

Building the Best Snacking Company in the World

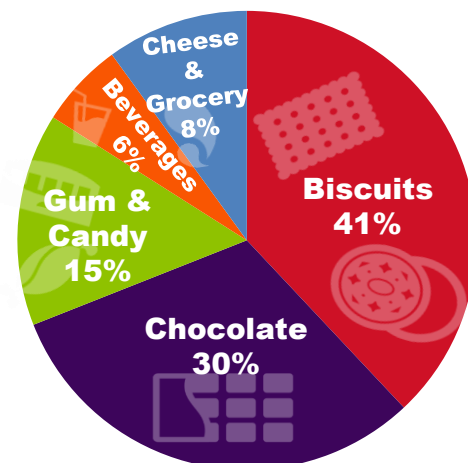
Mondelēz International, Inc. (NASDAQ: MDLZ) is one of the world's largest snacks companies, with 2016 net revenues of approximately \$26 billion.

Our purpose and vision are to create more moments of joy by building the best snacking company in the world. Our 90,000 employees support this effort by manufacturing and marketing delicious food and beverage products for consumers in approximately 165 countries around the world.

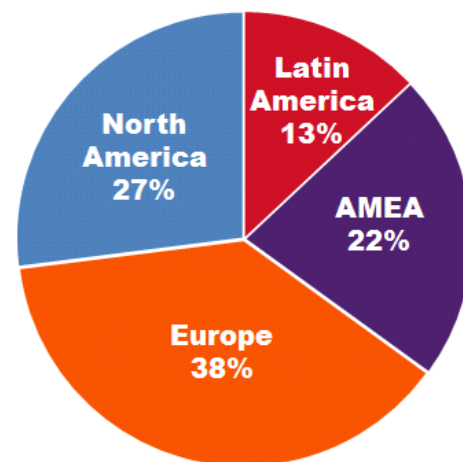
We are a world leader in biscuits, chocolate, gum, candy and powdered beverages. We hold the No. 1 position globally in biscuits and candy as well as the No. 2 position in chocolate and gum. (source: Euromonitor)

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.

Sales by Category
Percentage of 2016 Net Revenues



Sales by Geography
Percentage of 2016 Net Revenues



Our Strengths

At Mondelēz International, we have all the ingredients in place to deliver balanced growth on both the top and bottom lines. Because of our advantaged platform, we're one of the few industry players positioned to deliver strong sales and profitability growth over the long term.



Favorite snack brands



Market leader



Advantaged global footprint



Strong routes to market



World-class talent & capabilities

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. Our routes to market are also an important differentiator for us globally, as we have continued to invest in our distribution capabilities, especially in emerging markets, to expand our coverage and scale. And our world-class leadership team, with deep experience and skills in snacking, is executing our strategy with excellence.

A Portfolio of the World's 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 2016, our Power Brands, which represent nearly 70 percent 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 with 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 Strategies to Accelerate Growth

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 by advancing the three pillars of our growth strategy.

1 
Contemporize Our Core
Better connect our portfolio to today's consumer

2 
Fill Key White Spaces
Expand into new need states and geographies

3 
Drive Selling and Channel Ubiquity
Ensure our brands are available whenever and wherever consumers shop

the call for well-being



The growth of our business is directly linked to enhancing the well-being of the people who make and enjoy our products, the communities we serve and the planet as a whole. We've set bold targets and are pursuing innovative approaches to grow our impact on the world, as we grow our business. Our Call For Well-being focuses on four areas where we can make the biggest impact that are important to our business and the world:

- **Well-being Snacks:** Consumers are looking for foods that fit their lifestyles, meet their well-being needs and taste delicious. Our ambition is to be a global leader in well-being snacks by 2020. To accomplish this we will expand the well-being brands within our portfolio and grow them at twice the rate of our base products. Seventy percent of our new product development efforts will focus on Well-being platforms. We will also simplify and improve the ingredient and nutritional profile of our core brands, and look to remove artificial colors and flavors in select key brands. Finally, we will inspire consumers to snack mindfully by continuing to grow our portion control options, as well as having calories on front of pack globally to help them make informed choices.
- **Sustainability:** Our Sustainability 2020 targets place us at the forefront in the fight against climate change and support our ambition to drive meaningful social and environmental change on the ground. Specifically, we will reduce our absolute CO2 emissions from manufacturing by 15 percent and reduce deforestation within our agricultural supply chain. We aim to create a sustainable cocoa supply by transforming the lives of smallholder cocoa farmers and communities at scale and continue to invest and expand our signature Cocoa Life program to empower 200,000 cocoa farmers in six key origins. We partner with over 2,000 European wheat farmers to better preserve the environment and local biodiversity through Harmony, our European wheat-sourcing program. Our updated palm oil action plan ensures the palm oil we source is traceable to the mill, requiring suppliers to improve practices across their entire operations. And we have focused our water-reduction efforts in high-priority locations, to decrease our usage by 10 percent by 2020. We will also eliminate 65,000 tons of packaging material and reduce total manufacturing waste by 20 percent.
- **Safety:** Safety and integrity come first, in everything we do. To ensure the safety of our colleagues, as well as the food we make, we've implemented world-class safety programs and policies. We continue to improve employee safety performance; and since the end of 2015, 100% of our manufacturing sites, 80% of our external manufacturers and 91% of our raw material suppliers were certified against globally recognized food-safety standards.
- **Communities:** We're investing \$50 million in community partnerships over the next several years to promote healthy lifestyle programs -- helping communities, where we work and live, thrive. Our programs reach more than 1 million children and families across 13 countries, with a focus on nutrition education, active play and access to fresh foods; and align with the UN's Sustainable Development Goals of addressing malnutrition and promoting good health. To measure progress, we teamed up with the Yale School of Public Health to develop common KPIs for all programs.

We recognize we don't have all the answers to these global societal challenges. But through our Call for Well-being, we're partnering with experts to bring together powerful ideas and help execute solutions at the local level. Check out our progress in the [Well-Being section of our website](#).

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Listed on the NASDAQ Global Select Market Ticker: MDLZ

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This fact sheet contains a number of forward-looking statements. Words, and variations of words, such as “will,” “expect,” “position,” “deliver” and similar expressions are intended to identify our forward-looking statements, including, but not limited to, statements about: our financial performance, including our sales and profitability growth; our well-being portfolio and goals; and our 2020 sustainability targets. 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 including in emerging markets; changes in currency exchange rates, controls and restrictions; continued volatility of commodity and other input costs; weakness in economic conditions; weakness in consumer spending; pricing actions; unanticipated disruptions to our business; competition; the restructuring program and our other transformation initiatives not yielding the anticipated benefits; changes in the assumptions on which the restructuring program is based; 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. 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.