

ROI and Value Summary

Risk Transparency

- Provides verified COPE data for every location, giving corporate a clear and centralized view of property risk.
- Eliminates blind spots created by self-reported or outdated information.
- Enables data-driven decisions by identifying regional exposure patterns and high-risk construction types.
- Creates a single, trusted source of truth across the franchise network.

Underwriting Efficiency

- Supplies insurer-ready reports that remove delays caused by incomplete or inconsistent data.
- Reduces back and forth between brokers, carriers, and franchisees during submissions and renewals.
- Improves accuracy and ensures policies reflect true site conditions.
- Strengthens Yum! Brands' reputation as a data-driven, well-managed organization.

Loss Avoidance

- Highlights physical vulnerabilities such as outdated protection systems or high-risk construction types.
- Allows corporate teams to guide franchisees toward preventive improvements.
- Reduces operational disruptions and repair costs over time.
- Supports long-term business continuity and asset protection.

Brand Resilience

- Provides immediate situational awareness during regional catastrophes through mapped COPE data.
- Enables rapid identification of affected restaurants and prioritization of recovery actions.
- Helps stores reopen faster and employees return to work sooner.
- Protects revenue, customer trust, and brand reputation during high-visibility events.

Operational Consistency

- Establishes a uniform baseline of construction, occupancy, and protection data across all sites.
- Reinforces compliance with corporate design and safety standards.
- Identifies regional trends or recurring maintenance issues.
- Promotes consistent performance and accountability system-wide.

These points illustrate the operational and strategic returns of accurate COPE data: improved decision-making, faster response times, and stronger brand resilience across the Yum! Brands portfolio.

Result: Greater confidence, reduced uncertainty, and measurable value at every level of the risk management process.