

Mondelēz International Celebrates Second Annual Purpose Day Global Leader in Sustainable Snacking Takes Stock of Environmental Impact

Kuala Lumpur, Malaysia – October 1, 2020 – Mondelēz International (Malaysia) celebrated its second annual Purpose Day to reinforce and reinforce its commitment towards Sustainable Snacking, while also recognizing the company's 8th anniversary on the same day.

“Purpose Day is an intentional and powerful moment for our teams to celebrate, reflect, and most importantly, activate our Purpose in unison,” said **James Kane, Managing Director, Mondelēz International Malaysia & Singapore**. “This year, we are leaning into our enterprise priority of environmental sustainability by reducing water, waste and energy with a theme of ‘getting our hands green for the planet.’ While the pandemic has created challenges for people around the world, we didn’t want to miss the opportunity to invite our 80,000 colleagues around the world to do their part to live more sustainable lives and demonstrate that we are stronger together even when we’re apart.”

To kick off the global event, Mondelēz International CEO Dirk Van de Put hosted a LinkedIn Live Sustainability Snack Chat last September 30, featuring sustainability experts.

Employees around the world were also invited to get their hands green through a variety of virtual and socially-distanced face-to-face activities where possible. More than 25,000 colleagues participated in environmental micro-actions that were done at home individually or with their family. About 12,000 people volunteered with local environmental organizations to help make our planet a little greener, and many colleagues joined the 40 virtual “Green Chats” about the company’s sustainability priorities and progress.

In Malaysia, local activities were also executed in the weeks leading up to Purpose Day. First was a competition to create upcycling products to be donated to Mondelēz International’s adopted schools, Joy Schools. This was done to encourage employees to use any single-use plastics or recyclable materials from their homes for the purpose of creating another usable product. Three winners were selected for outstanding inventions of upcycling ideas.

In line with efforts to reduce waste, Mondelēz Malaysia also collaborated with Food Aid Foundation to eradicate food wastage and contribute food aid to the less fortunate. Through the partnership, excess food which would otherwise end up in landfill will be redistributed and channelled to charities and B40 families to help reduce their food bill. During recent engagements, 4420 cases of Mondelēz International’s products were contributed to the food bank.

As part of knowledge sharing, 2 ‘Green Chat’ sessions were held to educate employees on Upcycling and also to increase awareness on Mondelēz’s global commitment of making the packaging recycle-ready. During the session, Mr William Koong, an upcycling expert from Me.Reka (a social enterprise that champions progressive ideas on sustainability) shared his thoughts, “It is important to continue this upcycling lifestyle. Although it is simple, but if 100,000 people do this, the act will be multiplied by 100,000-fold. When there is a demand for products made from waste, there will be a supply. This is the best way to reduce waste in order to keep our environment stays clean and the same time we have a second life ‘new’ products which is usable.”



One of the employee’s initiative: Turning packaging bags to polybags to grow plants

Julia Wang, Section Manager in Packaging Sustainability AMEA, Mondelēz International, also pointed out in her Green Chat session “it’s collective effort of manufactures, governments, retailers and consumers to work together to deliver the packaging sustainability agenda. For us Mondelēz to fulfil our 2025 commitment of implementing a packaging circular economy, we need to collaborate internally to embark on a well-funded innovation agenda; proactively engage with external

partners to improve infrastructure for recycling, eliminate leakage to nature; and last but not least, implement on-pack recycling instruction and rollout educational interventions.”

The Purpose Day celebrations were not just to kick-start a month’s worth of sustainable actions, but rather a month of empowering the Company’s people and partners to live a purposeful life towards bigger goal of making planet Earth greener for future generations.



Some of the ideas submitted: Touchscreen stylus from recycled materials and multipurpose container from can

About Mondelēz International’s Sustainable Snacking Strategy

Purpose Day builds on Mondelēz International’s commitment to making snacks the right way to preserve our planet and meet the aspirations of its consumers every day. The company aims to make an end-to-end positive impact on the world and the communities where it does business and is committed to using less energy and water, reducing waste and decreasing emissions. Mondelēz International has achieved or exceeded its 2020 environmental sustainability goals by reducing CO2 emissions in manufacturing operations by 15%, reducing priority water usage by 27% and reducing manufacturing waste by 21%. That commitment continues with its 2025 goals, including reducing CO2 emissions by 10% and making 100% of its packages recyclable and labelled with consumer recycling information. Find out more in the [Snacking Made Right Report](#).

About Mondelēz Malaysia

Mondelēz International (Malaysia) is part of the Mondelēz International group of companies which empowers people to snack right across 8 countries within Southeast Asia. With two manufacturing plants in Shah Alam and Prai, Mondelēz is leading the future of snacking through our iconic and well-loved brands such as *Oreo*, *beVita*, *Cadbury Dairy Milk*, *Tiger*, *Jacob’s*, *Chipsmore*, *Choclairs* and *Twisties*. The guaranteed quality, safety and taste of our wholesome snacks ensure that all our consumers will be able to reach for the right snack, for the right moment, made the right way. Visit www.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right in over 150 countries around the world. With 2019 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO*, *beVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Tablerone* chocolate; *Sour Patch Kids* candy and *Trident* gum. Mondelēz International is a proud member of the Standard and Poor’s 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ.