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Mondelez Kinh Do inspires hope and positivity through its Tet Campaign Turns ambassador for small businesses

- *Mondelez Kinh Do launches "Tet of Hope" campaign inspiring consumers to start 2022 on a hopeful note, despite difficulties.*
- *Plans to support more than 1,000 small businesses, local shops, retailers across nation and campaigning for them through social and digital media*

HCMC, December 2021 - Tet is always an important and special festival for every Vietnamese. This year's Tet season becomes even more special when it closes a year of many difficulties and fluctuations. Although there are still many worries and uncertainty caused by the pandemic, everyone still tries to have the most possible meaningful Tet holiday with their love ones. This year, Mondelez Kinh Do not only brings world-class quality products to consumers, but also spreads optimism and once again inspire millions of Vietnamese people to celebrate a memorable Tet.

Mr. Sameer Yadav, Marketing Director of Mondelez Kinh Do Vietnam, said: *"After a year of many challenges, we want to add a new meaning to our iconic message 'See Kinh Do, See Tet', that is associated with optimism and hope. Through the campaign "Tet of Hope", Mondelez Kinh Do will implement a digital activation to gives hope to small businesses by helping them reach to more consumers in need. We believe that, through the practical and meaningful actions of this year's Tet campaign, we together will bring a warm and vibrant Tet season to all Vietnamese people."*

Understanding the difficulties faced by small businesses in the past year, Mondelez Kinh Do is implementing a program to help these businesses boost their image and appearance widely on social media channels. Thereby, the shops will attract more shoppers, and at the same time, consumers will be able to access the shops they need more easily. The support from Mondelez Kinh Do is intended for traditional small businesses and business households that are specialized in products for Tet (gift shops, fashion/beauty shops, Tet decoration shops...). Leveraging digital platform with media initiatives via location & contextual targeting, different customized shop banners will reach to consumers in need in their Tet journey. Hence, Kinh Do is proud to be a bridge in connecting both shop owners & end consumers, making a hopeful Tet for everyone. Through this campaign, it is expected that more than 1000 business shops will be supported and reach more than 20 million potential customers nationwide.

In order to enhance product availability during this Lunar New Year, all of Mondelez Kinh Do's Tet products are now presented early at major online shopping channels such as Tiki, Shopee, Lazada, Grab... The products can also be found at all supermarkets, convenience stores, and grocery stores nationwide. This year, Mondelez Kinh Do offers wide variety of products ranges from premium to mainstream at flexible price segments to perfectly meet snacking and gifting needs from consumers and businesses.

At supermarkets and crucial stores, the company promotes product visibility with eye-catching displays, more customer care staff at the points of sales to offer customers easier and more convenient choices of purchasing Tet confectionery products. It is also company's effort to bring a jubilant and bustling Tet atmosphere to Vietnamese consumers, as the message "See Kinh Do, see Tet" conveys.

"Right after the Moon Cakes season, we already started to prepare for the ramp -up production of the Tet season as the demands from our distributors for Mondelēz Kinh Do's products are high. Consumers will find our 40 new products this year at over 200,000 physical locations in all provinces of the country or they can shop our products at major online channels such as Tiki, Shopee, Lazada, and Grab. Keeping in mind the impact of the Covid-19 on the pockets of the consumers we have built a variety of value choices in our portfolio that remind us to stay hopeful through these difficult times. We will also be actively working with our small retail partners, to help them grow their businesses, through digital interventions", said Mr Hemant Rupani, Managing Director of Mondelez Kinh Do Vietnam.

The company has invested strongly in all of its products, from high product quality to outstanding and meaningful packaging designs with the theme of welcoming Spring, along with many inspiring activities for an optimistic and hopeful new year. This year's Tet season marks a significant breakthrough in each of Mondelez Kinh Do's unique creations from the company's loved brands, including: Cozy biscuits with the message "See Cozy, Feel Liven up Tet", Solite sponge cake with "See Solite, Feel Tender Tet", AFC crackers with "See AFC, Feel Healthy Tet". The company's famous international brands such as LU - The perfect gift since 1846, Oreo, Cadbury chocolate, Halls also simultaneously launched their own Tet collections. Especially, following the success of the first launch, this year the limited edition New Year Oreo Red Velvet has come back to bring Good Luck wishes to everyone in the New Year with an excellent design, promising to stir up a joyful atmosphere during this year's Tet holiday for consumers.

As a part of Mondelez International, all Mondelez Kinh Do Tet product ranges are made at the highest hygiene standard and meet food safety management FSSC 22000 system thanks to the finest quality ingredients and advanced technology as well as automatic production lines that strictly conform to Mondelez International's quality standard.

To top it off, Mondelez Kinh Do continues to use eco-friendly packaging materials showing its commitment to positively impacting the environment. Accordingly, all packaging of Mondelez Kinh Do's Tet products are made of recycled and reusable materials such as tin cans, kraft paper. This is an affirmation of Mondelez Kinh Do's commitment to using eco-friendly packaging, in line with the company's sustainable development strategy in Vietnam.

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About Mondelez International

Mondelez International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2020 net revenues of approximately \$27 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO* cookies and *LU* biscuits; *Cadbury Dairy Milk* chocolate, *Milka* chocolate and cookies, *Toblerone* chocolate, *Sour Patch*, *Kids* candy, *Trident* gum and many more. Mondelez International is a member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com and follow us on Twitter at www.twitter.com/MDLZ.

About Mondelez Kinh Do Vietnam

Mondelez Kinh Do is part of Mondelez International, Inc. We are a global snacking powerhouse which aims to lead the future of snacking with iconic global and local brands such as *Cosy* biscuits, *Kinh Do* mooncakes, *Solite* cakes, *Slide* potato chips, *AFC* crackers, *OREO* cookies, *RITZ* crackers, *LU* biscuits, *Toblerone* chocolate, *Cadbury Dairy Milk* chocolate, *Tang* powdered beverage, *Halls* gum and candy, *Trident* gum and many more. From wholesome to indulgent bites, consumers can enjoy the right snack, for the right moment, made the right way.

In Vietnam, we are now operating in three locations with more than 3,000 employees: the head office in Ho Chi Minh City, two plants in Binh Duong and Hung Yen, Vietnam.

Mondelez Kinh Do has been awarded "Best Places to Work in Vietnam" title by Anphabe.com, CSR Awards by Amcham Vietnam for our tireless and bold endeavors to perform breakthrough product innovation, to build a better workplace for our people, and to advance a positive impact on the environment and society. For more information, please visit the website www.mondelezinternational.com/Vietnam



