

# Advancing Circularity – Power of the Consumer — Insight into brand-driven circularity, consumer education, and initiatives in Thailand

**Pep+: Driving a Circular Economy in Thailand**

*Transforming plastic waste through innovation, collaboration, and commitment*



# Pep+ : Introduction to PepsiCo Thailand



## Foods



- 1,135 Employees in Thailand
- 2 Factories (Snacks)
- 70% locally produced potatoes
- Snack brands such as Cheetos, Doritos and Lay's

## Beverages



- A beverage joint venture in Thailand, Suntory PepsiCo Beverage (Thailand) Company Limited, or SPBT, in 2017

# pep+ overview

Our vision is to **Be the Global Leader in Convenient Foods and Drinks**  
by **Winning with PepsiCo Positive (pep+)**.

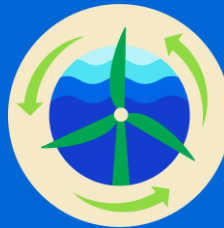
pep+ is our strategic end-to-end transformation that places sustainability at the center of how we will create growth and value by operating within planetary boundaries and inspiring positive change for the **planet and people**.

**pep+ HAS 3 INTERCONNECTED PILLARS:**



## POSITIVE AGRICULTURE

We are working to source our crops and ingredients in ways that restore the earth and strengthen farming communities.



## POSITIVE VALUE CHAIN

We are helping to build a circular and inclusive value chain.



## POSITIVE CHOICES

We are inspiring people through our brands to make choices that create more smiles for them and the planet.



# Pep+ : Managing Plastic Waste Strategy

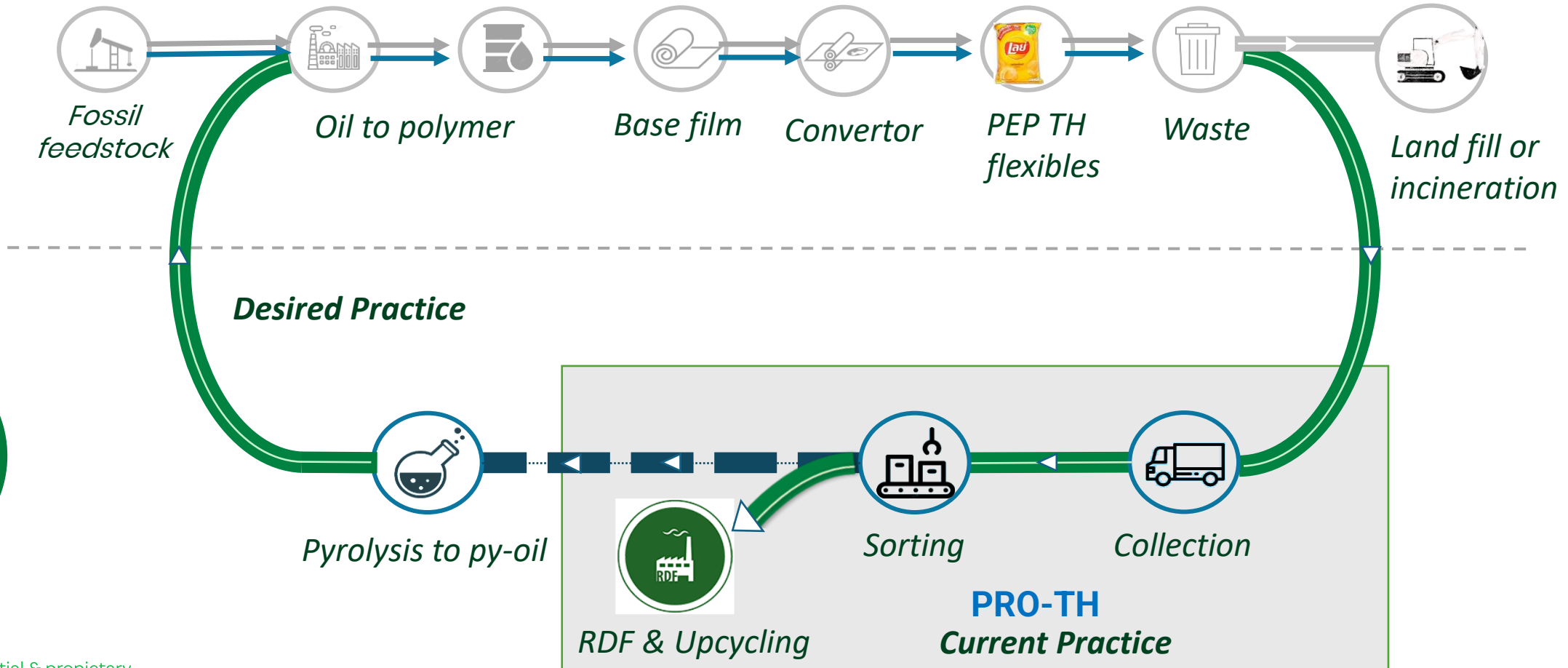


**Vision: Move towards sustainable, scalable alternatives**

**Challenges:** Heavy reliance on landfills and incineration

Transitioning from traditional disposal methods

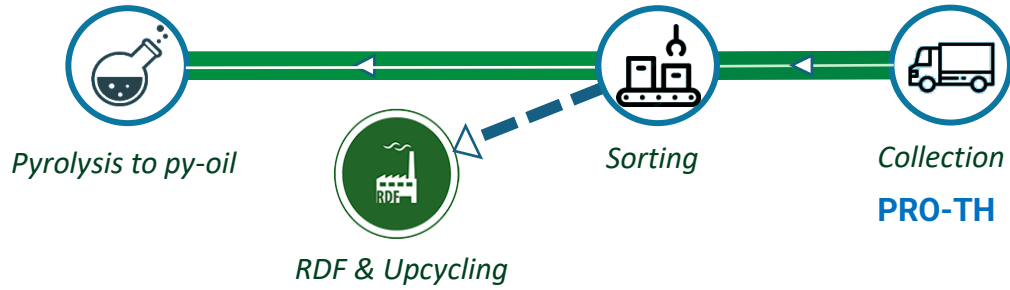
Linear economy



Circular Economy



# Pep+ : Roadmap – Toward a Circular Economy



## Goal: To implement circular solutions at scale

**Current State:** Non-purified pyrolysis oil with limited recyclability

**Future State:** Purified, recyclable pyrolysis oil integrated into circular manufacturing

**FROM**

Non-purified pyrolysis oil



**Technology Shift –  
Pyrolysis Innovation From  
Non-Purified to Purified  
Pyrolysis Oil**

**Enhancing plastic value  
chain sustainability**

**TO**

Purified & recyclable pyrolysis oil



# Pep+ : Educating Thai Consumers for the Circular Economy +

## Collective Impact: Engaging Universities and Neighborhoods in Waste Recovery

### Collection

- Partnering with 3 Local Universities & communities
- Fostering Internal Engagement Among PepsiCo Employees

### Upcycling

- Partnering with Upcyclers
- School Desks and Chairs

2024



## Driving Consumer Impact Through Collaboration

“PepsiCo Loves the Earth: 30 Years of Lay’s Doing Good for Society – Turning Snack Bags into Trash Bins”

2025





**pep+**  
pepsico **positive**  
planet + people