

## Research, Development and Quality

Mondelez International empowers people to snack right with 2017 net revenues of approximately \$26 billion. Reporting to our Chief Growth Officer, our Research, Development and Quality (RDQ) team helps accelerate growth and margins through global innovation platforms, Power Brands and breakthrough technologies.

### By the Numbers...

**2,500**  
SCIENTISTS,  
CHEMISTS AND  
ENGINEERS

**~60%**  
OF OUR  
GLOBAL RDQI  
EMPLOYEES ARE  
WOMEN

**10**  
KEY RESEARCH  
& DEVELOPMENT  
CENTERS  
WORLDWIDE

**\$65 MILLION**  
INVESTMENT IN  
OUR GLOBAL  
FACILITY NETWORK  
IN 2017-2018



### Building capabilities to accelerate global innovation

We're investing in a global network of technical centers to support our growth ambition, create a competitive advantage and drive innovation. When fully completed, it will consist of nine large, advantaged hub locations in which we're focusing the vast majority of our technical resources. Many of these locations also have consumer science and packaging labs. Having breadth across key markets maintains our rapid access to excellent talent pools, and changing consumer needs and trends.

## Focusing on key consumer trends to drive innovation

Our consumers are at the heart of our business. What matters to them, matters to us. That's why we prioritize our time and attention on understanding how consumers live, eat and shop in an ever-evolving retail landscape. As such, we have identified five consumer trends that drive our innovation pipeline.



Well-being



Time  
compression



Growing  
income gap



Digital  
revolution



Evolving  
retail

Our Research, Development, and Quality team is leading the extensive renovation of our portfolio in the Well-being space as well as a robust pipeline of new offerings...

...from global platforms like *belVita*, *Barni*, *Trident* and *Tang*, To recent launches of *Good Thins* and *Ritz Crisp & Thins*!



## Success Stories...just a taste!

### Transforming the Breakfast Category with a New Biscuit Occasion: *beVita*

People eat all sorts of different things for breakfast around the world. But what's the same the world over is consumers' desire to have a breakfast that's convenient, tasty and provides sustained energy to start the day. That's why *beVita* breakfast biscuits have become a global success! Our RDQI team created *beVita* biscuits so they're rich in slowly digestible starch thanks to their special baking process and a combination of whole grains, which allows for the slow release of carbohydrates over four hours. Today, *beVita* is available in more than 50 countries, and in 2016, *beVita* delivered 32,500 tons of whole grains to global diets!



### Creating a Sustainable Cocoa Supply

Without cocoa, there is no chocolate, and without the next cocoa farming generation, there is no cocoa. Through Cocoa Life -- our \$400 million, 10-year commitment to create a vibrant, strong cocoa supply chain while transforming the lives and livelihoods of farmers and their communities -- our RDQI colleagues work with cocoa farming communities in Ghana, Côte d'Ivoire and Indonesia. They consult on best practices in agronomy to help develop more productive and disease-resistant cocoa trees, and collaborate with government and non-governmental cocoa research organizations to boost cocoa yields around the world.



### Launching a global "Thins" platform

Our RDQI team created *OREO Thins* in 2014 to meet a consumer need in China for a thinner, crispier and slightly less sweet version of our classic *OREO* cookie. We've been able to build on our successful "thin biscuit" technology, bringing *OREO Thins* to the U.S., Canada, Australia, Europe and the Middle East. Plus, *Oreo Thins* provide fewer calories and less sugar per biscuit than the original varieties of those same biscuits!



NEW  
OREO THINS

## For more information:

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