



## Building the Best Snacking Company in the World

**Mondelēz International, Inc. (NASDAQ: MDLZ)** is one of the world's largest snacks companies, with 2017 net revenues of approximately \$26 billion.

Our purpose and vision are to **create more moments of joy by building the best snacking company in the world**. Over 80,000 employees support this effort by manufacturing and marketing delicious food and beverage products for consumers in approximately 160 countries around the world.

**We are a world leader in biscuits, chocolate, gum, candy and powdered beverages.** We hold the No. 1 position\* globally in biscuits and candy as well as the No. 2 position in chocolate and gum.



About 85 percent of our annual revenue is generated in attractive snacks categories, and nearly three-quarters of our sales come from outside of North America.

### Our Strengths



**Iconic Brands**

We have all the ingredients in place to deliver balanced growth on both the top and bottom lines.



**Global Footprint**

We have an **unmatched portfolio of iconic brands** in each of our categories, and an **advantaged global footprint**, with over 35 percent of our net revenue in emerging markets.

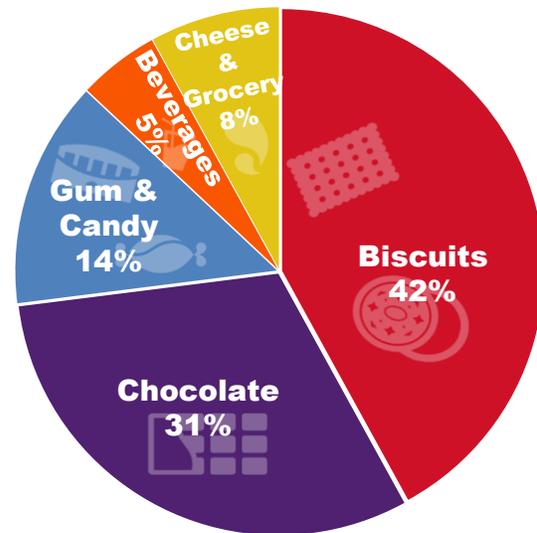


**Great Categories**

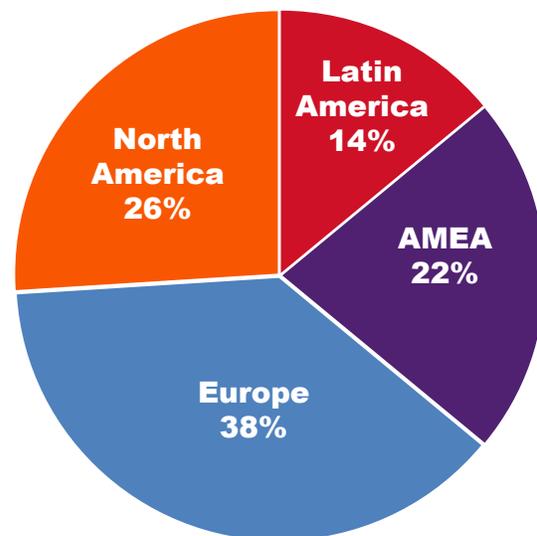
Snacking is also a **great category** given long-term consumer trends and we're positioned to win as a leader in the space.

And our world-class **leadership team**, with deep experience and skills in snacking categories, is executing our strategy with excellence.

**Sales by Category**  
Percentage of 2017 Net Revenues



**Sales by Geography**  
Percentage of 2017 Net Revenues



\*2017 category position. Source: Euromonitor



## A Portfolio of Consumers' Favorite Brands

Our portfolio is focused on our core snacks categories and Power Brands, including global trademarks like *Oreo* and *belVita* biscuits; *Cadbury Dairy Milk* and *Milka* chocolate; and *Trident* gum, as well as regional Power Brands like *LU* biscuits in Europe, *Lacta* chocolate in Brazil and *Sour Patch Kids* in the U.S. In 2017, our Power Brands, which represent nearly three-quarters of our net revenues, continued to drive our top line.



## Our Goals

At Mondelēz International, we're building the best snacking company in the world through a keen focus on our three goals:



**Grow Our People.** By building world-class capabilities and providing meaningful career experiences, we create a great place to work.



**Grow Our Business.** We're focused on achieving best-in-class cost management, innovating with speed and growing the profitability and sales of our iconic brand family.



**Grow Our Impact.** We're committed to enhancing the well-being of the people who make and enjoy our products, the communities we serve and the planet as a whole.

## Our Growth Strategies

We see tremendous opportunities ahead of us as the market dynamics that make snacking exciting align well to our strengths. We continue to invest in our Power Brands, innovation platforms, white-space expansion and route-to-market capabilities. We are modernizing our portfolio and keeping it relevant with changing consumer needs and we continue to expand our Power Brands to accelerate growth.

### Keys to Unlocking Value

**FOCUS**  
ON THE  
**CONSUMER**

**EXECUTE**  
WITH  
**EXCELLENCE**



## Building Positive Impact for People and our Planet



Building positive impact for people and our planet is at the core of who we are. We call this **Impact For Growth** – our commitment to driving business growth with positive change in the world. Guided by integrity and transparency, we're focused on making an impact across four areas:

### 1 Igniting our growth through Well-being

#### Well-being Snacks

1. Expanding Well-being brands
2. Contemporizing our Power Brands
3. Inspiring mindful snacking

• **Well-being Snacks:** Our ambition is to be a global leader in well-being snacks. We're focused on helping people enjoy life in balance, with snacks they feel good about eating. We're focused on three core areas to grow our well-being offerings: 1) growing 10 well-being brands at twice the rate of our base portfolio; 2) renovating our Power Brands to make them more relevant; and 3) inspiring people to snack mindfully, with the goal to deliver 15% of revenue from our portion control options.

### 2 Ensuring the safety of our colleagues and the quality of the snacks we make



• **Safety:** Safety and integrity come first, in everything we do. We continually invest in programs to ensure the safety of our colleagues, consumers and products. We maintain a best-in-class safety record. At the end of 2016, 100% of our manufacturing sites, 84% of our external manufacturers and 96% of our raw material suppliers were certified against globally recognized food-safety standards.

### 3 Reducing our environmental footprint & empowering farmers who grow our ingredients



#### 2020 Smart Sustainability

• **Sustainability:** Our Sustainability 2020 goals place us at the forefront in the fight against climate change. Through our Cocoa Life Program, we're improving the livelihoods of cocoa farmers and their communities, helping their crops become more climate change resilient. Our Harmony wheat program promotes biodiversity and good environmental practices across Europe. Our palm oil action plan helps ensure the palm oil we source is traceable to the mill and doesn't lead to deforestation. And we continue to reduce our environmental footprint, making our snacks with less energy, water and waste.

### 4 Supporting the communities where our snacks are produced and sold



• **Communities:** We're investing \$50 million over the next several years to help communities where we work and live thrive. Our Foundation, together with its partners, is transforming the lives of more than 1.5 million children across 18 countries by increasing their nutrition knowledge, physical activity and access to fresh fruits and vegetables. Our efforts align with the UN's Sustainable Development Goals of addressing malnutrition and promoting good health.

To learn more about what we are doing for people and our planet visit the [Impact section of our website](#).



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for more?**



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