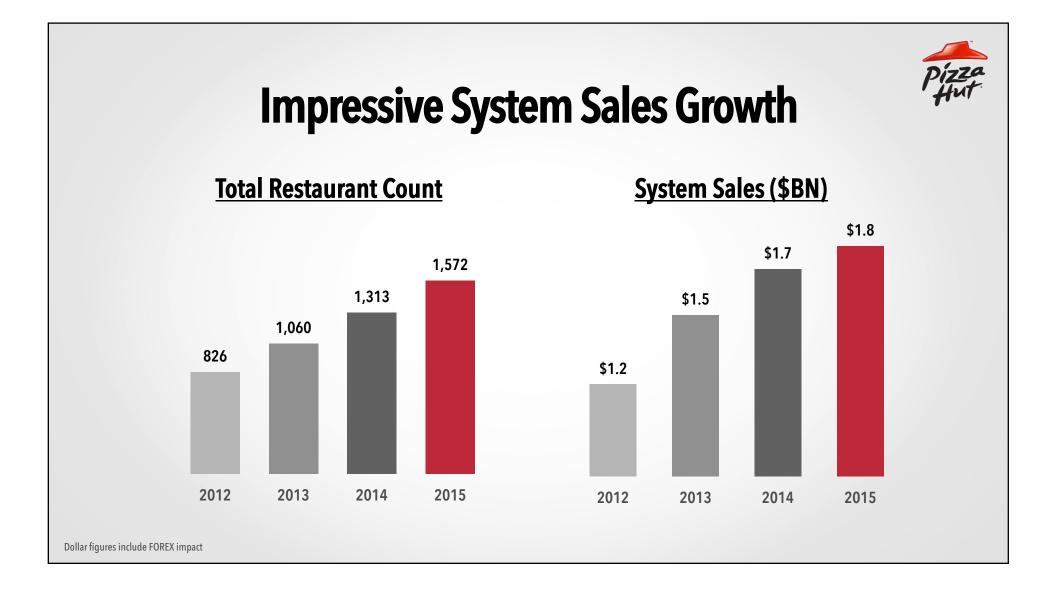


THE DEFINING INVESTMENT OPPORTUNITY IN CHINA



Pizza Hut Dine-In





Five Key Initiatives for Continued Growth



Focusing on Core with Disruptive Innovation



Durian Pizza



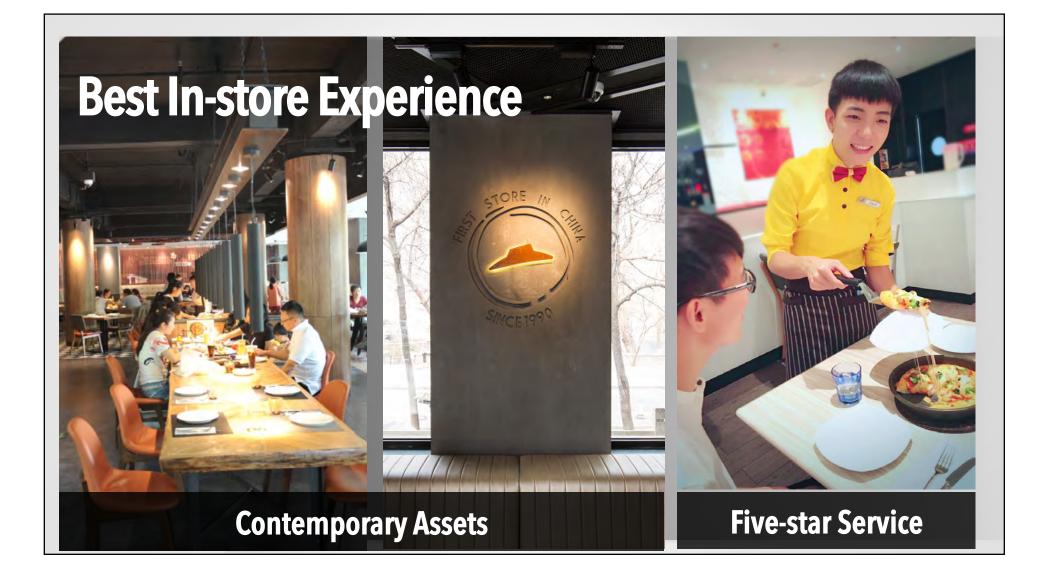
Super Supreme



Chinese New Year

Smart Value Across All Dayparts





Digital Initiatives Transforming Marketing





- 18+ MM members in less than one year
- ~10% of total sales in year 1



Redefined Clear Brand Positioning



THE DEFINING INVESTMENT OPPORTUNITY IN CHINA



Joey Wat | CEO, KFC China



Four Key Pillars to Drive Continuous Growth



Strong Rhythm Developed by Consecutive Successful Promotions Focusing on Core & Value





Disruptive & Localized Product Innovation

Zinger Tower





Rice Bucket



No to the second



Ice-cream



Transform the Whole Customer Journey with Digital Experience





Mobile Payment 5,000+ stores







Digital Menu Board



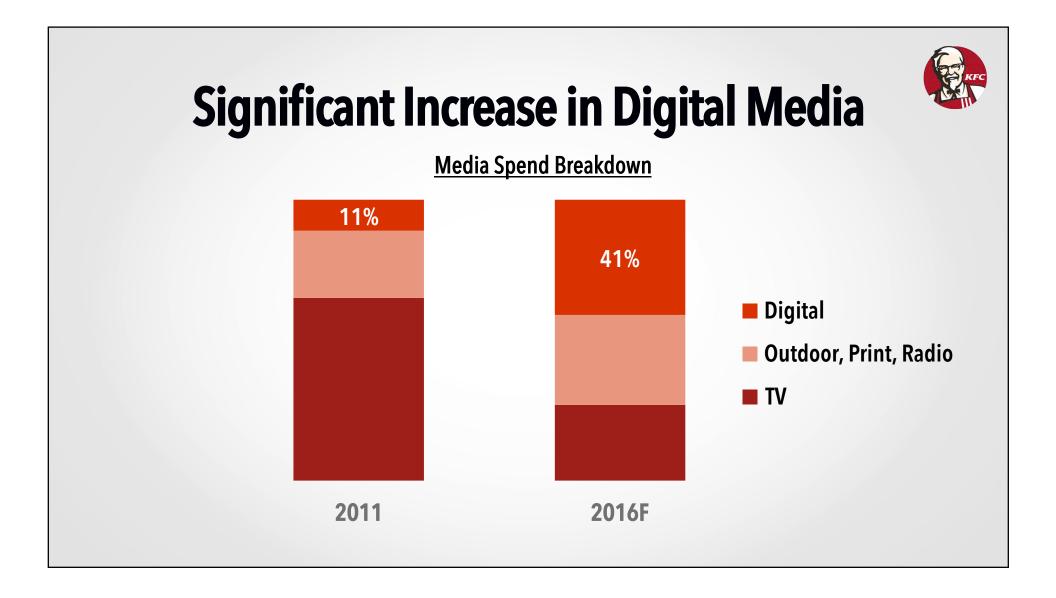


Data as of September 2016

Exclusive Privileges for Our <u>46+ Million</u> Members



10%+ Transactions





Tremendous Growth in Delivery



2,300 stores* ~8% of sales* Doubled sales in 5 years



*Data as of Q3 2016



Kiosks as the Next Growth Lever



Rejuvenate Our Brand Asset with New Image









THE DEFINING INVESTMENT OPPORTUNITY IN CHINA

Ted Stedem CFO, Yum China



Impressive Business Profile



#1 Restaurant Company in China



Strong Margins and Cash Flow



Top Global Brands in KFC and Pizza Hut



Best-in-Class Management

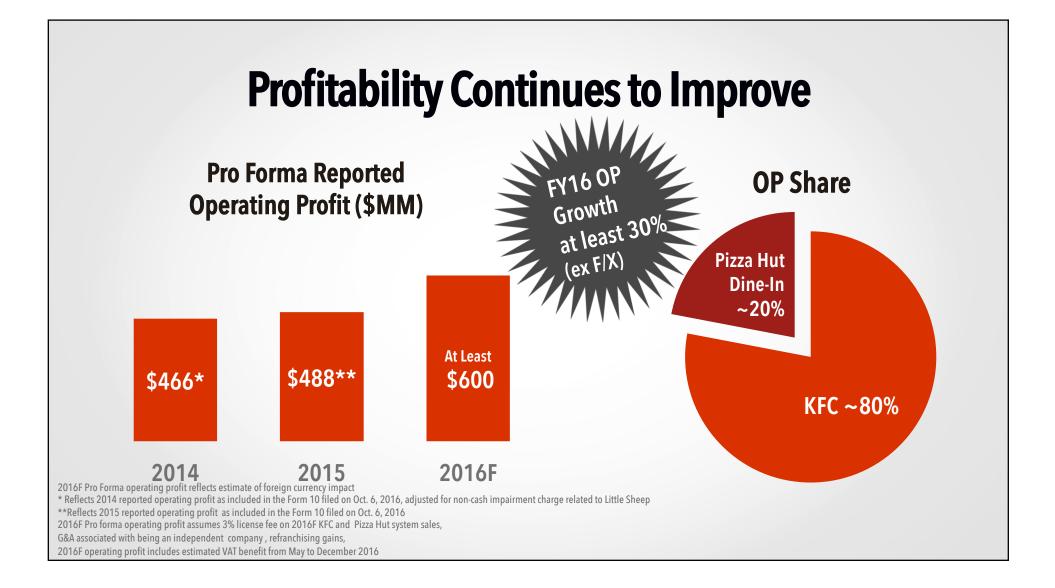


Significant Whitespace to Grow



US listed with Western Governance



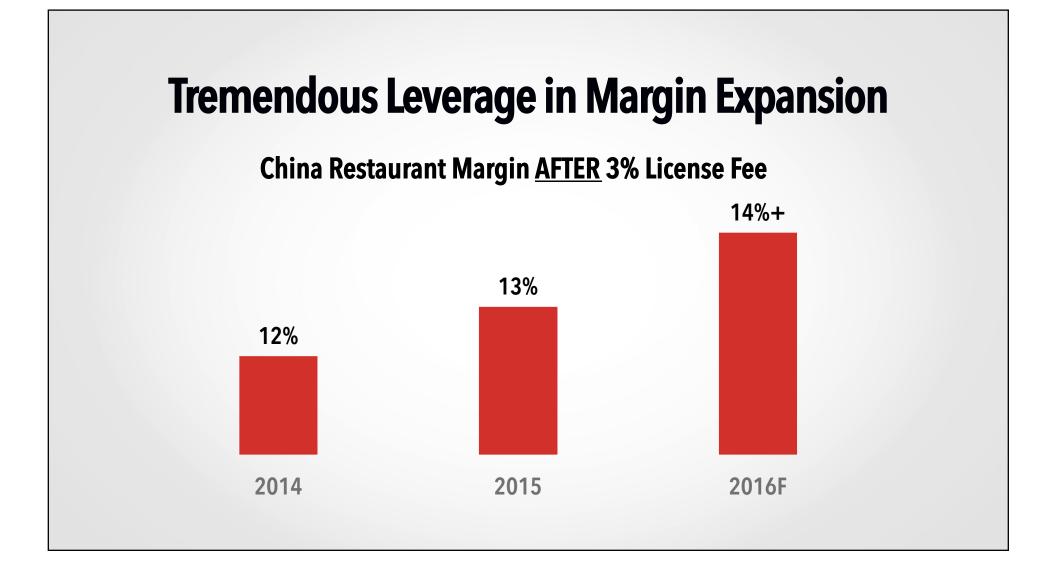




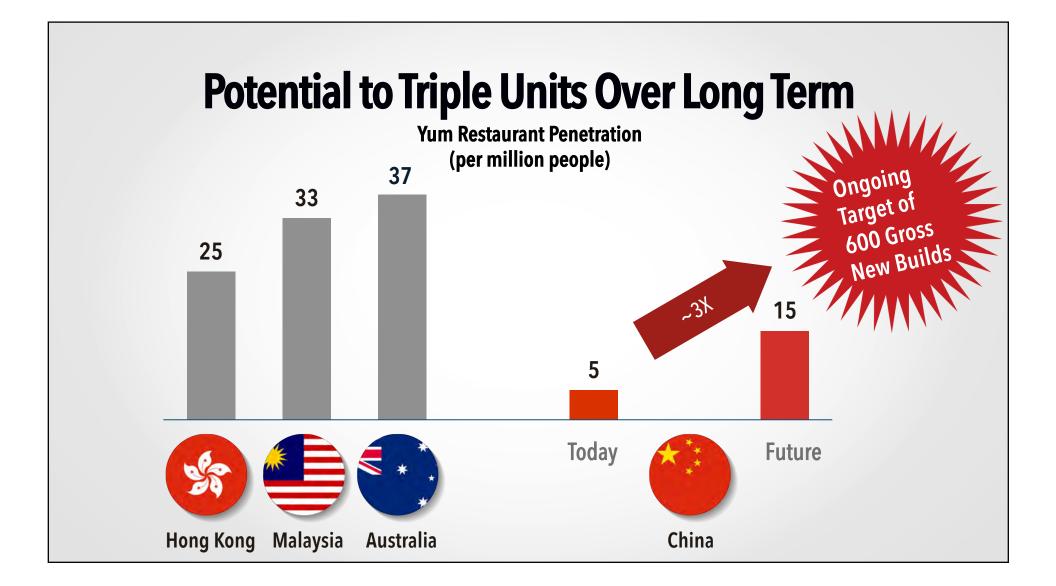
Ongoing Mid-Teens EPS Growth Model

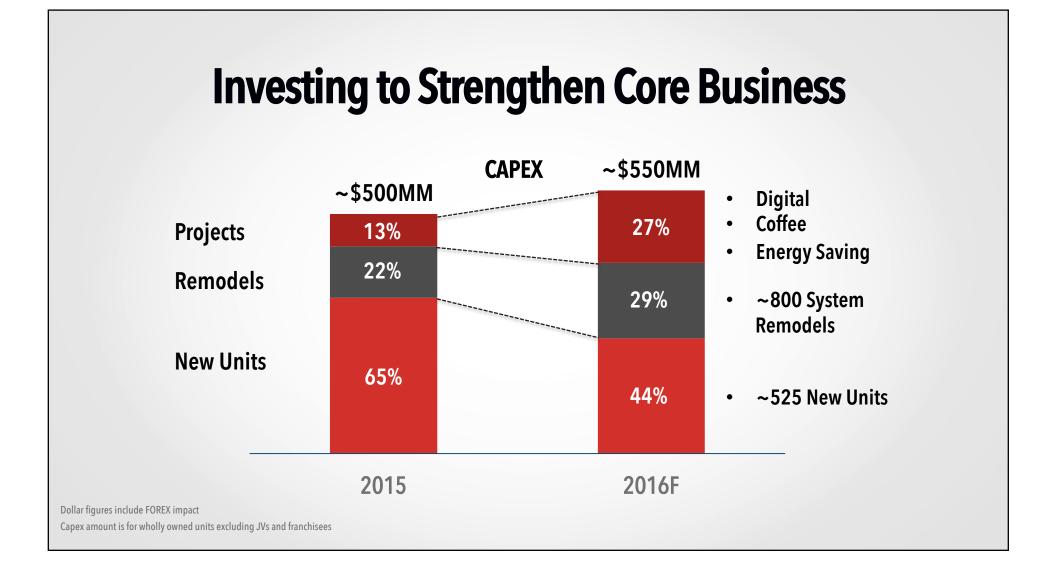
Mid-Teens EPS Growth Model assumes constant currency

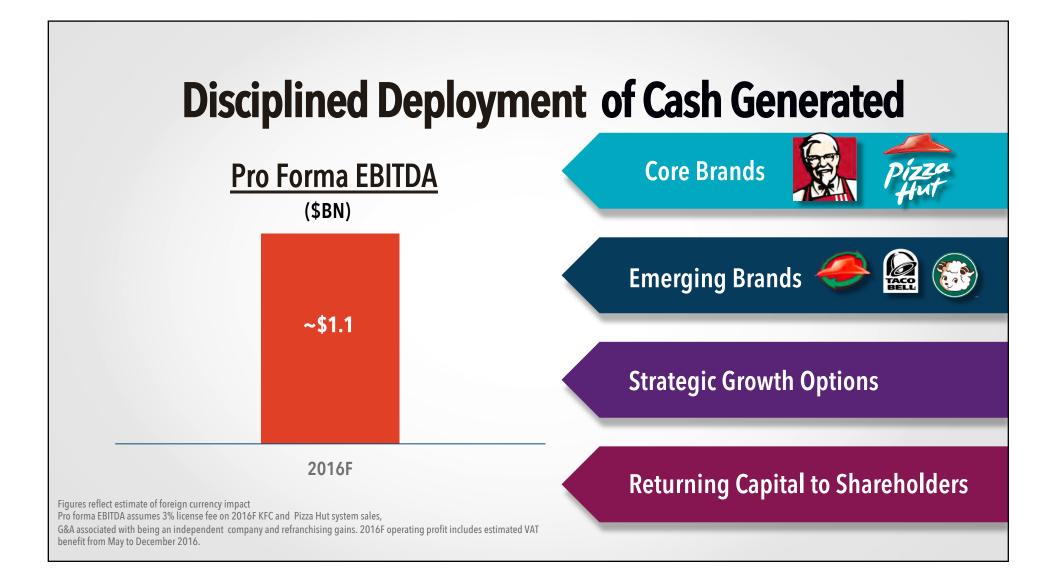




Impressive New Unit Returns Even with 3% License Fee			
2016 New Unit* Economics			
		Pizza Hut	
Average Unit Volume (\$MM)	\$1.0	\$1.0	
Cash Margin	21%	16%	
Cash Investment (\$K)	\$530	\$610	
Pre-tax Payback	<3 Years	<4 Years	
ludes all units opened between June 2014 to May 2015 n margin includes 3% license fee nange rate of 1USD=6.28RMB margins exclude expenses that impact restaurant margins by approximately 8% for b	ooth KFC and PHDI primarily related to depreciation		







2016 Financial Summary

Domicile	US/Western Governance
icense Fee	3% of system sales of KFC & PH & TB
Restaurant Margin	14%+*
FY OP Growth (ex F/X)	At least 30%
New Unit Growth	~525
Сарех	~\$550MM
Effective Tax Rate	27-29%

*After 3%





* After 3% License Fee Mid-Teens EPS Growth Model assumes constant currency.

THE **DEFINING INVESTMENT OPPORTUNITY** Micky Pant | CEO, Yum China



Yum China Holdings, Inc. NYSE: YUMC

Let's make every life taste beautiful 让 生 活 更 有 滋 味 θ YumChina