

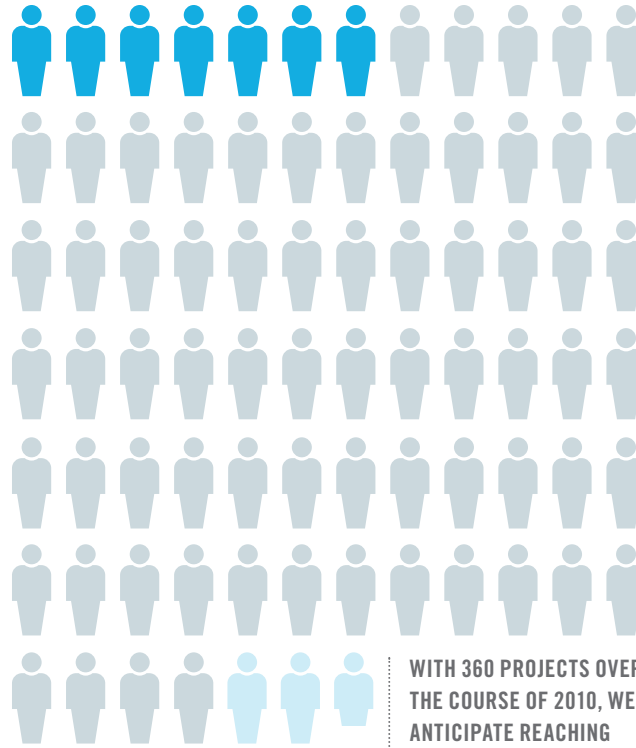
SOCIAL IMPACT

Lives touched, communities strengthened

Each Pepsi Refresh Project grantee is required to submit a social impact survey at the midpoint and conclusion of their project. To date, 44 grantees have completed midpoint social impact surveys; 6 of those 44 have also completed final surveys.

- In just a few months, the Pepsi Refresh Project has reached nearly **160,000** people. Over the course of 2010, we anticipate that the Refresh Project will impact as many as **1.1 million** Americans.
- Over **35** schools or organizations have been strengthened, on track for **300**.
- Nearly **30** communities have received affordable housing, parks or children's homes, on track for **200** communities improved.

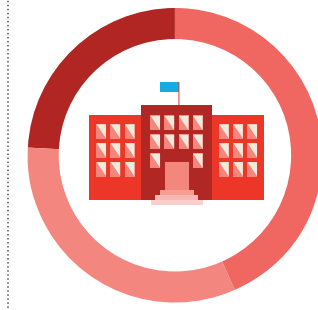
Helping People



= 2,000 PEOPLE

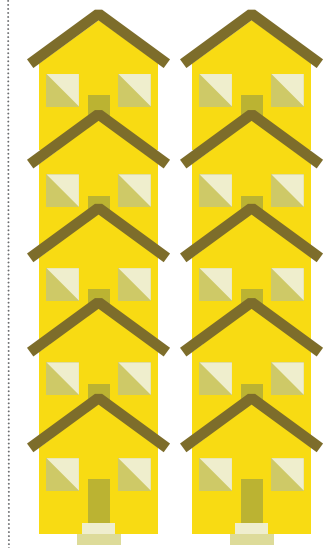
- LIVES DIRECTLY TOUCHED
- PEOPLE MADE AWARE OF IMPORTANT ISSUES
- PEOPLE INDIRECTLY BENEFITED

Strengthening Organizations



- 20** SCHOOLS IMPROVED
 - 15** ORGANIZATIONS STRENGTHENED
 - 11** ORGANIZATIONS STARTED
- WITH 360 PROJECTS OVER THE COURSE OF 2010, WE ANTICIPATE **>300** ORGANIZATIONS STRENGTHENED

Improving Places



10 AFFORDABLE HOUSES BUILT



14 PARKS / FACILITIES IMPROVED



2 COMMUNITY THEATERS ENHANCED



2 CHILDREN'S HOME BUILT

WITH 360 PROJECTS OVER THE COURSE OF 2010, WE ANTICIPATE **>200** COMMUNITIES IMPROVED

SOCIAL IMPACT

The Ripple Effect

Each Pepsi Refresh Project grantee is required to submit a social impact survey at the midpoint and conclusion of their project. To date, 44 grantees have completed midpoint social impact surveys; 6 of those 44 have also completed final surveys.

- Projects receiving Pepsi Refresh Project funding have reported **750** additional donations totalling **\$330,000**, on track for **5,000** donors and **\$2.3** million in additional funding.
- **44** projects have increased their visibility because of the Pepsi Refresh Project, on track for **300**.
- **11** new or potential partnerships were developed, on track for over **80**.
- **4,500** volunteers were engaged by projects so far, on track for **32,000**.

Expanding Donors & Resources



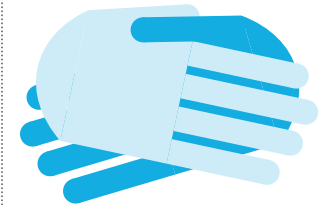
\$330,000
RAISED BEYOND REFRESH GRANT

750
ADDITIONAL DONATIONS

WITH 360 PROJECTS OVER THE COURSE OF 2010, WE ANTICIPATE **>5,000 DONORS AND \$2.3M LEVERAGED FUNDING**

Creating Visibility & Partnerships

44

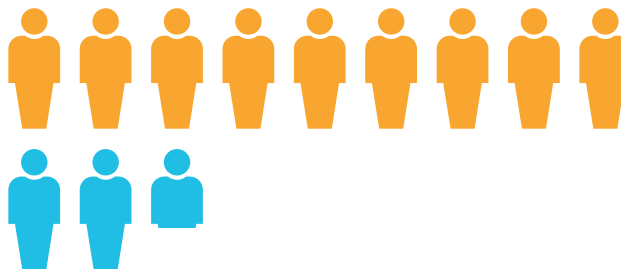


PROJECTS WITH INCREASED VISIBILITY

11 NEW PARTNERSHIPS AND THE POTENTIAL FOR 12 MORE

WITH 360 PROJECTS OVER THE COURSE OF 2010, WE ANTICIPATE **>300 HIGH VISIBILITY PROJECTS AND >80 PARTNERSHIPS**

Attracting Volunteers



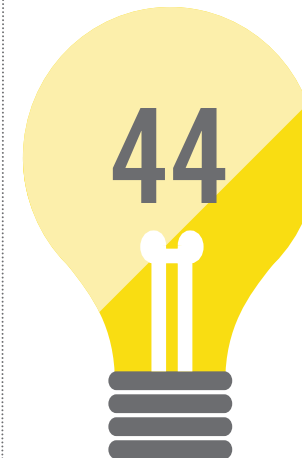
 = 500 VOLUNTEERS

 VOLUNTEERS

 VOLUNTEERS JOINED AS A RESULT OF PEPSI REFRESH PROJECT

WITH 360 PROJECTS OVER THE COURSE OF 2010, WE ANTICIPATE **>32,000 TOTAL VOLUNTEERS AND >9,000 NEWLY ENGAGED VOLUNTEERS**

Making Ideas a Reality



PROJECTS UNDERWAY THAT WOULD OTHERWISE BE SCALED OR NON-EXISTENT

WITH 360 PROJECTS OVER THE COURSE OF 2010, WE ANTICIPATE **HUNDREDS OF PROJECTS ENABLED**