

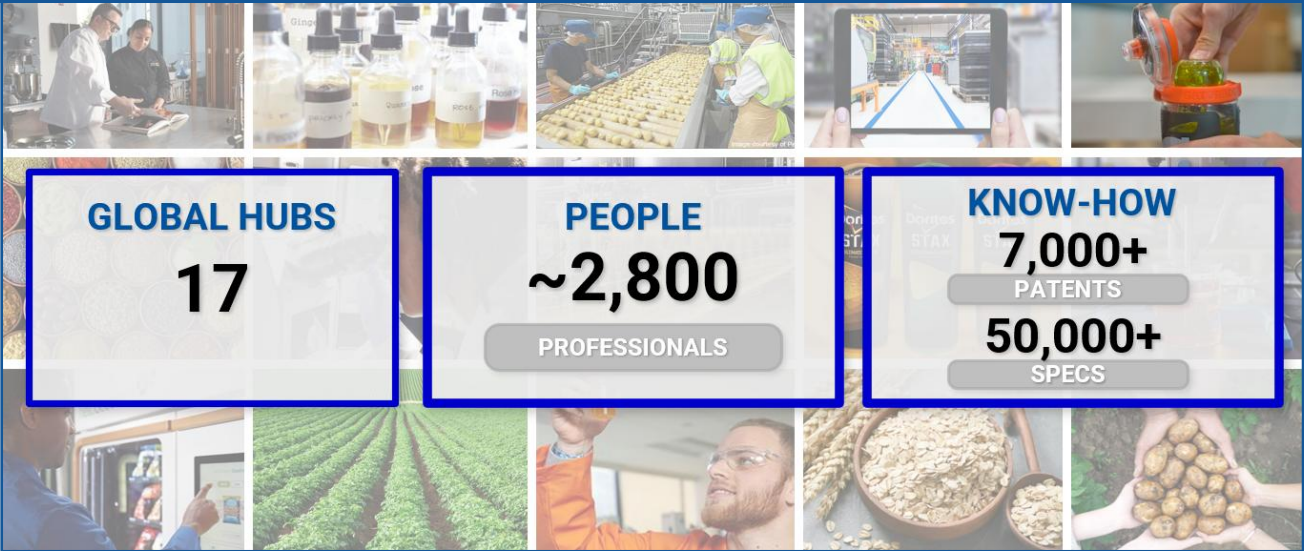
DISRUPTIVE PARTNERSHIPS: A GO-TO-MARKET APPROACH

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PEPSICO R&D

Our Global Footprint



Our Expertise



Our Portfolio



Our Opportunity

Tension

- ❖ Speed, cost, and quantity of sequential tests (physiological, consumer, behavioral, and sensory tests).

Curiosity Reframe

- ❖ Can we disrupt our process without losing the rigor?
- ❖ Can we find partners with mutually aligned tensions that are willing to evolve with us?

OUR DISRUPTIVE APPROACH

