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THE KRAFT HEINZ COMPANY ANNOUNCES INCREASE TO QUARTERLY DIVIDEND

PITTSBURGH & CHICAGO – Aug 3., 2017 – The Kraft Heinz Company (NASDAQ: KHC) today announced that its Board of Directors approved an increase in the company's quarterly dividend to \$0.625 per share of common stock, or \$2.50 per share of common stock on an annual basis. This represents an increase of approximately 4.2 percent versus the prior quarterly dividend rate of \$0.60 per share, or \$2.40 on an annual basis. The dividend declared today is payable on September 15, 2017 to shareholders of record as of August 18, 2017.

ABOUT THE KRAFT HEINZ COMPANY

The Kraft Heinz Company (NASDAQ: KHC) is the fifth-largest food and beverage company in the world. A globally trusted producer of delicious foods, The Kraft Heinz Company provides high quality, great taste and nutrition for all eating occasions whether at home, in restaurants or on the go. The Company's iconic brands include *Kraft*, *Heinz*, *ABC*, *Capri Sun*, *Classico*, *Jell-O*, *Kool-Aid*, *Lunchables*, *Maxwell House*, *Ore-Ida*, *Oscar Mayer*, *Philadelphia*, *Planters*, *Plasmon*, *Quero*, *Smart Ones* and *Velveeta*. The Kraft Heinz Company is dedicated to the sustainable health of our people, our planet and our Company. For more information, visit www.kraftheinzcompany.com.

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