

Mondelēz International, Inc. & Kraft Foods Group, Inc.

Conversion and Adjustment of Outstanding Kraft Foods Inc. Equity Awards (Shareholder Approach)

What's happened?

We are writing to inform you that the separation of Kraft Foods Inc. ("KFT") into two public Independent companies: Mondelēz International, Inc. ("MDLZ") and Kraft Foods Group, Inc. ("KRFT") is now complete, and was effective October 1, 2012. This is known as the "Spin-Off". As a result of the Spin-Off, any unvested restricted/deferred stock unit awards and/or any outstanding unvested or vested but not yet exercised stock options that you held have been adjusted and converted to awards of MDLZ and KRFT shares.

Please refer to your specific shareholder approach communication that was distributed by the company via email on or around August 20, 2012, for more details about how the adjustment and conversion was effected. Copies of all of the communications are available on the Compensation & Benefits page of the external Mondelēz International website:

<http://www.mondelezinternational.com/Investor/CompensationBenefitsEN.aspx>

*** Please note, if you have outstanding Long-Term Incentive Plan (LTIP) or 2010 Performance Share awards, you will receive a separate statement which summarizes the adjustment of these awards. ***

Stock Prices

The following stock prices were used in the conversion and adjustment of outstanding KFT equity awards to MDLZ & KRFT awards:

Stock	Stock Price
KFT closing price on October 1, 2012:	\$42.52
MDLZ closing price on October 1, 2012 (when issued market):	\$27.85
KRFT closing price on October 1, 2012 (when issued market):	\$44.10

UBS Accounts

As a result of the conversion and adjustment of your awards, your current UBS account has been converted into two new accounts. Below, please find the links to your new accounts, where your converted and adjusted MDLZ and KRFT awards and shares are held:

MDLZ awards and shares: www.ubs.com/onesource/mdlz

KRFT awards and shares: www.ubs.com/onesource/krft

You will be able to continue to access the "old" KFT account via the following web link: www.ubs.com/onesource/kftold, for historical purposes only, until December 31, 2014. **We strongly advise you to visit this account and generate any transaction reports you may need for your records prior to December 31, 2014. You will no longer be able to access the old KFT account once the website is retired.**

Your UBS Participant ID and Password remain the same for all accounts.

Additional Support

If you require any help understanding this statement, please contact your HR representative or Compensation Leader.

For general queries related to the equity award conversion as a result of the Spin-Off, please use one of the following email addresses:

Mondelēz International employees and all former KFT employees: compensation@mdlz.com

Kraft Foods Group employees: compensation@kraftfoods.com

UBS Service Center

For general questions about logging in to the UBS One Source websites and/or viewing your UBS accounts, please call the UBS Corporate Employee Financial Services (CEFS) Service Center using the appropriate Service Center number listed below. These numbers are specific to the company by which you are now employed. Please note that CEFS cannot provide you with your UBS participant ID number.

Mondelēz International employees and all former KFT employees:

+1-800-230-2967 (from within the U.S.)

+1-201-272-7552 (outside the U.S)

Kraft Foods Group employees

+1-855-685-1317 (from within the U.S.)

+1-201-272-7515 (outside the U.S)

To access your UBS Participant ID Number:

Mondelēz International Employees	Kraft Foods Group Employees
<p>If you are located in Austria, Belgium, Canada, France, Germany, Switzerland, the U.K. or the U.S., you may contact your local MDLZ HR Service Center to obtain your UBS Participant ID number. Below are the telephone numbers to use or you can also email the HR Service Center via the “Contact us” link in the top right-hand corner of MyHROnline.</p> <p><u>MDLZ HR Service Center:</u></p> <p>Austria: 0800 296 438 (01 206 091 329) Belgium: 0800 81044 (022008674) Canada: 1-800-641-1500 (toll-free number) France: 0805 540 504 (01573 23476) Germany: 0800 589 0200 (06994 519 2259) Switzerland: 0800 830 054 (0435 579 063) U.K.: 0800 028 5518 (0203 450 1050) U.S.: 1-800-887-8807 (toll-free number)</p> <p>Former KFT Employees and Current MDLZ employees in any other countries should contact their local HR Department to obtain their UBS Participant ID.</p>	<p>Below are the telephone numbers to use or you can also email the KRFT HR Service Center via the “Contact us” link in the top right-hand corner of MyHROnline.</p> <p><u>KRFT HR Service Center</u></p> <p>US: 1-800-572-3847 (toll-free number) Canada: 1-800-556-1313 (toll-free number)</p>