Our Approach to Public Policy
As a corporate citizen, Dr Pepper Snapple Group recognizes and embraces its responsibility to participate in the democratic process. It is our duty to support the advancement of public policies that reflect the values of our employees, customers, consumers, shareholders and business partners as well as the broader public interest.

DPS conducts its political and government affairs in full compliance with all applicable U.S. laws and regulatory requirements. The scope of our public policy and government relations activities includes our participation in trade associations and support of political candidates and campaigns at the local, state and federal levels.

The Issues That Matter to Us
Our advocacy efforts on the federal and state level focus primarily on taxation, environmental regulations and labor issues. The DPS government affairs team reviews our public policy and legislative priorities with senior management on a regular basis.

Corporate Governance
The government affairs function at Dr Pepper Snapple Group is responsible for managing the company’s public policy strategy; addressing industry, federal, state and local legislative and ballot initiatives; engaging in lobbying efforts where appropriate; disbursing political contributions and managing and funding membership in state and national beverage associations. These activities are overseen by members of the company’s executive leadership team, including the chief executive officer.

Political contributions are reviewed and approved by the vice president of government affairs and senior company management with oversight by the corporate governance and nominating committee of the board of directors. This same committee is consulted and updated periodically on payments to trade associations and public policy advocacy efforts.

Industry Associations
Virtually all of our public policy advocacy work is done through our membership in the American Beverage Association, the trade association of the non-alcoholic beverage industry in the United States, as well as affiliated state-level beverage associations. These groups represent the beverage industry in the United States at the local, state and national level on issues that are of critical importance to our business and to our licensed bottlers. Our involvement in these associations is overseen by our executive leadership team as well as our government affairs department.
Our paid dues and support used by the ABA for direct political advocacy in 2016 were approximately $7.6 million. A summary of our other national and state association memberships and the ranges of dues paid for 2016 can be found below:

<table>
<thead>
<tr>
<th>Industry Association Dues and Support – 2016</th>
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| **$100 to $4,999** | Alabama Beverage Association  
|                      | Arizona Beverage Association  
|                      | Arkansas Beverage Association  
|                      | Beverage Association of Vermont  
|                      | Colorado Beverage Association  
|                      | Colorado Restaurant Association  
|                      | Maine Beverage Association  
|                      | Mississippi Beverage Association  
|                      | New Hampshire Beverage Association  
|                      | North Carolina Beverage Association  
|                      | Oklahoma Beverage Association  
|                      | Plano Chamber of Commerce  
|                      | Royal Crown Bottlers Association  
|                      | Rhode Island Beverage Association  
|                      | South Carolina Beverage Association  
|                      | Texas Food and Fuel Association  
|                      | Virginia Beverage Association  
|                      | Washington Restaurant Association  |
| **$5,000 to $9,999** | Dr Pepper Bottlers Association  
|                      | Georgia Beverage Association  
|                      | Hoosier Beverage Association  
|                      | Missouri Beverage Association  
|                      | West Virginia Beverage Association  |
| **$10,000-$24,999** | Beverage Association of Tennessee  
|                      | Clinton Foundation  
|                      | Dallas Regional Chamber  
|                      | Kentucky Beverage Association  
|                      | Minnesota Beverage Association  
|                      | Nebraska Beverage Association  
|                      | Seven-Up Bottlers Association  
|                      | Wisconsin Beverage Association  |
| **$25,000-$49,999** | Florida Beverage Association  
|                      | Illinois Beverage Association  
|                      | Michigan Soft Drink Association  
|                      | Ohio Soft Drink Association  |
Political Contributions

The disclosures below are inclusive of any entities organized under 26 U.S.C § 527, 501(c)(4) and other tax exempt organizations that may use our funds for political purposes and independent expenditures.

Corporate Contributions
While it is prohibited for corporations to make direct political contributions to elected officials or candidates on the federal level and in certain states, the company will occasionally make direct contributions in support of local and state-level candidates, campaigns and ballot measures where permitted by law.

In 2016, direct political contributions made with corporate funds totaled $10,590 and were filed with the Federal Election Commission and applicable state regulatory agencies. A list of direct political contributions made at the corporate level to local/state candidates and parties in 2016 may be found here. Past years’ disclosures may be found here:
- 2015 direct political contributions
- 2014 direct political contributions
- 2013 direct political contributions
- 2012 direct political contributions

All direct political contributions are made to candidates that demonstrate receptivity to the legitimate business interests of the company and are made independently of the personal political inclinations of senior company leadership.

Corporate contributions to political campaigns require the approval and authorization of the company’s vice president of government affairs in consultation with the chief executive officer and/or another relevant member of the company’s executive leadership team.

The company’s political contributions policy is available here.

Political Action Committee
In 2010, the Dr Pepper Snapple Political Action Committee (DPS PAC) was established to provide our employees a means to engage in the political process and support candidates and ballot initiatives that support their best interests – particularly the growth, viability and sustainability of our business operations.
The DPS PAC is funded through voluntary contributions by company employees, officers and members of the board of directors. All contributions to the PAC are maintained in a separate, segregated fund.

The PAC is administered by an executive committee of no more than nine members and a steering committee of no more than 15 members. The executive committee sets basic policies with respect to PAC expenditures, while the steering committee oversees the PAC administration.

PAC Contributions
Contribution figures and supporting data are on file with the U.S. Federal Election Commission and may be found here. DPS PAC’s contributions to federal and state candidates and campaign committees in 2016 were:

2016 PAC Contributions
(Total $102,825)

State Breakout

Party Breakout

Past years’ disclosures may be found here:
- 2015 PAC contributions
- 2014 PAC contributions
- 2013 PAC contributions
- 2012 PAC contributions