



THE KRAFT HEINZ COMPANY

Q2 2017 Update

August 3, 2017

This webcast presentation contains a number of forward-looking statements. Words such as “build,” “gain,” “drive,” “invest,” “grow,” “execute,” “enable,” “continue,” “expect,” “opportunity,” “deliver,” “strengthen,” “leverage,” “ramp up,” “will,” and variations of such words and similar expressions are intended to identify forward-looking statements. Examples of forward-looking statements include, but are not limited to, statements regarding Kraft Heinz’s plans, integration, savings, investments, execution, growth, leverage, innovation, credit rating, brands and efficiencies. These forward-looking statements are not guarantees of future performance and are subject to a number of risks and uncertainties, many of which are difficult to predict and beyond Kraft Heinz’s control. Important factors that affect Kraft Heinz’s business and operations and that may cause actual results to differ materially from those in the forward-looking statements include, but are not limited to, increased competition; Kraft Heinz’s ability to maintain, extend and expand its reputation and brand image; Kraft Heinz’s ability to differentiate its products from other brands; the consolidation of retail customers; Kraft Heinz’s ability to predict, identify and interpret changes in consumer preferences and demand; Kraft Heinz’s ability to drive revenue growth in its key product categories, increase its market share, or add products; an impairment of the carrying value of goodwill or other indefinite-lived intangible assets; volatility in commodity, energy and other input costs; changes in Kraft Heinz’s management team or other key personnel; Kraft Heinz’s inability to realize the anticipated benefits from its cost savings initiatives; changes in relationships with significant customers and suppliers; execution of Kraft Heinz’s international expansion strategy; changes in laws and regulations; legal claims or other regulatory enforcement actions; product recalls or product liability claims; unanticipated business disruptions; failure to successfully integrate the business and operations of Kraft Heinz in the expected time frame; Kraft Heinz’s ability to complete or realize the benefits from potential and completed acquisitions, alliances, divestitures or joint ventures; economic and political conditions in the nations in which Kraft Heinz operates; the volatility of capital markets; increased pension, labor and people-related expenses; volatility in the market value of all or a portion of the derivatives Kraft Heinz uses; exchange rate fluctuations; risks associated with information technology and systems, including service interruptions, misappropriation of data or breaches of security; Kraft Heinz’s inability to protect intellectual property rights; impacts of natural events in the locations in which Kraft Heinz or its customers, suppliers or regulators operate; Kraft Heinz’s indebtedness and ability to pay such indebtedness; tax law changes or interpretations; and other factors. For additional information on these and other factors that could affect Kraft Heinz’s forward-looking statements, see Kraft Heinz’s risk factors, as they may be amended from time to time, set forth in its filings with the Securities and Exchange Commission, including our most recently filed Annual Report on Form 10-K. Kraft Heinz disclaims and does not undertake any obligation to update or revise any forward-looking statement in this presentation, except as required by applicable law or regulation.

Non-GAAP Measures

This webcast presentation also includes non-GAAP financial measures, including Organic Net Sales, Adjusted EBITDA and Adjusted EPS. These non-GAAP financial measures should not be considered replacements for, and should be read together with, the most comparable GAAP financial measures. The non-GAAP financial measures presented may differ from similarly titled non-GAAP financial measures presented by other companies, and other companies may not define these non-GAAP financial measures in the same way. For more information, including a reconciliation of these non-GAAP financial measures to the most directly comparable GAAP financial measures, please refer to the Appendix of this presentation.

Profitable Sales Growth

- Building momentum
- Big Bet innovation, whitespace gains delivering
- Significant go-to-market investments in place

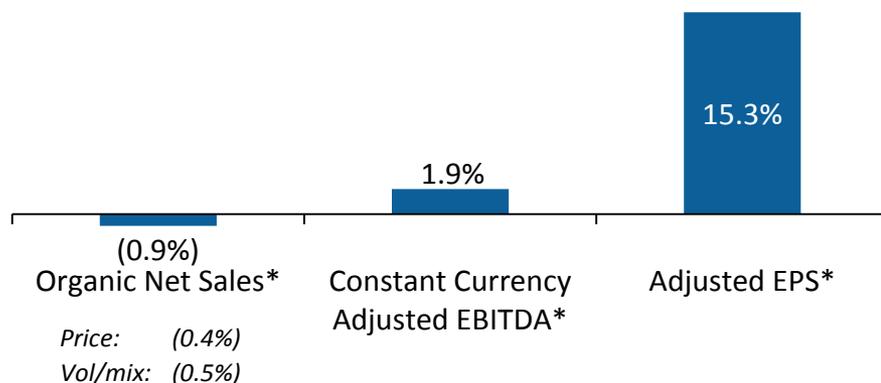
Best in Class Margins

- Achieved \$1.45bn cumulative savings since inception of Integration Program
- Continue to improve business execution

Superior Return of Capital with Strong Balance Sheet

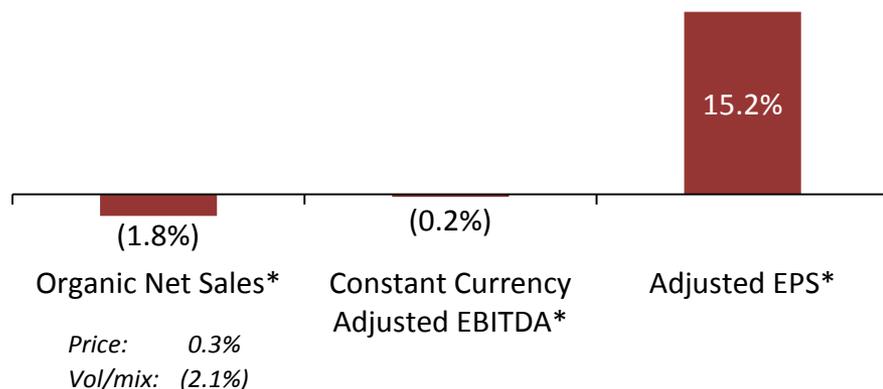
- Repaid \$2bn of debt in Q2
- Increased quarterly dividend 4.2% to \$0.625

Q2 2017 vs. Q2 2016 Growth



- Sequentially better organic net sales growth driven by vol/mix improvements in U.S., Canada and Europe
- Pricing sequentially lower due to promotional timing in U.S. and Canada
- Constant Currency Adjusted EBITDA growth driven by cost savings initiatives⁽¹⁾
 - Gains partially offset by higher input costs, lower net sales and investments in growth initiatives

H1 2017 vs. H1 2016 Growth



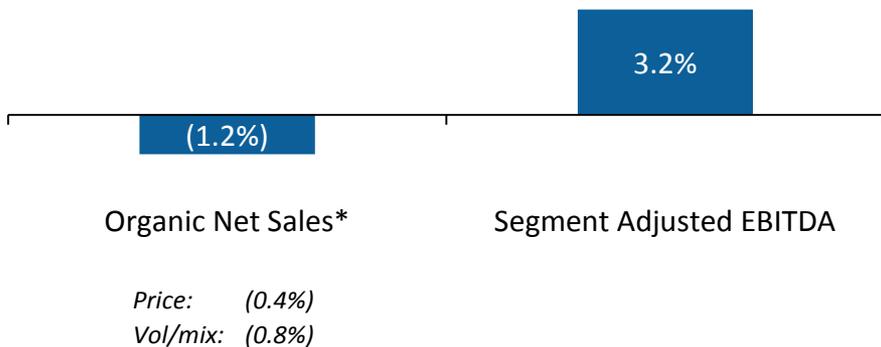
- Adjusted EPS growth driven by Preferred Stock refinancing and discrete tax favorability

⁽¹⁾ Cost savings initiatives include the Company's integration, restructuring and ongoing productivity efforts.

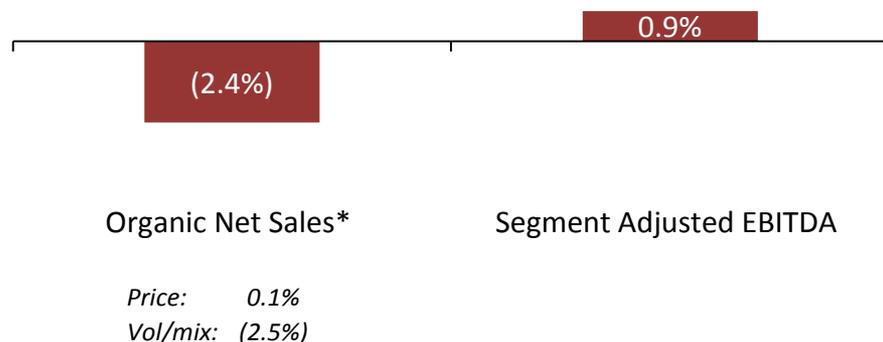
* Non-GAAP financial measure. See Appendix to this presentation for more information, including GAAP to Non-GAAP reconciliations.

- **Sequential improvement in Q2**
 - Better leveraging Kraft Heinz scale at retail
 - Consumption gains driven by Big Bets
 - Majority of share challenge resides in natural cheese, cold cuts and salad dressings
- **Solid progress on key initiatives**
 - Deploying new capabilities
 - Completed ~70% of Footprint-related production line start-ups through Q2
- **Expect H2 organic growth sequentially better than Q2**
 - Further leverage scale for better in-store activity
 - Strong pipeline of innovation, renovation and communication

Q2 2017 vs. Q2 2016 Growth



H1 2017 vs. H1 2016 Growth

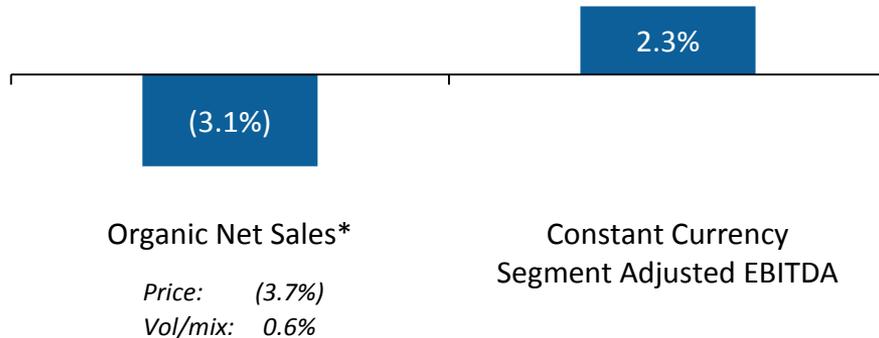


- Sequential vol/mix improvement driven by Easter shift and gains in frozen, mac & cheese and condiments
 - Select distribution losses in cheese and meats as well as lower shipments in foodservice remained a headwind in Q2
- Lower Q2 pricing reflected timing of trade promotion recognition in prior year
 - More than offset price increases in cheese
- Segment Adjusted EBITDA growth and margin improvement driven by cost savings initiatives
 - Unfavorable key commodity⁽¹⁾ costs, particularly cheese and coffee, continued to hold back gains in Q2

(1) The Company's key commodities in the United States and Canada are dairy, meat, coffee and nuts.

* Non-GAAP financial measure. See Appendix to this presentation for more information, including GAAP to Non-GAAP reconciliations.

Q2 2017 vs. Q2 2016 Growth

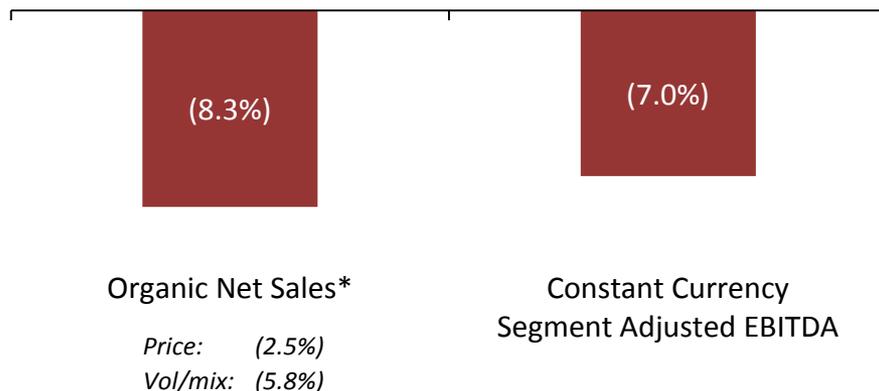


- Q2 vol/mix gains reflected resumption of normal retail activity during quarter, as well as strong growth in condiments and sauces
 - Growth held back by discontinuation of select cheese products at retail

- Lower Q2 pricing reflected timing of promotional activity versus prior year

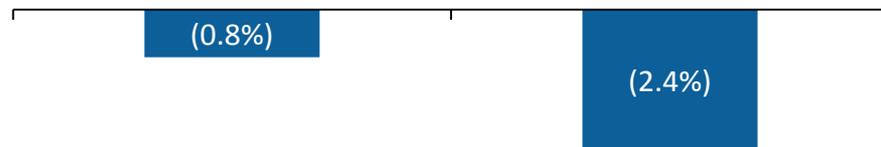
- Q2 Constant Currency Segment Adjusted EBITDA growth and margin gains primarily reflect ongoing cost savings more than offsetting impact of lower pricing

H1 2017 vs. H1 2016 Growth



* Non-GAAP financial measure. See Appendix to this presentation for more information, including GAAP to Non-GAAP reconciliations.

Q2 2017 vs. Q2 2016 Growth

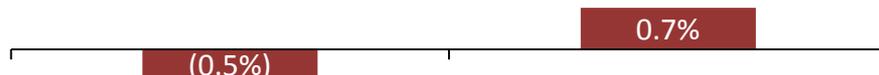


Organic Net Sales*

Price: (1.6%)
Vol/mix: 0.8%

Constant Currency Segment Adjusted EBITDA

H1 2017 vs. H1 2016 Growth



Organic Net Sales*

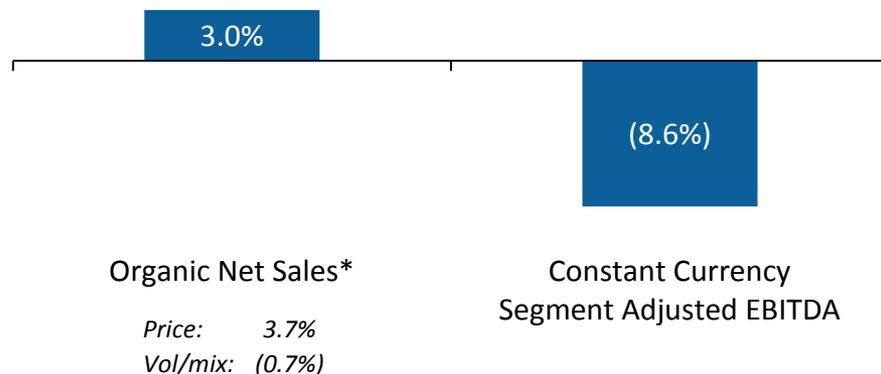
Price: (1.1%)
Vol/mix: 0.6%

Constant Currency Segment Adjusted EBITDA

- Strong currency headwinds continued into Q2
- Vol/mix improvement driven by strong consumption gains in condiments and sauces, as well as foodservice
- Pricing primarily reflected promotional timing in UK and trade investments to address competitive activity in Italy infant nutrition
- Constant Currency Segment Adjusted EBITDA decline reflected higher input costs in local currency and lower pricing, partly offset by cost savings

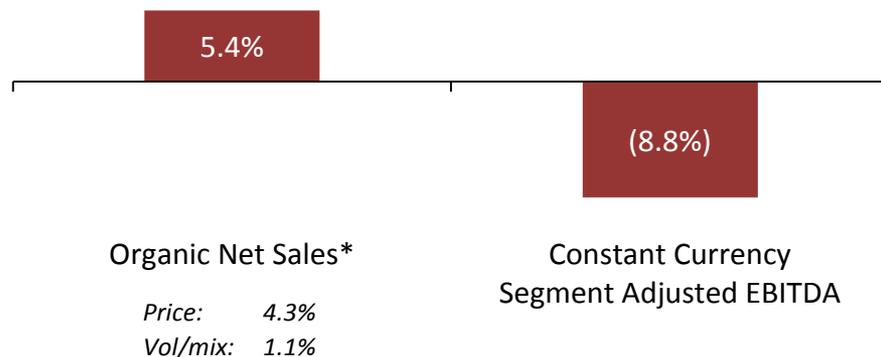
* Non-GAAP financial measure. See Appendix to this presentation for more information, including GAAP to Non-GAAP reconciliations.

Q2 2017 vs. Q2 2016 Growth



- Q2 vol/mix decline driven by GST-related impacts in India, holiday-related shipment timing in Indonesia and distributor network realignment
- Favorable pricing driven by input cost-related price increases, primarily in Latin America
- Q2 Constant Currency Segment Adjusted EBITDA performance reflected vol/mix decline, increased business investments to support growth, as well as higher input costs in local currency

H1 2017 vs. H1 2016 Growth



* Non-GAAP financial measure. See Appendix to this presentation for more information, including GAAP to Non-GAAP reconciliations.

- **Expect sequentially better organic growth in H2 vs Q2**
 - Fueled by strong pipeline of marketing, go-to-market, product quality
 - Canada retail recovery and grocery innovation
 - Accelerated growth in AMEA and Latin America
- **Still targeting \$1.7bn cumulative Integration Program savings, net of inflation and business investments, by end of 2017**
 - Combination of savings ramp and cost phasing likely to mean less incremental savings in Q3 versus prior year, more in Q4
- **Strong H2 EPS growth from Net Sales, Adjusted EBITDA gains**
 - Adjusted EBITDA gains primarily driven by Integration savings, ROW growth
 - Expect full-year 2017 effective tax rate between 29% and 30%

Kraft *Heinz*

Non-GAAP Financial Measures

To supplement the financial information, the Company has presented Organic Net Sales, Adjusted EBITDA, and Adjusted EPS, which are considered non-GAAP financial measures. The non-GAAP financial measures provided should be viewed in addition to, and not as an alternative for, financial measures prepared in accordance with accounting principles generally accepted in the United States of America (“GAAP”) that are presented in this press release. The non-GAAP financial measures presented may differ from similarly titled non-GAAP financial measures presented by other companies, and other companies may not define these non-GAAP financial measures in the same way. These measures are not substitutes for their comparable GAAP financial measures, such as net sales, net income/(loss), diluted earnings per share, or other measures prescribed by GAAP, and there are limitations to using non-GAAP financial measures.

Management uses these non-GAAP financial measures to assist in comparing the Company's performance on a consistent basis for purposes of business decision making by removing the impact of certain items that management believes do not directly reflect the Company's underlying operations. Management believes that presenting the Company's non-GAAP financial measures is useful to investors because it (i) provides investors with meaningful supplemental information regarding financial performance by excluding certain items, (ii) permits investors to view performance using the same tools that management uses to budget, make operating and strategic decisions, and evaluate historical performance, and (iii) otherwise provides supplemental information that may be useful to investors in evaluating the Company's results. The Company believes that the presentation of these non-GAAP financial measures, when considered together with the corresponding GAAP financial measures and the reconciliations to those measures, provides investors with additional understanding of the factors and trends affecting the Company's business than could be obtained absent these disclosures.

Organic Net Sales is defined as net sales excluding, when they occur, the impact of acquisitions, currency, divestitures and a 53rd week of shipments. The Company calculates the impact of currency on net sales by holding exchange rates constant at the previous year's exchange rate, with the exception of Venezuela following the Company's June 28, 2015 currency devaluation, for which the Company calculates the previous year's results using the current year's exchange rate. Organic Net Sales is a tool that can assist management and investors in comparing the Company's performance on a consistent basis by removing the impact of certain items that management believes do not directly reflect the Company's underlying operations.

Non-GAAP Financial Measures

Adjusted EBITDA is defined as net income/(loss) from continuing operations before interest expense, other expense/(income), net, provision for/(benefit from) income taxes; in addition to these adjustments, the Company excludes, when they occur, the impacts of depreciation and amortization (excluding integration and restructuring expenses) (including amortization of postretirement benefit plans prior service credits), integration and restructuring expenses, merger costs, unrealized losses/(gains) on commodity hedges, impairment losses, losses/(gains) on the sale of a business, nonmonetary currency devaluation (e.g., remeasurement gains and losses), and equity award compensation expense (excluding integration and restructuring expenses). The Company also presents Adjusted EBITDA on a constant currency basis. The Company calculates the impact of currency on Adjusted EBITDA by holding exchange rates constant at the previous year's exchange rate, with the exception of Venezuela following the Company's June 28, 2015 devaluation of the Venezuelan bolivar and remeasurement of assets and liabilities of its Venezuelan subsidiary, for which it calculates the previous year's results using the current year's exchange rate. Adjusted EBITDA is a tool that can assist management and investors in comparing the Company's performance on a consistent basis by removing the impact of certain items that management believes do not directly reflect the Company's underlying operations.

Adjusted EPS is defined as diluted earnings per share excluding, when they occur, the impacts of integration and restructuring expenses, merger costs, unrealized losses/(gains) on commodity hedges, impairment losses, losses/(gains) on the sale of a business, and nonmonetary currency devaluation (e.g., remeasurement gains and losses), and including when they occur, adjustments to reflect preferred stock dividend payments on an accrual basis. The Company believes Adjusted EPS provides important comparability of underlying operating results, allowing investors and management to assess operating performance on a consistent basis.

See the attached schedules for supplemental financial data, which includes the financial information, the non-GAAP financial measures and corresponding reconciliations for the relevant periods.

Schedule 1

The Kraft Heinz Company
Condensed Consolidated Statements of Income
(dollars in millions, except per share data)
(Unaudited)

| | For the Three Months Ended | | For the Six Months Ended | |
|---|----------------------------|--------------|--------------------------|--------------|
| | July 1, 2017 | July 3, 2016 | July 1, 2017 | July 3, 2016 |
| Net sales | \$ 6,677 | \$ 6,793 | \$ 13,041 | \$ 13,363 |
| Cost of products sold ^(a) | 3,996 | 4,262 | 8,059 | 8,454 |
| Gross profit | 2,681 | 2,531 | 4,982 | 4,909 |
| Selling, general and administrative expenses ^(b) | 760 | 895 | 1,510 | 1,760 |
| Operating income | 1,921 | 1,636 | 3,472 | 3,149 |
| Interest expense | 307 | 264 | 620 | 513 |
| Other expense/(income), net | 24 | 6 | 12 | (2) |
| Income/(loss) before income taxes | 1,590 | 1,366 | 2,840 | 2,638 |
| Provision for/(benefit from) income taxes | 430 | 411 | 789 | 783 |
| Net income/(loss) | 1,160 | 955 | 2,051 | 1,855 |
| Net income/(loss) attributable to noncontrolling interest | 1 | 5 | (1) | 9 |
| Net income/(loss) attributable to Kraft Heinz | 1,159 | 950 | 2,052 | 1,846 |
| Preferred dividends ^(c) | — | 180 | — | 180 |
| Net income/(loss) attributable to common shareholders | \$ 1,159 | \$ 770 | \$ 2,052 | \$ 1,666 |
| Basic shares outstanding | 1,218 | 1,217 | 1,218 | 1,216 |
| Diluted shares outstanding | 1,229 | 1,227 | 1,229 | 1,226 |
| Per share data applicable to common shareholders: | | | | |
| Basic earnings/(loss) per share | \$ 0.95 | \$ 0.63 | \$ 1.69 | \$ 1.37 |
| Diluted earnings/(loss) per share | 0.94 | 0.63 | 1.67 | 1.36 |

^(a) Integration and restructuring charges recorded in cost of products sold resulted in a \$59 million gain for the three months ended July 1, 2017 (\$37 million after-tax), \$199 million expense for the three months ended July 3, 2016 (\$137 million after-tax), \$44 million for the six months ended July 1, 2017 (\$34 million after-tax), and \$380 million for the six months ended July 3, 2016 (\$259 million after-tax).

^(b) Integration and restructuring expenses recorded in selling, general and administrative expenses were \$53 million in the three months ended July 1, 2017 (\$35 million after-tax), \$85 million in the three months ended July 3, 2016 (\$59 million after-tax), \$98 million in the six months ended July 1, 2017 (\$65 million after-tax), and \$164 million in the six months ended July 3, 2016 (\$112 million after-tax).

^(c) On June 7, 2016, we redeemed all outstanding shares of our Series A Preferred Stock, therefore we no longer pay any associated dividends. Prior to the redemption, we made cash distributions of \$180 million in the six months ended July 3, 2016 related to the Series A Preferred Stock dividend. There were no cash distributions related to our Series A Preferred Stock for the three months ended April 3, 2016 because, concurrent with the declaration of our common stock dividend on December 8, 2015, we also declared and paid the Series A Preferred Stock dividend that would otherwise have been payable on March 7, 2016.

Schedule 2

The Kraft Heinz Company
Reconciliation of Net Sales to Organic Net Sales
For the Three Months Ended
(dollars in millions)
(Unaudited)

| | Net Sales | Impact of Currency | Organic Net Sales | Price | Volume/Mix |
|------------------------------------|-----------------|--------------------|-------------------|----------|------------|
| July 1, 2017 | | | | | |
| United States | \$ 4,634 | \$ — | \$ 4,634 | | |
| Canada | 597 | (21) | 618 | | |
| Europe | 595 | (25) | 620 | | |
| Rest of World | 851 | (3) | 854 | | |
| | <u>\$ 6,677</u> | <u>\$ (49)</u> | <u>\$ 6,726</u> | | |
| July 3, 2016 | | | | | |
| United States | \$ 4,692 | \$ — | \$ 4,692 | | |
| Canada | 638 | — | 638 | | |
| Europe ^(a) | 625 | — | 625 | | |
| Rest of World ^(a) | 838 | 9 | 829 | | |
| | <u>\$ 6,793</u> | <u>\$ 9</u> | <u>\$ 6,784</u> | | |
| Year-over-year growth rates | | | | | |
| United States | (1.2)% | 0.0 pp | (1.2)% | (0.4) pp | (0.8) pp |
| Canada | (6.4)% | (3.3) pp | (3.1)% | (3.7) pp | 0.6 pp |
| Europe ^(a) | (4.9)% | (4.1) pp | (0.8)% | (1.6) pp | 0.8 pp |
| Rest of World ^(a) | 1.6 % | (1.4) pp | 3.0 % | 3.7 pp | (0.7) pp |
| Kraft Heinz | (1.7)% | (0.8) pp | (0.9)% | (0.4) pp | (0.5) pp |

^(a) In the fourth quarter of 2016, the Company moved the Russia business from Rest of World to the Europe segment. This change resulted in reclassification of net sales from Rest of World to the Europe segment of \$47 million for the three months ended July 3, 2016.

Schedule 3

The Kraft Heinz Company
Reconciliation of Net Sales to Organic Net Sales
For the Six Months Ended
(dollars in millions)
(Unaudited)

| | Net Sales | Impact of Currency | Organic Net Sales | Price | Volume/Mix |
|------------------------------------|------------------|-----------------------|----------------------|----------|------------|
| July 1, 2017 | | | | | |
| United States | \$ 9,186 | \$ — | \$ 9,186 | | |
| Canada | 1,040 | (7) | 1,047 | | |
| Europe | 1,138 | (64) | 1,202 | | |
| Rest of World | 1,677 | 7 | 1,670 | | |
| | <u>\$ 13,041</u> | <u>\$ (64)</u> | <u>\$ 13,105</u> | | |
| July 3, 2016 | | | | | |
| United States | \$ 9,407 | \$ — | \$ 9,407 | | |
| Canada | 1,142 | — | 1,142 | | |
| Europe ^(a) | 1,208 | — | 1,208 | | |
| Rest of World ^(a) | 1,606 | 22 | 1,584 | | |
| | <u>\$ 13,363</u> | <u>\$ 22</u> | <u>\$ 13,341</u> | | |
| Year-over-year growth rates | | | | | |
| United States | (2.4)% | 0.0 pp | (2.4)% | 0.1 pp | (2.5) pp |
| Canada | (8.9)% | (0.6) pp | (8.3)% | (2.5) pp | (5.8) pp |
| Europe ^(a) | (5.8)% | (5.3) pp | (0.5)% | (1.1) pp | 0.6 pp |
| Rest of World ^(a) | 4.4 % | (1.0) pp | 5.4 % | 4.3 pp | 1.1 pp |
| Kraft Heinz | (2.4)% | (0.6) pp | (1.8)% | 0.3 pp | (2.1) pp |

^(a) In the fourth quarter of 2016, the Company moved the Russia business from Rest of World to the Europe segment. This change resulted in reclassification of net sales from Rest of World to the Europe segment of \$77 million for the six months ended July 3, 2016.

Schedule 4

The Kraft Heinz Company
Reconciliation of Net Income/(Loss) to Adjusted EBITDA
(dollars in millions)
(Unaudited)

| | For the Three Months Ended | | For the Six Months Ended | |
|--|----------------------------|-----------------|--------------------------|-----------------|
| | July 1, 2017 | July 3, 2016 | July 1, 2017 | July 3, 2016 |
| Net income/(loss) | \$ 1,160 | \$ 955 | \$ 2,051 | \$ 1,855 |
| Interest expense | 307 | 264 | 620 | 513 |
| Other expense/(income), net | 24 | 6 | 12 | (2) |
| Provision for/(benefit from) income taxes | 430 | 411 | 789 | 783 |
| Operating income | 1,921 | 1,636 | 3,472 | 3,149 |
| Depreciation and amortization (excluding integration and restructuring expenses) | 137 | 124 | 269 | 285 |
| Integration and restructuring expenses | (6) | 284 | 142 | 544 |
| Merger costs | — | 14 | — | 29 |
| Unrealized losses/(gains) on commodity hedges | (13) | (37) | 29 | (45) |
| Impairment losses | 48 | 53 | 48 | 53 |
| Nonmonetary currency devaluation | — | 2 | — | 3 |
| Equity award compensation expense (excluding integration and restructuring expenses) | 14 | 11 | 26 | 20 |
| Adjusted EBITDA | <u>\$ 2,101</u> | <u>\$ 2,087</u> | <u>\$ 3,986</u> | <u>\$ 4,038</u> |
| Segment Adjusted EBITDA: | | | | |
| United States | \$ 1,566 | \$ 1,518 | \$ 3,038 | \$ 3,011 |
| Canada | 189 | 192 | 315 | 343 |
| Europe ^{(a)(b)} | 202 | 221 | 372 | 401 |
| Rest of World ^(a) | 180 | 202 | 326 | 368 |
| General corporate expenses ^(b) | (36) | (46) | (65) | (85) |
| Adjusted EBITDA | <u>\$ 2,101</u> | <u>\$ 2,087</u> | <u>\$ 3,986</u> | <u>\$ 4,038</u> |

^(a)In the fourth quarter of 2016, the Company moved the Russia business from Rest of World to the Europe segment. This change resulted in the reclassification of Segment Adjusted EBITDA from Rest of World to the Europe segment of \$6 million for the three months and \$7 million for the six months ended July 3, 2016.

^(b)In the fourth quarter of 2016, management of our GPO moved from one of our European subsidiaries to our global headquarters. This change resulted in the reclassification of Segment Adjusted EBITDA from the Europe segment to general corporate expenses of \$3 million for the three months and \$5 million for the six months ended July 3, 2016.

Schedule 5

The Kraft Heinz Company
Reconciliation of Adjusted EBITDA to Constant Currency Adjusted EBITDA
For the Three Months Ended
(dollars in millions)
(Unaudited)

| | Adjusted EBITDA | Impact of Currency | Constant Currency Adjusted EBITDA |
|---|-----------------|--------------------|-----------------------------------|
| July 1, 2017 | | | |
| United States | \$ 1,566 | \$ — | \$ 1,566 |
| Canada | 189 | (8) | 197 |
| Europe | 202 | (13) | 215 |
| Rest of World | 180 | (1) | 181 |
| General corporate expenses | (36) | 1 | (37) |
| | <u>\$ 2,101</u> | <u>\$ (21)</u> | <u>\$ 2,122</u> |
| July 3, 2016 | | | |
| United States | \$ 1,518 | \$ — | \$ 1,518 |
| Canada | 192 | — | 192 |
| Europe ^{(a)(b)} | 221 | — | 221 |
| Rest of World ^(a) | 202 | 5 | 197 |
| General corporate expenses ^(b) | (46) | — | (46) |
| | <u>\$ 2,087</u> | <u>\$ 5</u> | <u>\$ 2,082</u> |
| Year-over-year growth rates | | | |
| United States | 3.2 % | 0.0 pp | 3.2 % |
| Canada | (1.2)% | (3.5) pp | 2.3 % |
| Europe ^{(a)(b)} | (8.6)% | (6.2) pp | (2.4)% |
| Rest of World ^(a) | (11.6)% | (3.0) pp | (8.6)% |
| General corporate expenses ^(b) | (22.2)% | (1.2) pp | (21.0)% |
| Kraft Heinz | 0.7 % | (1.2) pp | 1.9 % |

^(a)In the fourth quarter of 2016, the Company moved the Russia business from Rest of World to the Europe segment. This change resulted in the reclassification of Segment Adjusted EBITDA from Rest of World to the Europe segment of \$6 million for the three months ended July 3, 2016.

^(b) In the fourth quarter of 2016, management of our GPO moved from one of our European subsidiaries to our global headquarters. This change resulted in the reclassification of Segment Adjusted EBITDA from the Europe segment to general corporate expenses of \$3 million for the three months ended July 3, 2016.

Schedule 6

The Kraft Heinz Company
Reconciliation of Adjusted EBITDA to Constant Currency Adjusted EBITDA
For the Six Months Ended
(dollars in millions)
(Unaudited)

| | Adjusted EBITDA | Impact of Currency | Constant Currency Adjusted EBITDA |
|---|-----------------|--------------------|-----------------------------------|
| July 1, 2017 | | | |
| United States | \$ 3,038 | \$ — | \$ 3,038 |
| Canada | 315 | (4) | 319 |
| Europe | 372 | (32) | 404 |
| Rest of World | 326 | 1 | 325 |
| General corporate expenses | (65) | 1 | (66) |
| | <u>\$ 3,986</u> | <u>\$ (34)</u> | <u>\$ 4,020</u> |
| July 3, 2016 | | | |
| United States | \$ 3,011 | \$ — | \$ 3,011 |
| Canada | 343 | — | 343 |
| Europe ^{(a)(b)} | 401 | — | 401 |
| Rest of World ^(a) | 368 | 12 | 356 |
| General corporate expenses ^(b) | (85) | — | (85) |
| | <u>\$ 4,038</u> | <u>\$ 12</u> | <u>\$ 4,026</u> |
| Year-over-year growth rates | | | |
| United States | 0.9 % | 0.0 pp | 0.9 % |
| Canada | (8.0)% | (1.0) pp | (7.0)% |
| Europe ^{(a)(b)} | (7.2)% | (7.9) pp | 0.7 % |
| Rest of World ^(a) | (11.7)% | (2.9) pp | (8.8)% |
| General corporate expenses ^(b) | (23.5)% | (0.6) pp | (22.9)% |
| Kraft Heinz | (1.3)% | (1.1) pp | (0.2)% |

^(a)In the fourth quarter of 2016, the Company moved the Russia business from Rest of World to the Europe segment. This change resulted in the reclassification of Segment Adjusted EBITDA from Rest of World to the Europe segment of \$7 million for the six months ended July 3, 2016.

^(b) In the fourth quarter of 2016, management of our GPO moved from one of our European subsidiaries to our global headquarters. This change resulted in the reclassification of Segment Adjusted EBITDA from the Europe segment to general corporate expenses of \$5 million for the six months ended July 3, 2016.

Schedule 7

The Kraft Heinz Company Reconciliation of Diluted EPS to Adjusted EPS (Unaudited)

| | For the Three Months Ended | | For the Six Months Ended | |
|---|----------------------------|----------------|--------------------------|----------------|
| | July 1, 2017 | July 3, 2016 | July 1, 2017 | July 3, 2016 |
| Diluted EPS | \$ 0.94 | \$ 0.63 | \$ 1.67 | \$ 1.36 |
| Integration and restructuring expenses ^{(a)(b)} | — | 0.16 | 0.08 | 0.30 |
| Merger costs ^{(a)(b)} | — | 0.01 | — | 0.02 |
| Unrealized losses/(gains) on commodity hedges ^{(a)(b)} | (0.01) | (0.02) | 0.01 | (0.03) |
| Impairment losses ^{(a)(b)} | 0.03 | 0.03 | 0.03 | 0.03 |
| Nonmonetary currency devaluation ^{(a)(c)} | 0.02 | — | 0.03 | 0.01 |
| Preferred dividend adjustment ^(d) | — | 0.04 | — | (0.11) |
| Adjusted EPS | <u>\$ 0.98</u> | <u>\$ 0.85</u> | <u>\$ 1.82</u> | <u>\$ 1.58</u> |

^(a) Income tax expense associated with these items is based on applicable jurisdictional tax rates and deductibility assessments of individual items.

^(b) Refer to the reconciliation of net income/(loss) to Adjusted EBITDA for the related gross expenses.

^(c) Nonmonetary currency devaluation includes the following gross expenses/(income):

- Expenses recorded in cost of products sold of \$2 million for the three months and \$3 million for the six months ended July 3, 2016 (there were no such expenses for the three and six months ended July 1, 2017); and
- Expenses recorded in other expense/(income), net, of \$25 million for the three months and \$33 million for the six months ended July 1, 2017 and \$7 million for the three and six months ended July 3, 2016.

^(d) For Adjusted EPS, we present the impact of the Series A Preferred Stock dividend payments on an accrual basis. Accordingly, we included an adjustment to EPS to include \$180 million of Series A Preferred Stock dividends in the first quarter of 2016 (to reflect the March 7, 2016 Series A Preferred Stock dividend that was paid in December 2015), and to exclude \$51 million of Series A Preferred Stock dividends from the second quarter of 2016 (to reflect that it was redeemed on June 7, 2016).

Schedule 8

The Kraft Heinz Company
Condensed Consolidated Balance Sheets
(dollars in millions)
(Unaudited)

| | July 1, 2017 | December 31, 2016 |
|---|-------------------|-------------------|
| ASSETS | | |
| Cash and cash equivalents | \$ 1,445 | \$ 4,204 |
| Trade receivables, net | 913 | 769 |
| Sold receivables | 521 | 129 |
| Inventories | 3,065 | 2,684 |
| Other current assets | 1,164 | 967 |
| Total current assets | 7,108 | 8,753 |
| Property, plant and equipment, net | 6,808 | 6,688 |
| Goodwill | 44,565 | 44,125 |
| Intangible assets, net | 59,400 | 59,297 |
| Other assets | 1,535 | 1,617 |
| TOTAL ASSETS | \$ 119,416 | \$ 120,480 |
| LIABILITIES AND EQUITY | | |
| Commercial paper and other short-term debt | \$ 1,090 | \$ 645 |
| Current portion of long-term debt | 19 | 2,046 |
| Trade payables | 3,888 | 3,996 |
| Accrued marketing | 494 | 749 |
| Accrued postemployment costs | 157 | 157 |
| Income taxes payable | 153 | 255 |
| Interest payable | 406 | 415 |
| Other current liabilities | 1,149 | 1,238 |
| Total current liabilities | 7,356 | 9,501 |
| Long-term debt | 29,979 | 29,713 |
| Deferred income taxes | 20,887 | 20,848 |
| Accrued postemployment costs | 1,975 | 2,038 |
| Other liabilities | 673 | 806 |
| TOTAL LIABILITIES | 60,870 | 62,906 |
| Equity: | | |
| Common stock, \$0.01 par value | 12 | 12 |
| Additional paid-in capital | 58,674 | 58,593 |
| Retained earnings/(deficit) | 1,178 | 588 |
| Accumulated other comprehensive income/(losses) | (1,308) | (1,628) |
| Treasury stock, at cost | (223) | (207) |
| Total shareholders' equity | 58,333 | 57,358 |
| Noncontrolling interest | 213 | 216 |
| TOTAL EQUITY | 58,546 | 57,574 |
| TOTAL LIABILITIES AND EQUITY | \$ 119,416 | \$ 120,480 |