



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.



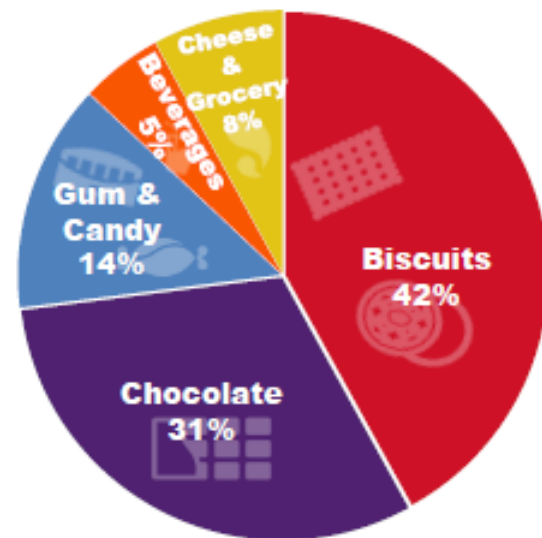
Great Categories

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

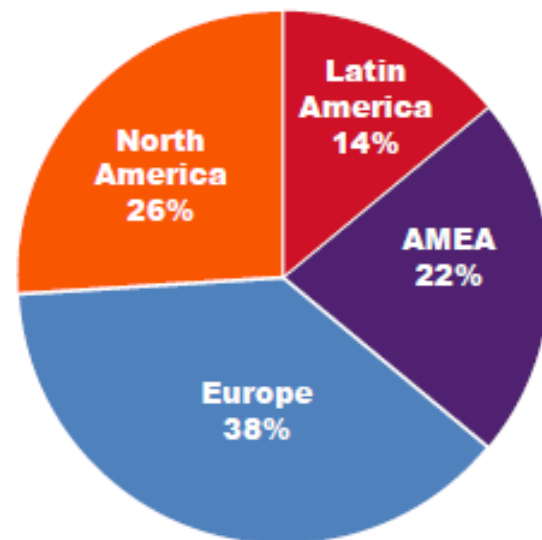
And our world-class leadership team, with deep experience and skills in snacking categories, is executing our strategy with excellence.

*2017 category position. Source: Euromonitor

Sales by Category
Percentage of 2017 Net Revenues



Sales by Geography
Percentage of 2017 Net Revenues



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

WORK PLAY LIVE SAFE

• **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.

Mondelēz China

Mondelēz China (formerly Kraft Foods China) entered the China market in 1984. Headquartered in Shanghai, with about 4,500 employees. Mondelēz China has established powerful manufacturing plants in East, South and North China. Mondelēz China owns many popular and favorable brands in China, such as Oreo, Chips Ahoy!, LU, belVita, Tuc, Pacific, Uguan, Prince, Milka, Stride, Trident, Halls, Choclairs and Tang. The Chinese name Yi Zi (亿滋) represents the company's vision to bring an abundance of deliciousness to consumers.

- Manufacturing plants in **East, South and North China**
- More than **40 sales offices** across the country
- The Suzhou RDQI Center was upgraded into **one of the 9 Mondelēz International R&D hubs** in 2017



Mondelēz China is a leading company in the snacks business

Market Position: No. 1 in Biscuits; No. 2 in Gum ; (source: Nielsen)

BISCUITES	GUM & CANDY	CHOCOLATE	BEVERAGES

Mondelez Hope Kitchen

An award winning CSR program jointly launched by Mondelēz China and China Youth Development Foundation in 2009. It adopted an widely acknowledged and in-depth model of “Hope Kitchen + Nutrition Education + Delicious Garden + Active Play”.



Objective

To improve rural students' diets at schools, as well as to raise awareness of the importance of nutrition and food safety among rural teachers, kitchen staff and parents.

Progress

Since 2009, we have built **309** MDLZ Hope Kitchens and Delicious Gardens to provide nutritious daily meals to **200,000** students in **21** provinces and cities.

Employee Volunteering

27,000 volunteer hours since 2009.

1,200 volunteers in schools and communities across **21** cities/provinces.



Sustainable Development

From 2005-2017YE, MDLZ China Manufacturing has:

Per Ton of Production

- All sites achieved Zero Waste to Landfill since 2015
- Reduced Energy Use In factories by - 59%
- Reduced CO2 Emissions by - 35%
- Reduced Total Waste In factories by - 50%
- Reduced Water Consumption by - 82%

Beijing biscuit received **financial reward RMB480K (US\$73,840)** from **Beijing Municipal Environmental Protection Bureau** on WWTP improvement initiative which significantly improved effluent quality.

For more information:



<http://www.mdlz.cn>



<http://www.weibo.com/mdlzchina>



MDLZChina