

## Unleashing a Global Snacking Powerhouse

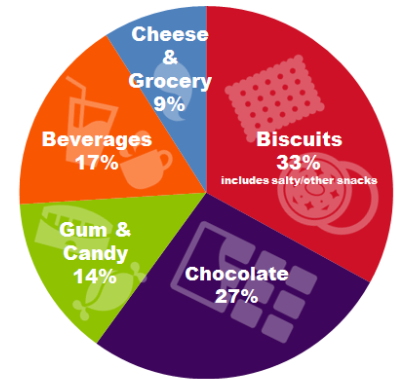
Mondelēz International, Inc. (NASDAQ: MDLZ) is one of the world's largest snacks companies, with global net revenues of \$35 billion in 2013.

Our dream is to create delicious moments of joy in everything we do. Over 100,000 employees support this dream by manufacturing and marketing delicious food and beverage products for consumers in approximately 165 countries around the world.

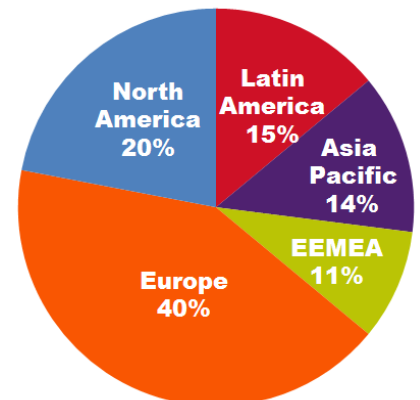
We are the world's pre-eminent maker of snacks, with leading market shares in every category in which we compete. Mondelēz International holds the No. 1 position globally in Biscuits, Chocolate, Candy and Powdered Beverages as well as the No. 2 position in Gum and Coffee. (source: Euromonitor market share)

About three-quarters of our annual revenue is generated in the fast-growing Biscuits, Chocolate and Gum & Candy categories, and nearly 40 percent of our sales come from high-growth emerging markets.

**Sales by Category**  
Percentage of 2013 Net Revenue



**Sales by Geography**  
Percentage of 2013 Net Revenues



## Significant Competitive Advantages

At Mondelēz International, we have all the ingredients in place to deliver sustainable, profitable growth:

- Fast-Growing Categories
- Advantaged Geographic Footprint
- Favorite Snacks Brands
- Leading Innovation Platforms
- Strong Routes-to-Market
- World-Class Talent & Capabilities

## A Portfolio of the World's Favorite Brands

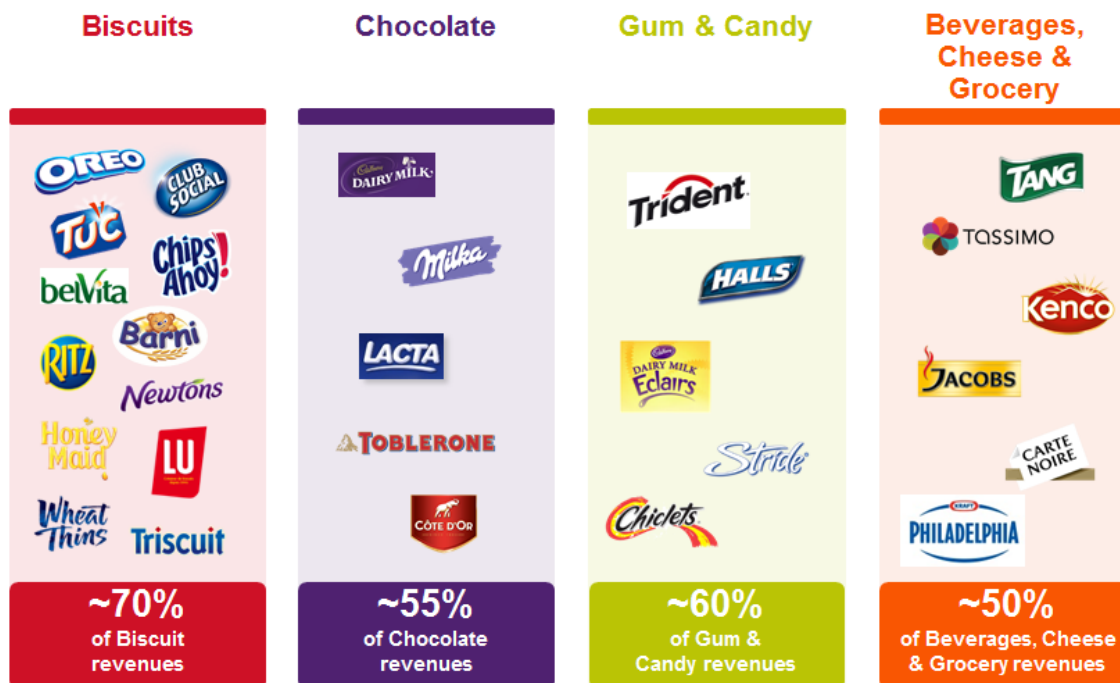


Our portfolio features nine billion-dollar brands: Cadbury, Cadbury Dairy Milk and Milka chocolate, Jacobs coffee, LU, Nabisco and Oreo biscuits, Tang powdered beverages and Trident gum.

In addition, our portfolio includes another 53 brands which each generate annual revenues of more than \$100 million.

## Our Categories & Power Brands

In 2013, our Power Brands, which represent almost 60 percent of total net revenues, continued to drive our top line and grew at a rate nearly twice as fast as the total company.



## Our Strategies

As a global snacks powerhouse, we leverage our competitive advantages to achieve two primary goals: to deliver top-tier financial performance and to be a great place to work.

We achieve these goals by executing the following five strategies:



## Continued Investments in Emerging Markets

We're stepping up our investments in emerging markets to deliver profitable growth over the long-term.

In 2013, we announced the following investments:

- Brazil: expansion of our chocolate factory in Curitiba
- China: \$85 million to expand our biscuit plant in Suzhou
- India: over \$190 million in multicategory facility in Sri City
- Mexico: \$350 million in the construction of a new Biscuit manufacturing facility in Monterey
- Russia: over \$70 million, including \$30 million in Novgorod and Chudovo to expand production of local gum brands

## The Call for Well-Being

We believe our financial well-being depends on the well-being of our planet. As part of this strategy, we recently unveiled our Call for Well-being, a holistic approach to improve the well-being of the planet and its people – from farmers to consumers.

Our Call for Well-being focuses on four action areas, each with clearly defined goals to make a positive impact on our business and society.



- Empowering consumers to snack mindfully:** We have a two-pronged approach. First, we're improving the nutritional profiles of our current portfolio. Our goal is to reduce sodium and saturated fat by 10 percent and increase whole grains by 25 percent by 2020. Second, we're transforming our portfolio through new product innovation. We will grow our Better Choice products to 25 percent of our revenue by 2020 and increase our individually wrapped options of 200 calories or less by 25 percent. In addition, we will help consumers make informed choices by providing calories on the front of packaging globally by 2016.
- Securing sustainable agricultural supplies of key commodities and reducing our environmental footprint:** We're helping farmers create thriving communities with a 10-year, \$600 million investment in our *Cocoa Life* and *Coffee Made Happy* signature programs. We're also promoting biodiversity and good environmental practices through *Harmony*, our successful European wheat-sourcing program. By 2015, we will cut our energy, waste, and water use by 15 percent, eliminate 50 million pounds of packaging and have 60 percent of our production from zero waste to landfill sites.
- Keeping consumers and our employees safe:** By 2015, all of our manufacturing facilities will achieve third-party food safety certification.
- Investing in communities:** Over the next several years, we're investing \$50 million in community partnerships to promote healthy lifestyle programs, focused on nutrition education and promoting active lifestyles.

We recognize we don't have all the answers to these global societal challenges. But through our Call for Well-being, we're finding innovative solutions by using our global reach to partner with experts to bring together powerful ideas and help execute them at the local level.



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Listed on the NASDAQ Global Select Market Ticker: MDLZ

Members of Standard & Poor's 500, NASDAQ-100 Indices and Dow Jones Sustainability Index

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This fact sheet contains a number of forward-looking statements. Words, and variations of words, such as “will,” “expect,” “deliver” and similar expressions are intended to identify our forward-looking statements. Examples of forward-looking statements include, but are not limited to, statements we make about our future performance; the drivers of our future performance, including investments; and our well-being initiatives. These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond our control, which could cause our actual results to differ materially from those indicated in our forward-looking statements. Such factors include, but are not limited to, risks from operating globally and in emerging markets, continued consumer weakness, continued volatility of commodity and other input costs, pricing actions, continued weakness in economic conditions, business disruptions, increased competition and tax law changes. For additional information on these and other factors that could affect our forward-looking statements, see our risk factors, as they may be amended from time to time, set forth in our filings with the SEC, including our most recently filed Annual Report on Form 10-K. We disclaim and do not undertake any obligation to update or revise any forward-looking statement in this fact sheet, except as required by applicable law or regulation.

