



Key Facts

Business address: **Louisville, Kentucky, United States**
 Industry: **Limited-Service Restaurants** (NAICS 722211)
 SEC filer status: **Large Accelerated Filer** as of Sep 2020
 Index member: **S&P 500, Russell 1000**
 Market Cap: **\$32.5b** as of Jan 14, 2021
 Annual revenue: **\$5.6b** as of Dec 31, 2019

Corporate Governance

CEO: **David Gibbs** since 2020
 CFO: **Chris Turner** since 2019 1st level

Board Chairman: **Brian C. Cornell** since 2018
 Audit Committee Chair: **Thomas C. Nelson** 2nd level

Auditor: **KPMG LLP** since 1997
 Outside Counsel (most recent): **Robinson Bradshaw & Hinson PA
 Ellis & Winters LLP** 3rd level

SEC Reviewer: **(Lyn) Lynwood F Shenk** 4th level

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Information in this report is effective Jan 15, 2021 and is taken from the company's public financial and regulatory filings. Latest filing 10-Q filed 11/05/2020. Over 75 accounting and data analysts scrutinize and review crucial information, footnotes, disclosures, etc., from these filings. Material facts are captured and processed using our proprietary methods which identify key risk factors our readers need to know. Each Watchdog Report represents 30 or more hours of analysis and processing.

Accounting and financial disclosure data from [Audit Analytics](#).
 Executive compensation data from [Shore Group and Intrinio](#).
 Data from [Sharadar](#).
[Data from Barchart via Quandl](#).
[Data from Exchange Data International via Quandl](#).

Jan 15, 2021 Jan 1, 2020 Jan 1, 2016

RECENT PERIOD HISTORICAL PERIOD

10-Q filed on Nov 5, 2020 for period ending Sep 2020

Reporting Irregularities

RECENT		HISTORICAL
✓	Financial Restatements	✓
✓	Revisions	✓
✓	Out of Period Adjustments	!
✓	Late Filings	!
✓	Impairments	!
✓	Changes in Accounting Estimates	✓
✓	Disclosure Controls	!
✓	Internal Controls	✓
!	Critical / Key Audit Matters	✓

Anomalies in the Numbers

RECENT		HISTORICAL
✓	Benford's Law	!
✓	Beneish M-Score	!
✓	Accounting Disclosure Complexity	!

Securities & Exchange Commission Concerns

RECENT		HISTORICAL
✓	SEC Oversight	✓
!	SEC Letters to Management	!
✓	Revenue Recognition	✓
✓	Non-GAAP Measures	✓

Litigation & External Pressures

RECENT		HISTORICAL
!	Significant Litigation	!
!	Class Actions	!
!	Securities Law	✓
✓	Shareholder Activism	✓
✓	Cybersecurity	!

Management Review

RECENT		HISTORICAL
✓	CEO Changes	!
✓	CFO Changes	!
!	Insider Sales	!
!	Mergers & Acquisitions	✓
✓	Sales of Assets	✓

Auditor Assessment

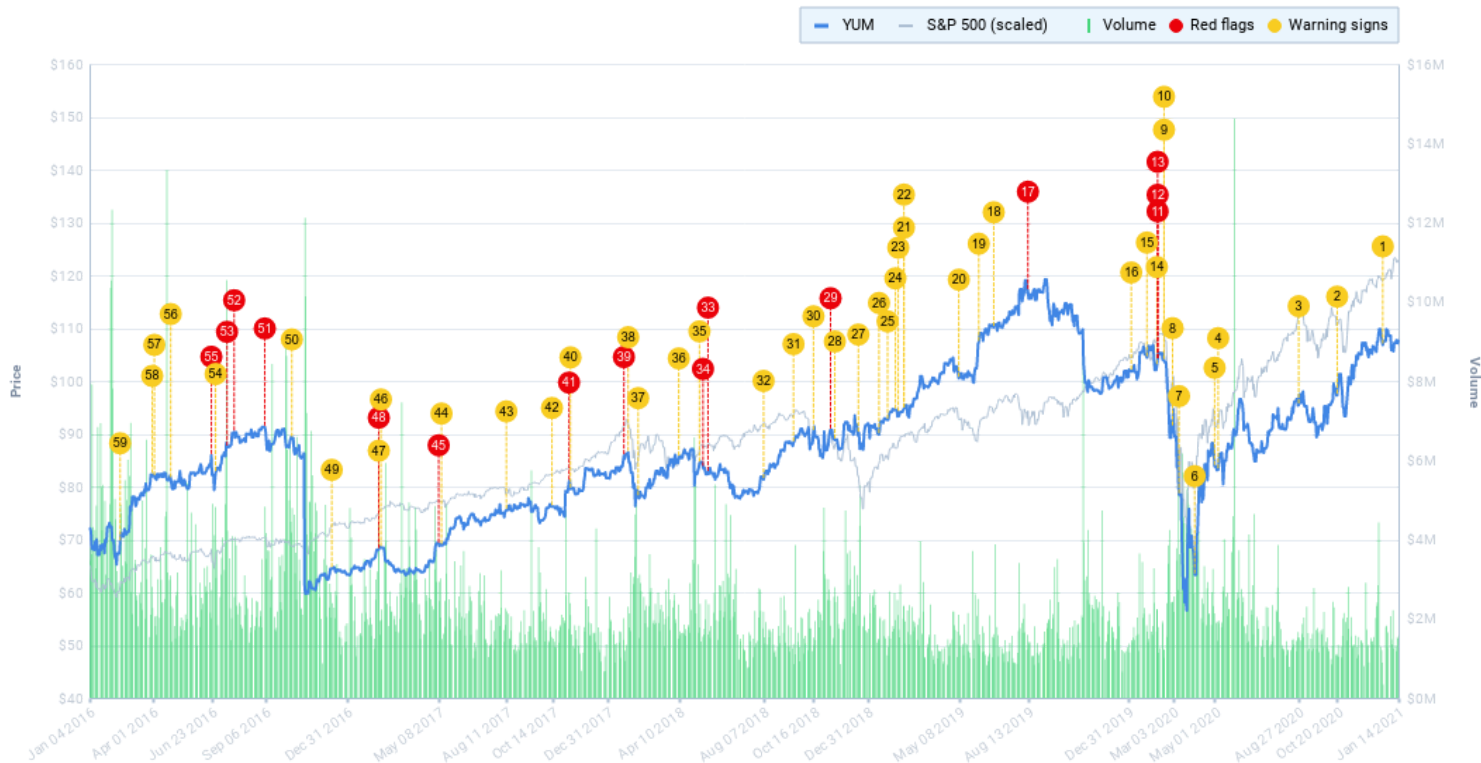
RECENT		HISTORICAL
✓	Auditor Changes	✓
✓	Auditor Experience	✓
✓	Auditor Tenure	✓
!	Audit Fees	!
✓	Non-Audit Fees	✓



Overview

Price and Volume History

This graph shows the price and trading history for Yum. Warning signs and red flags are marked on the graph according to their disclosure dates.



- 1 Dec 23, 2020 - Insider Sale
- 2 Oct 20, 2020 - Insider Sale
- 3 Aug 27, 2020 - Insider Sale
- 4 May 6, 2020 - Insider Sale
- 5 May 1, 2020 - Insider Sale
- 6 Apr 3, 2020 - Insider Sale
- 7 Mar 12, 2020 - Insider Sale
- 8 Mar 3, 2020 - Insider Sale
- 9 Feb 20, 2020 - Critical / Key Audit Matters
- 10 Feb 20, 2020 - Critical / Key Audit Matters
- 11 Feb 11, 2020 - Lawsuit: Smith v. The Habit Restaurants Inc et al
- 12 Feb 11, 2020 - Class Actions Lawsuit: Smith v. The Habit Restaurants Inc et al
- 13 Feb 11, 2020 - Securities Law Lawsuit: Smith v. The Habit Restaurants Inc et al
- 14 Feb 10, 2020 - Insider Sale
- 15 Jan 27, 2020 - Insider Sale
- 16 Jan 5, 2020 - Mergers & Acquisitions
- 17 Aug 13, 2019 - Change in CEO
- 18 Jun 26, 2019 - Change in CFO
- 19 Jun 5, 2019 - Insider Sale
- 20 May 8, 2019 - Disclosure Controls
- 21 Feb 20, 2019 - Insider Sale
- 22 Feb 20, 2019 - Insider Sale
- 23 Feb 12, 2019 - Insider Sale
- 24 Feb 8, 2019 - Insider Sale
- 25 Jan 28, 2019 - Insider Sale
- 26 Jan 16, 2019 - Insider Sale
- 27 Dec 18, 2018 - Insider Sale
- 28 Nov 15, 2018 - Insider Sale
- 29 Nov 9, 2018 - Insider Sale
- 30 Oct 16, 2018 - Insider Sale
- 31 Sep 18, 2018 - Insider Sale
- 32 Aug 7, 2018 - Out of Period Adjustments
- 33 May 21, 2018 - Insider Sale
- 34 May 14, 2018 - Insider Sale
- 35 May 9, 2018 - Disclosure Controls
- 36 Apr 10, 2018 - SEC letters to management
- 37 Feb 12, 2018 - Insider Sale
- 38 Jan 29, 2018 - Insider Sale



- 39 Jan 23, 2018 - Insider Sale
- 40 Nov 9, 2017 - Insider Sale
- 41 Nov 7, 2017 - Insider Sale
- 42 Oct 14, 2017 - Cybersecurity
- 43 Aug 11, 2017 - Insider Sale
- 44 May 12, 2017 - Insider Sale
- 45 May 8, 2017 - Insider Sale
- 46 Feb 16, 2017 - Insider Sale
- 47 Feb 13, 2017 - Insider Sale
- 48 Feb 13, 2017 - Insider Sale
- 49 Dec 9, 2016 - Cybersecurity

- 50 Oct 14, 2016 - Insider Sale
- 51 Sep 6, 2016 - Insider Sale
- 52 Jul 25, 2016 - Insider Sale
- 53 Jul 15, 2016 - Insider Sale
- 54 Jun 29, 2016 - Late filing
- 55 Jun 23, 2016 - Insider Sale
- 56 Apr 27, 2016 - Change in CFO
- 57 Apr 4, 2016 - Insider Sale
- 58 Apr 1, 2016 - Insider Sale
- 59 Feb 16, 2016 - Impairment

Notifications

Important notifications related to the company are listed here. Notifications may come from the SEC, exchanges such as the NYSE or NASDAQ, or Watchdog Research. Examples of notifications include announcements of bankruptcy proceedings, company name changes, and noncompliance with SEC regulations or exchange rules.

There are no notifications for Yum at least since 2016.

Peer Group

Peer groups are used by companies to benchmark executive compensation and performance. Each company identifies its own peer group. Peer groups vary from company to company.

Peer Group

Company	Ticker	Market Cap
McDonalds Corp.	MCD	\$155b
Starbucks Corp.	SBUX	\$120b
Estee Lauder Companies Inc.	EL	\$88.7b
Mondelez International, Inc.	MDLZ	\$81.8b
Colgate Palmolive Co.	CL	\$68.3b
Sherwin Williams Co.	SHW	\$65.3b
Kimberly Clark Corp.	KMB	\$48.1b
Keurig Dr Pepper Inc.	KDP	\$44.4b
Lululemon Athletica Inc.	LULU	\$43.5b
Yum Brands Inc.	YUM	\$32.5b

Companies Who Named Yum as a Peer

Company	Ticker	Market Cap
McDonalds Corp.	MCD	\$155b
Starbucks Corp.	SBUX	\$120b
Dollar General Corp.	DG	\$53b
Monster Beverage Corp.	MNST	\$48.2b
Las Vegas Sands Corp.	LVS	\$42.5b
Chipotle Mexican Grill Inc.	CMG	\$39.5b
Sempra Energy	SRE	\$35.3b
Yum Brands Inc.	YUM	\$32.5b
Hilton Worldwide Holdings Inc.	HLT	\$30.3b
Autozone Inc.	AZO	\$28.4b



Peer Flag Comparison

The return to a company's stock is not the only measure of executive performance. Ethics matter, and growth can quickly reverse and gains evaporate if a company's accounting and financial reporting processes are not fundamentally sound and trustworthy. How does Yum's accounting quality compare to its peer group?

	YUM	PEER GROUP FLAGS		
Reporting Irregularities				
Financial Restatements	✓	9		
Revisions	✓	6	3	
Out of Period Adjustments	!	8	1	
Impairments	!	3	6	
Changes in Accounting Estimates	✓	7	2	
Disclosure Controls	!	2	6	1
Internal Controls	✓	8		1
Critical / Key Audit Matters	!		8	1
Anomalies in the Numbers				
Benford's Law	!	7		2
Beneish M-Score	!	6	2	
Accounting Disclosure Complexity	!	5	4	
Securities & Exchange Commission Concerns				
SEC Oversight	✓	8	1	
SEC Letters to Management	!		2	7
Revenue Recognition	✓	6	3	
Non-GAAP Measures	✓	9		

	YUM	PEER GROUP FLAGS		
Litigation & External Pressures				
Significant Litigation	!	2	1	6
Class Actions	!	5		4
Securities Law	!	7		2
Shareholder Activism	✓	9		
Cybersecurity	!	5	4	
Management Review				
CEO Changes	!	2	5	2
CFO Changes	!	3	1	5
Insider Sales	!	1	2	6
Mergers & Acquisitions	!	1	7	1
Sales of Assets	✓	9		
Auditor Assessment				
Auditor Changes	✓	8	1	
Auditor Experience	✓	9		
Auditor Tenure	✓	4	5	
Audit Fees	!	6	3	
Non-Audit Fees	✓	7	2	



About Watchdog Research, Inc.

Watchdog Research, Inc. is an independent research provider and publisher of Watchdog Reports. Watchdog Reports identify red flags, issues, and other anomalies in financial reporting. Our reports contain warning signs, red flags, material disclosures, and peer analysis for use in valuation, risk analysis, due diligence research, and idea generation.

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The company is headquartered in Ave Maria, FL. Watchdog Research, Inc. utilizes over 75 specialists and analysts to provide accurate and timely information to our readers.

Our management team is:

CEO: Brian Lawe. Brian has been part of the corporate staff at The New York Times Company and IBM. He has created and operated several technology companies including MyStoreCredit, OnPage Ideas and HelloCampus. He holds an MBA from Harvard Business School and a BBA from Texas Christian University. He and his wife have four children and live in the Naples, FL area.

CTO: Radu Cugut. Radu has led the award-winning technology team that developed the Watchdog Report and services. He, his wife and son split their time between his home in Ave Maria, FL and his home in Timisoara, Romania where he oversees five talented development professionals. Radu has a bachelors in Computer Science and a masters in Banking and Financial Information Systems, both from the West University of Timisoara.

Chief Content Officer: Joseph Burke, Ph.D. is responsible for the content development, analysis, and quality control for the Watchdog Report. Joseph worked previously as a professor of economics at Ave Maria University. He received his Ph.D. from the University of Wisconsin-Madison and resides with his family in the Naples area.

Director of Research: John Cheffers. John is responsible for writing our blogs and for our press relationships. He received his bachelors from Washington University in St. Louis, and has worked for Audit Analytics and Ave Maria University. He graduated Ave Maria University School of Law where his research was selected for publication in the Law Review. He currently lives in Pennsylvania with his wife and two children.



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