



YumChina

2025

YUM CHINA
INVESTOR DAY

RESILIENCE GROWTH MOAT 3.0

Innovation & Operational Efficiency

LEILA ZHANG | **CHIEF TECHNOLOGY OFFICER**



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Non-GAAP Measures. This presentation includes certain non-GAAP financial measures. Reconciliation of these non-GAAP financial measures to the most directly comparable GAAP measures are included in this presentation where indicated. You are urged to consider carefully the comparable GAAP measures and reconciliations. Certain non-GAAP measures were not reconciled to the comparable GAAP financial measures because the GAAP measures are not accessible on a forward-looking basis. The Company is unable to reconcile these forward-looking non-GAAP financial measures to the most directly comparable GAAP measures with sufficient precision without unreasonable efforts because the Company is currently unable to predict with a reasonable degree of certainty the type and extent of certain items that would not impact the non-GAAP measures but would be expected to impact GAAP measures.

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 restaurant industry in China. 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 you of the data's accuracy or completeness. Trademarks, logos, service marks, materials, designs and other intellectual property used in this presentation are owned by Yum China Holdings, Inc. and its affiliates, or their use has been officially authorized by their respective owners. This presentation also may refer to brand names, trademarks, service marks and trade names of other companies and organizations, and these brand names, trademarks, service marks and trade names are the property of their respective owners.

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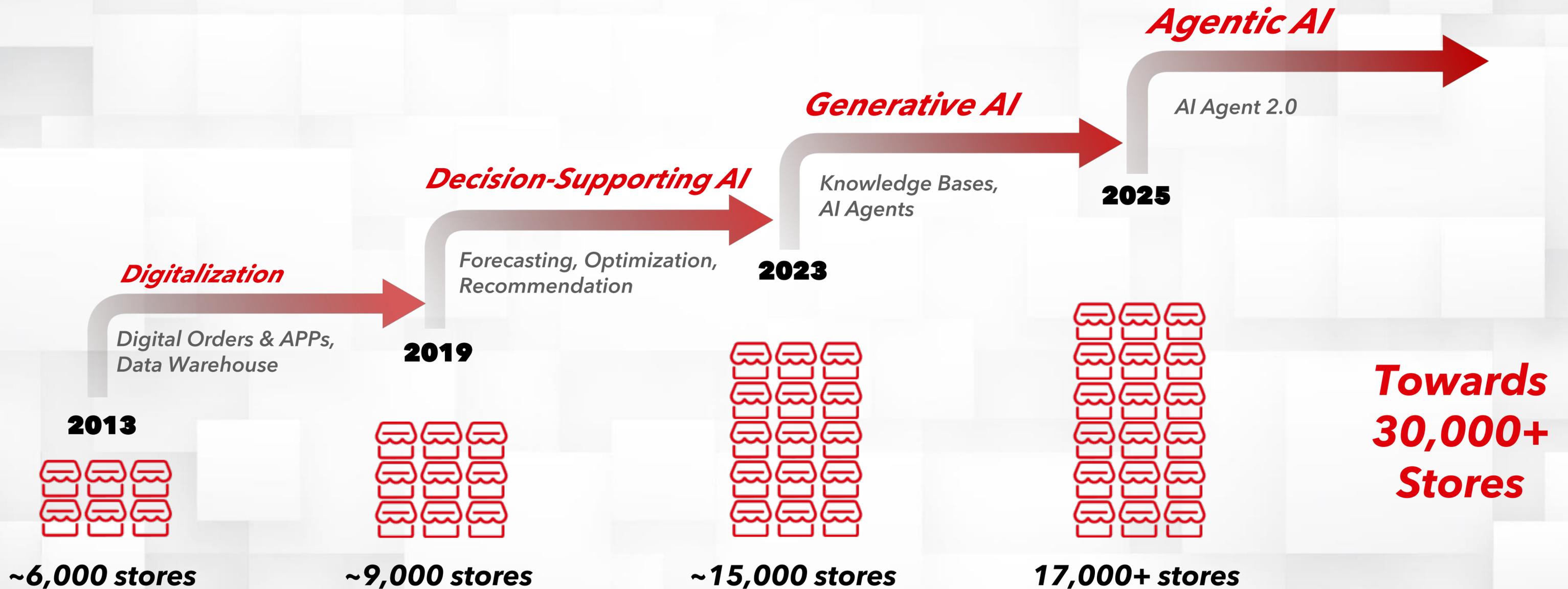
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Continuous AI Advancement as a Strategic Moat

RGM 1.0 ▶ RGM 2.0 ▶ **RGM 3.0**



Success Fueled by Digitalization and AI Initiatives

Achievements

Vision

1

Customer

Enhance customer experience

Serving 575mn+ members¹



3

Supply Chain

Dual focus: food safety & agility

AI-enabled "farm-to-table" management



2

Store

Improve operational efficiency

End-to-end digitalized product management



4

Back-Office

Optimize workflow and efficiency

AI & agents integrated into functional workflows



AI

is everywhere
at Yum China

Customer: Tailored and Seamless Experience

Achievements

Vision



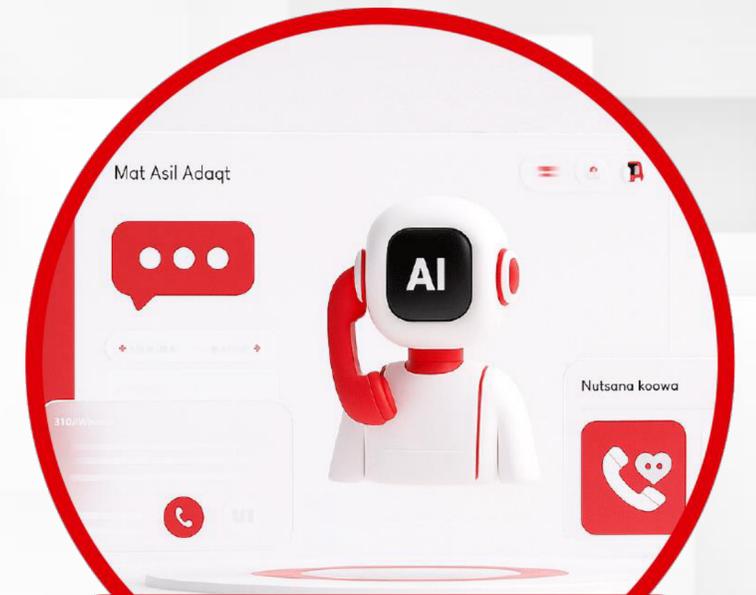
Understanding



Engagement



Recommendation



Interaction

“风聆”
Consumer Insights

Insights-driven product innovation
Post-launch sentiment collection
shortened to **hours**

**Consumer Data Platform
Enabled Operation**

Able to precisely reach
200mn+ target
customers within 24 hours

**AI-Embedded
Super APP**

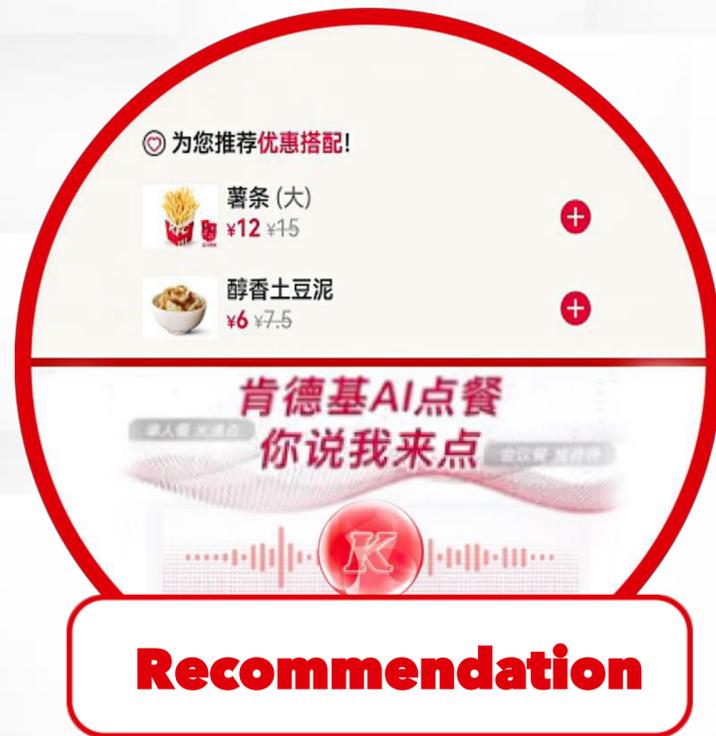
Personalized experience
for ~40mn monthly active users
on KFC Super APP

**AI-Aided
Customer Support**

150k+ daily conversations¹
~90% handled by BOTs with
~90% satisfaction rate¹

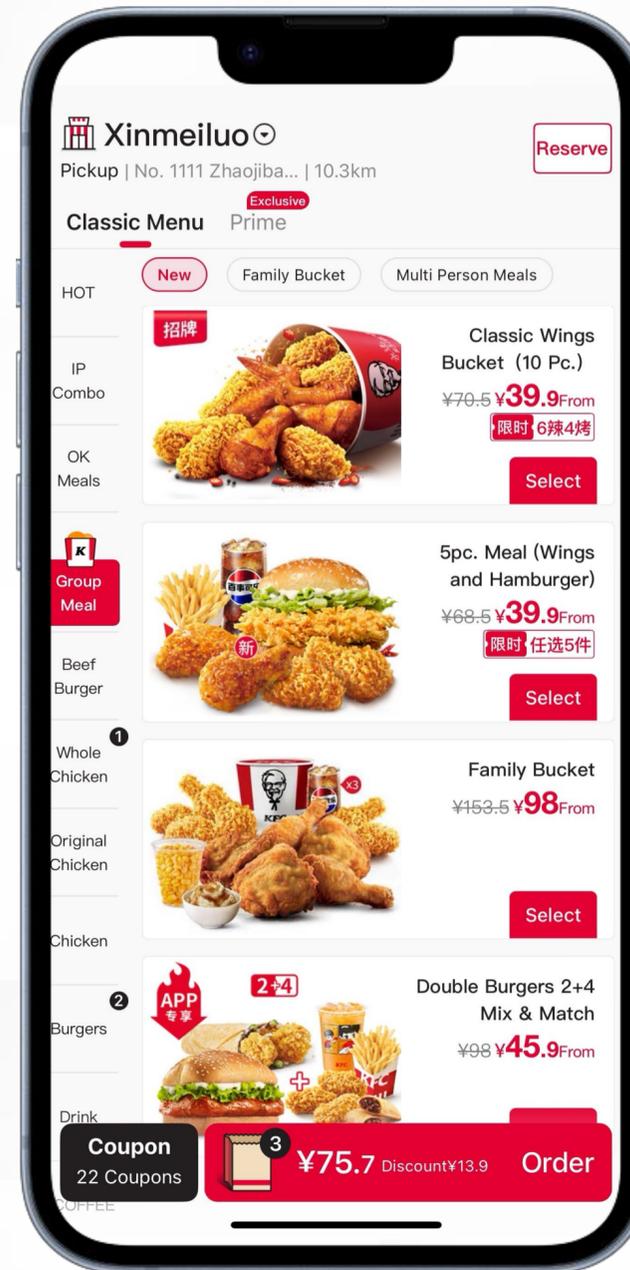


Customer: Tailored and Seamless Experience



**AI-Embedded
Super APP**

Personalized experience
for ~40mn monthly active users
on KFC Super APP



APP in English



AI Ordering Agent
(To be rolled out)

Store: End-to-End Digitalized Product Management

Achievements

Vision



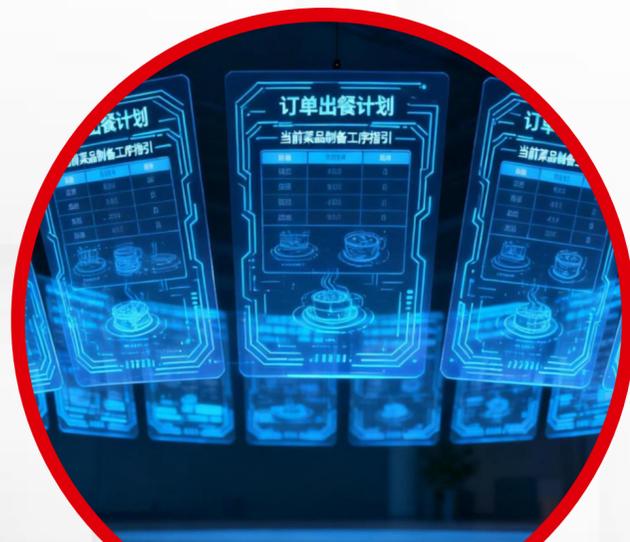
Auto Replenishment
AI Suggests, RGM Confirms



Unmanned Receiving
AI Vision + Infrared IOT¹



Smart Inventory (RFID)
Volume & Expiration Monitoring



"i-Kitchen" Production
AI Real Time Management



Smart Stocktaking
Store Tailored Checklist by AI

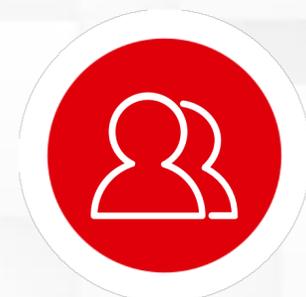
Food Safety

Operational Efficiency



AI-Enabled Systems

Handle Repetitive Tasks



Restaurant Team

Focus on Customer Services

Supply Chain: Full Spectrum Intelligence

Achievements

Vision



Food Safety



Knowledge Graph Empowering Farm-to-Table Traceability



Logistics



Smart Network Design & Intelligent Logistics



Replenishment



Demand Forecasting & End-to-End Collaborative Planning

Control Tower & Data Platform

Dashboard

Risk Alert

Collaboration

Optimization

Sales

Procurement

Logistics

Production

Food Safety

Inspection

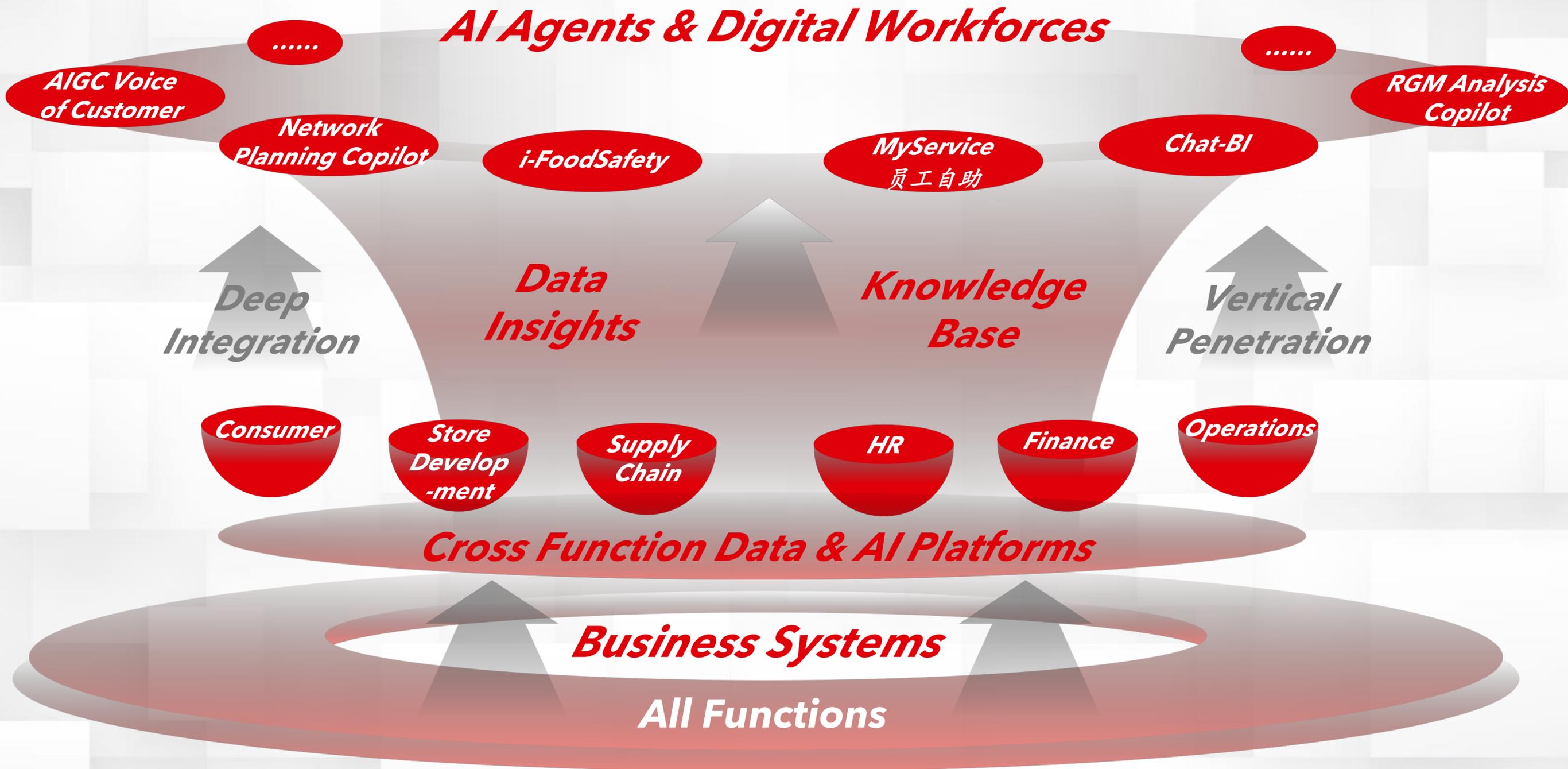
Internet of Things



Back-Office: Ecosystem Utilizes Data & Knowledge

Achievements

Vision





Outlook: Embracing the Agent 2.0 Era

Achievements

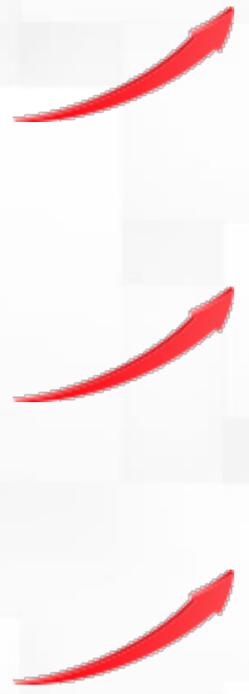
Vision



Reactive
Human seeks AI copilot

Functional
Standalone operation

Dedicated
Built around specific tasks



Proactive
AI initiates interaction with humans

Collaborative
Multi-agent coordination

Integrated
Empowers entire workflow

Agent 1.0
2023-2024

Agent 2.0
From 2025



AI Workforce for Store Opening - DEV Copilot

Achievements

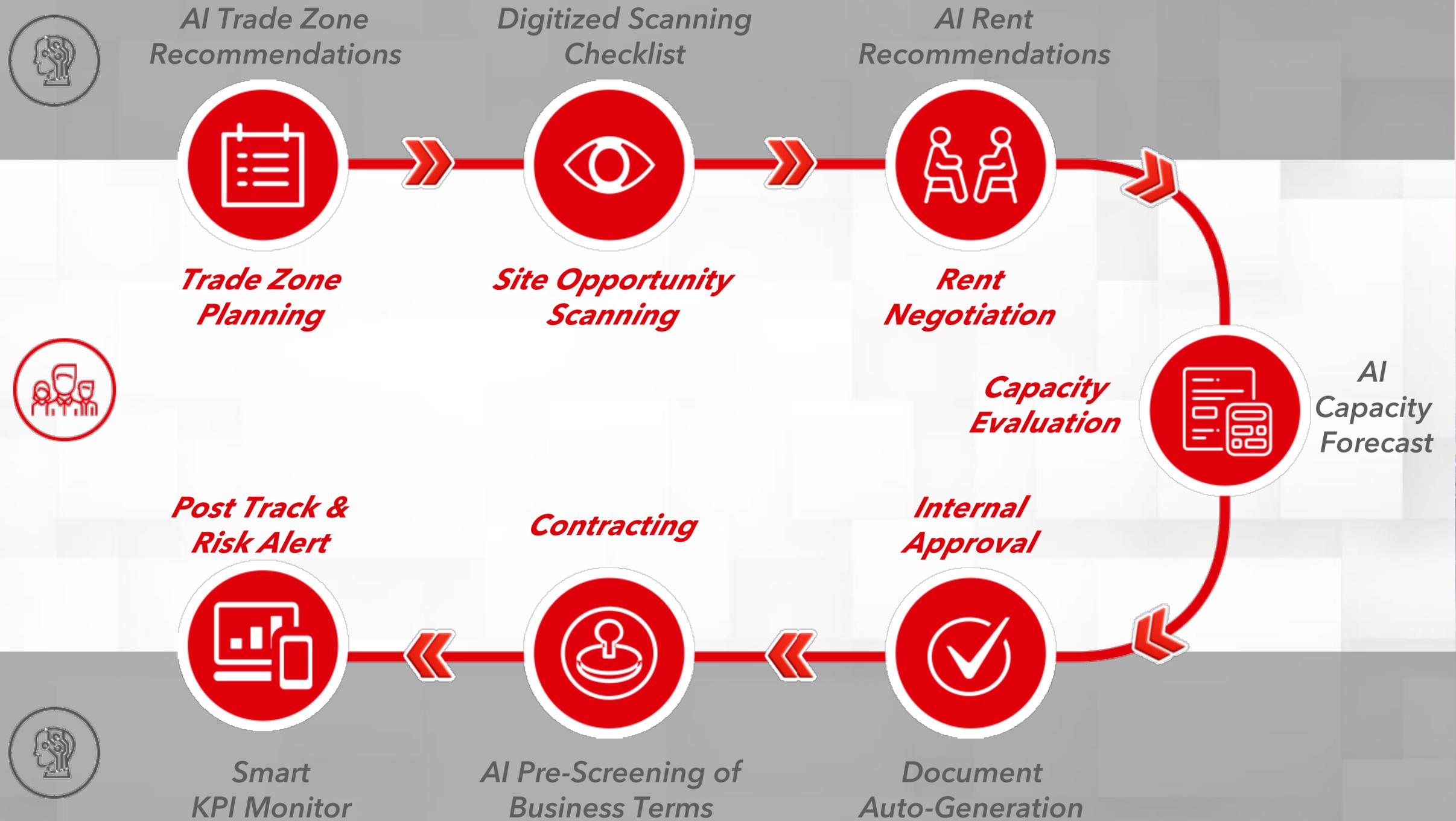
Vision



Traditional Store Opening Workflows



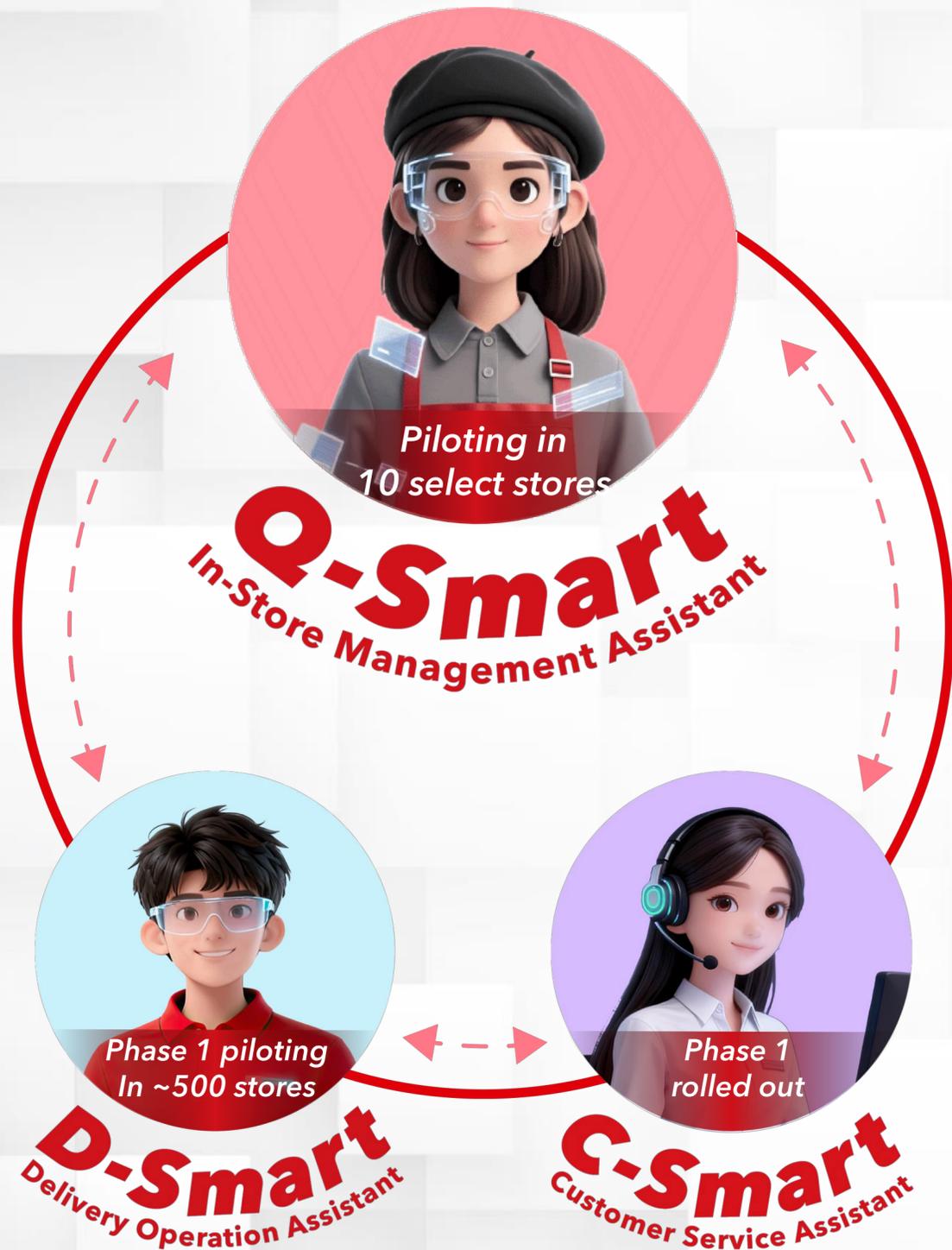
Data-Intelligent, AI-Human Synergized Ecosystems



Multi-Agent Collaboration Centered on Q-Smart

Achievements

Vision



Intelligent Monitoring

Proactive Alerts

Information Processing

Knowledge-Based Q&A

Decision-Making Support

Execution

Interact with Natural Language
"Hands Free"

Real-Time Sensing and Feedback
"Agent + Wearable"

Enhance Efficiency
"Anywhere, Anytime"

Multi-Agent Collaboration
"Smart Series"



Accelerate Innovation

