

## PepsiCo's Unsolicited Idea Policy

PepsiCo has a policy of not accepting unsolicited ideas, in any form, including but not limited to: letters, e-mails, documents, drawings, phone calls, in-person meetings or conversations or other communications (the "Submissions"). Submissions may relate to any part of PepsiCo's business, for example: new product or flavor ideas, modifications or enhancements to existing products, product names; advertising ideas, such as marketing plans, promotions or campaigns; or research & development ideas, such as new technologies, packaging improvements, new equipment or processes, materials and ingredients. The purpose of this policy is to avoid any potential misunderstandings or disputes in the event our products, marketing campaigns, or other aspects of our business seem similar or identical to any Submissions. Accordingly, we do not accept unsolicited Submissions of any kind and we ask that you do not make any Submissions to PepsiCo or any of its related or affiliated entities or contractors working on PepsiCo's behalf (collectively "PepsiCo").

If you still choose to make a Submission to PepsiCo despite this policy, you agree that the following terms govern any and all Submissions, regardless of any contrary statements contained in the Submission:

1. No obligations whatsoever shall be created relating to the Submissions to PepsiCo. This includes, but is not limited to, no obligations on PepsiCo to maintain confidentiality, consider as proprietary, acknowledge receipt, review, respond or send back the Submission. PepsiCo may, among other things, publish or disclose publicly any Submission in any way it sees fit.
2. Any Submissions, and all derivations thereof, shall automatically become the property of PepsiCo, including all intellectual property or other rights, without any compensation. By making any Submission to PepsiCo, you assign all intellectual property or other rights to PepsiCo relating to the Submission, without any compensation. To the extent any intellectual property or other rights cannot be assigned to PepsiCo by operation of law or otherwise, you irrevocably and perpetually license PepsiCo to use the Submission and related intellectual property or other rights, at its sole discretion and for any purpose, without any compensation.
3. PepsiCo is free to use or distribute the Submission in any way it sees fit, for any purpose without any compensation.

PepsiCo does, however, encourage feedback from our consumers, including suggestions, which we do on PepsiCo's websites, or from time-to-time in specific marketing or research/innovation campaigns through our websites. Thus, if you want to submit feedback to PepsiCo, please only do so by submitting your feedback through the appropriate websites, which is governed by the specific guidelines detailed on those websites, such as:

**PepsiCo.com Consumer Feedback:**

<https://contact.pepsico.com/pepsico/contact-us>

**Technical Innovation:**

<https://pepsico.yet2.com/>