



## 2008 FINANCIAL HIGHLIGHTS

(In millions, except for per share amounts)

Year-end	2008	2007	% B/(W) change
Company sales	\$ 9,843	\$ 9,100	8
Franchise and license fees	1,436	1,316	9
<b>Total revenues</b>	<b>\$ 11,279</b>	<b>\$ 10,416</b>	<b>8</b>
Operating profit	\$ 1,506	\$ 1,357	11
Net income	\$ 964	\$ 909	6
Diluted earnings per common share	\$ 1.96	\$ 1.68	17
Cash flows provided by operating activities	\$ 1,521	\$ 1,551	(2)

### Average U.S. Sales per System Unit <sup>(a)</sup>

(In thousands)

Year-end	2008	2007	2006	2005	2004	5-year growth <sup>(b)</sup>
<b>KFC</b>	\$ 967	\$ 994	\$ 977	\$ 954	\$ 896	2%
<b>Pizza Hut</b>	854	825	794	810	794	3%
<b>Taco Bell</b>	1,241	1,120	1,176	1,168	1,069	4%

(a) Excludes license units.

(b) Compounded annual growth rate.





## 2008 FINANCIAL HIGHLIGHTS

### Worldwide Units Comparison

(In Billions)	2008	2007	2006	2005	2004	5-year growth <sup>(a)</sup>
<b>UNITED STATES</b>						
<b>KFC</b>						
Company sales	\$ 1.2	\$ 1.2	\$ 1.4	\$ 1.4	\$ 1.4	(4%)
Franchisee sales <sup>(b)</sup>	4.0	4.1	3.9	3.8	3.6	2%
<b>PH</b>						
Company sales	\$ 1.2	\$ 1.3	\$ 1.4	\$ 1.6	\$ 1.6	(5%)
Franchisee sales <sup>(b)</sup>	4.3	4.1	3.8	3.7	3.6	4%
<b>TACO BELL</b>						
Company sales	\$ 1.9	\$ 1.7	\$ 1.8	\$ 1.8	\$ 1.7	4%
Franchisee sales <sup>(b)</sup>	4.8	4.4	4.5	4.4	4.0	5%
<b>LONG JOHN SILVER'S</b>						
Company sales	\$ 0.1	\$ 0.3	\$ 0.4	\$ 0.5	\$ 0.5	NM
Franchisee sales <sup>(b)</sup>	0.7	0.5	0.4	0.3	0.3	NM
<b>A&amp;W</b>						
Company sales	\$ -	\$ -	\$ -	\$ -	\$ -	NM
Franchisee sales <sup>(b)</sup>	0.3	0.2	0.2	0.2	0.2	NM
<b>TOTAL U.S.</b>						
Company sales	\$ 4.4	\$ 4.5	\$ 5.0	\$ 5.3	\$ 5.2	(1%)
Franchisee sales <sup>(b)</sup>	14.1	13.3	12.8	12.4	11.7	4%
<b>INTERNATIONAL</b>						
<b>KFC</b>						
Company sales	\$ 1.4	\$ 1.3	\$ 1.1	\$ 1.1	\$ 1.0	9%
Franchisee sales <sup>(b)</sup>	7.6	6.7	5.7	5.2	4.7	13%
<b>PIZZA HUT</b>						
Company sales <sup>(c)</sup>	\$ 1.0	\$ 1.2	\$ 0.7	\$ 0.6	\$ 0.7	13%
Franchisee sales <sup>(b)</sup>	3.4	3.0	3.1	3.0	2.6	7%
<b>TACO BELL</b>						
Company sales	\$ -	\$ -	\$ -	\$ -	\$ -	NM
Franchisee sales <sup>(b)</sup>	0.2	0.2	0.2	0.2	0.2	14%
<b>LONG JOHN SILVER'S</b>						
Company sales	\$ -	\$ -	\$ -	\$ -	\$ -	NM
Franchisee sales <sup>(b)</sup>	-	-	-	-	-	NM
<b>A&amp;W</b>						
Company sales	\$ -	\$ -	\$ -	\$ -	\$ -	NM
Franchisee sales <sup>(b)</sup>	0.1	0.1	0.1	0.1	0.1	NM
<b>TOTAL INTERNATIONAL</b>						
Company sales <sup>(c)</sup>	\$ 2.4	\$ 2.5	\$ 1.8	\$ 1.7	\$ 1.7	10%
Franchisee sales <sup>(b)</sup>	11.3	10.0	9.1	8.5	7.6	11%
<b>CHINA</b>						
<b>KFC</b>						
Company sales	\$ 2.5	\$ 1.7	\$ 1.3	\$ 1.0	\$ 0.9	28%
Franchisee sales <sup>(b)</sup>	1.1	1.1	0.8	0.7	0.6	18%
<b>PIZZA HUT</b>						
Company sales	\$ 0.5	\$ 0.4	\$ 0.3	\$ 0.2	\$ 0.2	NM
Franchisee sales <sup>(b)</sup>	-	-	-	-	-	NM
<b>TOTAL CHINA</b>						
Company sales	\$ 3.0	\$ 2.1	\$ 1.6	\$ 1.2	\$ 1.1	29%
Franchisee sales <sup>(b)</sup>	1.1	1.1	0.8	0.7	0.6	17%
<b>TOTAL WORLDWIDE</b>						
Company sales	\$ 9.8	\$ 9.1	\$ 8.4	\$ 8.2	\$ 8.0	7%
Franchisee sales <sup>(b)</sup>	26.5	24.4	22.7	21.6	19.9	7%

(a) Compounded annual growth rate; totals for U.S., International and Worldwide exclude the impact of Long John Silver's and A&W.

(b) Franchisee sales represents the combined estimated sales of unconsolidated affiliate franchise and license restaurants. Franchisee sales, which are not included in our Company sales, generate franchise and license fees (typically at rates between 4% and 6%) that are included in our revenues.

(c) For years 2008, 2007 and 2006, Company sales for the International Division includes the impact of the acquisition of the remaining 50% ownership interest of our Pizza Hut U.K. unconsolidated affiliate.





## 2008 FINANCIAL HIGHLIGHTS

### Worldwide System Units

Year-end	2008	2007	% B/(W) change
Company	<b>7,568</b>	7,625	(1%)
Unconsolidated affiliates <sup>(a)</sup>	<b>645</b>	1,314	(51%)
Franchisees	<b>25,911</b>	24,297	7%
Licensees	<b>2,168</b>	2,109	3%
<b>Total</b>	<b>36,292</b>	35,345	3%

(a) Decrease primarily due to the sale in 2008 of our interest in our Japan unconsolidated affiliate and the consolidation of a former Chinaunconsolidated affiliate at the beginning of 2008.

Year-end	2008	2007	2006	2005	2004	5-year growth <sup>(a)</sup>
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### UNITED STATES

<b>KFC</b>	<b>5,253</b>	5,358	5,394	5,443	5,525	(1%)
<b>PIZZA HUT</b>	<b>7,564</b>	7,515	7,532	7,566	7,500	-
<b>TACO BELL</b>	<b>5,588</b>	5,580	5,608	5,845	5,900	(1%)
<b>LONG JOHN SILVER'S</b>	<b>1,022</b>	1,081	1,121	1,169	1,200	(3%)
<b>A&amp;W</b>	<b>363</b>	371	406	449	485	(9%)
<b>TOTAL U.S.</b>	<b>19,790</b>	19,905	20,061	20,472	20,610	(1%)

### INTERNATIONAL

<b>KFC</b>	<b>7,347</b>	6,942	6,606	6,307	6,084	4%
<b>PIZZA HUT</b>	<b>5,026</b>	4,882	4,788	4,701	4,528	3%
<b>TACO BELL</b>	<b>245</b>	238	236	243	237	-
<b>LONG JOHN SILVER'S</b>	<b>38</b>	38	35	34	34	4%
<b>A&amp;W</b>	<b>264</b>	254	238	229	210	8%
<b>TOTAL INTERNATIONAL</b>	<b>12,920</b>	12,354	11,903	11,514	11,093	4%

### CHINA

<b>KFC</b>	<b>2,980</b>	2,592	2,258	1,981	1,657	16%
<b>PIZZA HUT</b>	<b>585</b>	480	365	305	246	23%
<b>TACO BELL</b>	-	2	2	2	1	NM
<b>A&amp;W</b>	-	-	-	-	-	NM
<b>TOTAL CHINA <sup>(b)</sup></b>	<b>3,582</b>	3,086	2,631	2,291	1,905	17%
<b>TOTAL <sup>(b)</sup></b>	<b>36,292</b>	35,345	34,595	34,277	33,608	2%

(a) Compounded annual growth rate; total U.S., International and Worldwide exclude the impact of Long John Silver's and A&W.

(b) Includes 17 units, 12 units, 6 units, 3 units and 1 unit in 2008, 2007, 2006, 2005 and 2004, respectively, for East Dawning, an Asian food concept in China.





## 2008 FINANCIAL HIGHLIGHTS

### Breakdown of Worldwide System Units

Year-end	Company	Unconsolidated Affiliate	Franchised	Licensed	Total
<b>UNITED STATES</b>					
KFC	956	-	4,210	87	5,253
PIZZA HUT	1,029	-	5,074	1,461	7,564
TACO BELL	1,329	-	3,813	446	5,588
LONG JOHN SILVER'S	-	-	1,022	-	1,022
A&W	-	-	363	-	363
<b>TOTAL U.S.</b>	<b>3,314</b>	<b>-</b>	<b>14,482</b>	<b>1,994</b>	<b>19,790</b>
<b>INTERNATIONAL</b>					
KFC	757	-	6,536	54	7,347
PIZZA HUT	830	-	4,119	77	5,026
TACO BELL	2	-	201	42	245
LONG JOHN SILVER'S	-	-	37	1	38
A&W	-	-	264	-	264
<b>TOTAL INTERNATIONAL</b>	<b>1,589</b>	<b>-</b>	<b>11,157</b>	<b>174</b>	<b>12,920</b>
<b>CHINA</b>					
KFC	2,088	645	247	-	2,980
PIZZA HUT	560	-	25	-	585
<b>TOTAL CHINA <sup>(a)</sup></b>	<b>2,665</b>	<b>645</b>	<b>272</b>	<b>-</b>	<b>3,582</b>
<b>TOTAL <sup>(a)</sup></b>	<b>7,568</b>	<b>645</b>	<b>25,911</b>	<b>2,168</b>	<b>36,292</b>

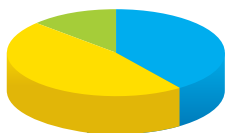
(a) Includes 17 units in 2008 for East Dawning, an Asian food concept in China.



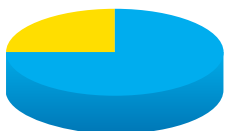


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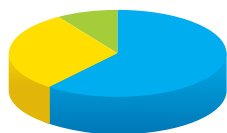
### U.S. Sales



● Dinner 40%  
● Lunch 47%  
● Snacks/Breakfast 13%



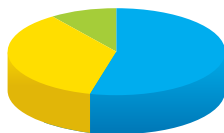
● Dine Out 75%  
● Dine In 25%



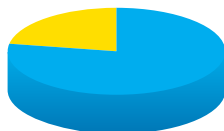
● Dinner 61%  
● Lunch 30%  
● Snacks/Breakfast 9%



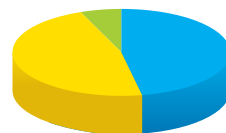
● Dine Out 72%  
● Dine In 28%



● Dinner 54%  
● Lunch 36%  
● Snacks/Breakfast 10%



● Dine Out 78%  
● Dine In 22%



● Dinner 47%  
● Lunch 47%  
● Snacks/Breakfast 6%



● Dine Out 55%  
● Dine In 45%



● Dinner 25%  
● Lunch 38%  
● Snacks/Breakfast 37%



● Dine Out 44%  
● Dine In 56%

### Worldwid Units Comparison

