

## A Message on Behalf of AKFCF President Jim McKenzie

To the Franchise Community,

On behalf of AKFCF Executive Committee, I wanted to take a moment to let you know that we are working closely with KFCC and the NCAC to ensure that every decision that is made also takes into consideration the physical health of you and our teams, as well as the financial health of your business. Over the weekend, I have been directly involved in several calls with the KFC LT, the NCAC EC, and our Government Affairs folks, as we work through multiple issues on a host of issues from Operations in the current pandemic environment to lobbying our Federal Government to consider our point of view on sick pay, store closures, etc.

First and foremost, everyone is focused on the health and safety of our employees and guests. But that is not all. AKFCF knows that whether you have closed stores, closed dining rooms, or are having staffing issues, you are also being harmed financially. We are working as hard and as fast as we can on all fronts to find a way to ease the burden we all face during this crisis. Immense effort is going into finding ways we can all adjust to quickly become more efficient and effective in the operation of our business.

The AKFCF Government Affairs Committee is working with Dan Gans, our Washington lobbyist, to determine the impact of the recent legislation passed by the House over the weekend and now headed to the Senate. Dan has arranged a call for several members of the GAC, and other franchisees, with Senate Mitch McConnell's office for later today to make sure your voice is heard. AKFCF will provide detailed information when the final legislation is passed. It is expected to provide relief to employers regarding paid leave benefits and tax credits.

A small task force of franchisees has been appointed to work directly with KFCC on all these issues—and I am the AKFCF representative on that committee. As things happen, we will be depending on the daily letters and weekly calls to the system to communicate operational systems that are new or out of the norm. The operations team has committed to get the information out to the system as quickly as possible. Please make sure that teams are cleaning and sanitizing your restaurants, managers do not have people work when sick and all continually WASH their hands.

The NCAC Marketing Committee is working closely with the marketing team at KFCC to be more flexible and nimbler with our marketing calendar so we can meet the needs of our customers. This flexibility is a direct result of the positive steps we took together when we passed the Acceleration Agreement and our input is leading the response

based on the strong culture of collaboration we built since then. Evidence of this comes in the quick pivot we have made to emphasize free delivery through GrubHub—a message that could not have come at a better time.

AKFCF is also thinking ahead and working with the Supply Chain to think through the anticipated demand that will come when this pandemic is over. We will be working with our RSCS KFC Concept and Big Board representatives for updates and guidance in the coming days and weeks.

We know that you are receiving many communications on various subjects and you don't need another one from AKFCF covering subjects that are best coming from KFCC. But rest assured that your voice is heard on every communication, every call, and press release. AKFCF has ALWAYS been there when you needed an advocate, and we are there today.

Since the Colonel started this brand, the franchisee community has been more like a family than business colleagues. And it is time of crisis that family means the most. As the mouthpiece for the family, the AKFCF will continue to advocate for you everywhere we can. And we encourage you to check in on one another—that is what family does too.

Stay safe. We will get through this. We have never run from a fight—and we certainly are not going to shrink from this one. Our employees, customers and families are counting on us.

Sincerely,

Jim