



Part of the Mondelēz International family of companies

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MONDELĒZ INTRODUCES OREO SOCOLA PIE "IRRESISTIBLY SOFT & TASTY"

Ho Chi Minh City, April 2021 – Continue the legacy of inspiring the world to Stay Playful, the World's No.1 Biscuit* brand Oreo proudly presents its latest innovation first ever in the world and only exist in Vietnam market: Oreo Socola Pie, "irresistibly soft and tasty."

Beyond the well-known original Oreo cookie having in the market, at the end of March, Oreo offered Vietnamese consumers another snack option to enjoy and meet their snacking needs, Oreo Socola Pie. The product is the perfect combination of what's best in Mondelēz's portfolio: premium Cadbury chocolate, iconic Oreo taste, and chewy marshmallow, which brings an "irresistibly soft & tasty" tasting experiment.

With the launch of this new Oreo Socola Pie, Mondelēz Kinh Do Vietnam has continued to consolidate its position in the confectionery market in Vietnam by continuously having breakthrough innovations to serve Vietnamese consumers' increasing needs with the high-quality snack.

According to AC Nielsen, in the Vietnam market, Mondelez Kinh Do Vietnam ranks first in high market share based on the Biscuits category (*) as from July 2019 to June 2020, including Oreo, one of the most popular biscuits brands.

The healthy growth of Oreo's in the past years, together with strong brand power, can prove the potential of Oreo to drive impressive growth for the Pie segment.

Aim to the trending of both delicious snacking and enjoying playful experiments towards the consumers, Mondelez Kinh Do Vietnam believes Oreo Socola Pie offers the product superiority with distinctive softness and delightful taste connector in joyful family time.

"Oreo is a global phenomenon, and we are excited to introduce the brand to the pie market for the first time in Vietnam. In keeping with our commitment to the Vietnamese consumer this is a global first launch designed for the local market. Oreo is a power brand with global heritage. We believe the Oreo pie with its right balance of softness, light sweetness and youthful image will connect well with the consumers", said Hemant Rupani, Managing Director, Mondelez Kinh Do Vietnam.

Oreo Socola Pies are now available at supermarkets, stores, and shops across Vietnam.



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* *The World's No.1 Biscuit: Source Euromonitor International Limited; Packaged Food 2020 Edition: sweet biscuits category definition, % brand share, retail value sales, RSP, 2019 data*

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About Mondelez Kinh Do Vietnam

Mondelez Kinh Do, a powerful combination of two snacking leaders who have been making much-loved brands for Vietnamese consumers, has become a member of Mondelēz International since July 2015. Mondelez Kinh Do's combined portfolio includes leading snack brands from Vietnam and worldwide, such as Kinh Do, Cosy, Solite, AFC, LU, Oreo, Ritz, Slide, Halls, Trident, Cadbury, Toblerone, and Tang. For more information about us, please visit the website <https://vn.mondelezinternational.com>.

About Mondelēz International

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries worldwide. With 2020 net revenues of approximately \$27 billion, MDLZ leads the future of snacking with iconic global and local brands such as OREO, beVita, and LU biscuits; Cadbury Dairy Milk, Milka, and Toblerone 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.