

Unleashing a Global Snacking Powerhouse

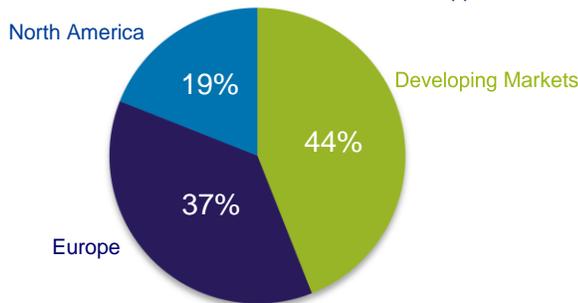
Our Dream: Create Delicious Moments of Joy for our Consumers, Employees and Communities Around the World

Mondelēz International, Inc. (NASDAQ: MDLZ) is a whole new company that has been reimagined with a single focus in mind: create delicious moments of joy by sharing the world’s favorite brands.

Launched on Oct. 1, 2012, and employing around 100,000 people around the world, Mondelēz International comprises the global snacking and food brands of the former Kraft Foods Inc. While Mondelēz International is new, the company’s brands are as diverse and rich with heritage as the 170 countries in which its products are marketed.

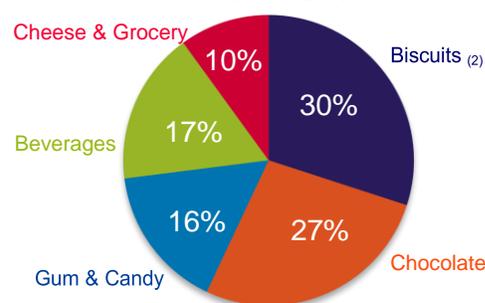
As the world’s pre-eminent maker of snacks, Mondelēz International has leading shares in every category and every region of the world in which it competes. The company holds the No. 1 position globally in Biscuits, Chocolate, Candy and Powdered Beverages as well as the No. 2 position in Gum and Coffee.

Estimated Annual Revenue: \$36 billion (1)



(1) Based on 2011 reported net revenues; includes accounting calendar changes and 53rd week

Sales by Category



(2) Biscuits includes salted/other snacks

Unique Competitive Advantages

Mondelēz International is uniquely positioned to win in the marketplace. About three-quarters of its annual revenue will be generated in the fast-growing Biscuits, Chocolate and Gum & Candy categories. Nearly half of the company’s revenue comes from high-growth Developing Markets where the company plans to disproportionately invest.

Fast-Growing Categories	Advantaged Geographic Footprint	Favorite Snacks Brands	Leading Innovation Platforms	Strong Route-to-Market	World-Class Talent & Capabilities
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Our Strategies to Deliver Top-Tier Performance

The company aims to consistently deliver top-tier revenue and earnings per share growth by:

- Building global power brands
- Leveraging global innovation platforms across regions
- Revolutionizing selling
- Drive efficiency to fuel growth

A Portfolio of the World’s Favorite Snack Brands



These 15 Global Power Brands are expected to drive 70 percent of Mondelēz International's growth. Complementing the company's Snacks portfolio are leading beverages brands like *Jacobs*, *Carte Noire*, *Tassimo* coffee and *Tang* powdered beverages, representing 17 percent of the company's portfolio. And at nearly \$1 billion in revenue, *Philadelphia* cream cheese is also an important brand for the company where it is sold in Europe and Australia.

Virtuous Cycle Drives Growth

The virtuous cycle begins with a focus on investments in Power Brands and Priority Markets to drive revenue growth. The company expands gross margins by pricing to offset higher input costs, optimizing product mix and generating productivity savings. Together with leveraging overheads, this provides the fuel for greater investment in quality, marketing, and innovation to perpetuate the virtuous cycle.



<p>For more information www.mondelezinternational.com facebook.com/mondelezinternational</p>	<p>Media +1-973-503-4533 news@mdlz.com</p>	<p>Investors +1-847-646-6299 ir@mdlz.com</p>
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This fact sheet contains a number of forward-looking statements. Words, and variations of words such as “expected”, “will”, “plans” and similar expressions are intended to identify our forward-looking statements, including but not limited to, our unique competitive advantages; annual revenues; investments; Global Power Brands; our strategies; our virtuous cycle; and top-tier growth and EPS. 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, increased competition, continued weakness in global economic conditions, continued volatility in input costs, risks from operating globally and tax law changes. Please also 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 and subsequent reports on Forms 10-Q and 8-K. Mondelēz International disclaims and does not undertake any obligation to update or revise any forward-looking statement in this fact sheet, except as required by applicable law or regulation.