At Mondelēz International, our Call For Well-being focuses on four areas where we believe we can make the greatest difference: Mindful Snacking, Sustainability, Safety and Communities. In each of these areas, we outlined specific goals to which we hold ourselves accountable. We’ve made good progress and continue to work with our partners to achieve our commitments to make impactful change.

MINDFUL SNACKING | Empowering consumers to snack mindfully.

<table>
<thead>
<tr>
<th>GOALS*</th>
<th>PROGRESS BY END OF 2013</th>
<th>HIGHLIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transform portfolio by offering more nutritious choices</td>
<td>Deliver 25% of revenue from Better Choices by 2020</td>
<td>On Target</td>
</tr>
<tr>
<td>Improve Current Portfolio</td>
<td>Increase individually-wrapped portion control options 25% by 2020</td>
<td>On Target</td>
</tr>
<tr>
<td>Improve Current Portfolio</td>
<td>Reduce saturated fat 10% by 2020</td>
<td>On Target</td>
</tr>
<tr>
<td>Improve Current Portfolio</td>
<td>Reduce sodium 10% by 2020</td>
<td>On Target</td>
</tr>
<tr>
<td>Improve Current Portfolio</td>
<td>Increase whole grains 25% by 2020</td>
<td>On Target</td>
</tr>
<tr>
<td>Improve Current Portfolio</td>
<td>Front of pack calorie labeling globally by end of 2016</td>
<td>On Target</td>
</tr>
</tbody>
</table>

*based on 2012 baseline
2013 At-A-Glance

SUSTAINABILITY | Securing sustainable agricultural supplies and reducing our environmental footprint.

GOALS

PROGRESS BY END OF 2013

HIGHLIGHTS

**Sustainable agriculture**

- All cocoa will ultimately be sustainably sourced
  - **On Target**
  - In 2013, 10% of our cocoa was sustainably sourced, much through existing certification partnerships. Cocoa Life, the foundation of our long-term strategy, will reach around 38,000 farmers / 500 communities by end-2014.

- 70% of global coffee will be sustainably sourced by 2015
  - **On Target**
  - As of 2013, 56% of our coffee is sustainably sourced.

- 75% of Western European biscuits volume made with Harmony wheat by 2015
  - **On Target**
  - In 2013, 44% of our West European biscuits were made with Harmony wheat.

- Palm oil: 100% RSPO by 2015
  - **Goal Achieved**
  - Since 2013, 100% of our palm oil is RSPO—two years ahead of our commitment.

**Environmental footprint**

- Reduce water in manufacturing 15% by 2015
  - **On Target**
  - Reduced our use of water by 11% per tonne and will drive further through a new global partnership with EcoLab®.

- Reduce waste in manufacturing 15% by 2015
  - **Goal Achieved**
  - Reduced net waste by 46% per tonne through innovative solutions and partnerships in facilities worldwide.

- Reduce energy in manufacturing 15% by 2015
  - **More Needed**
  - Achieved 6% reduction in energy per tonne at our sites worldwide and continue to evaluate how we can improve upon this goal.

- Reduce greenhouse gases from manufacturing 15% by 2015
  - **On Target**
  - Reduced emissions by 9% per tonne through energy saving projects and renewable energy sources.

- 60% production from Zero Waste to Landfill sites by 2015
  - **On Target**
  - 31% of production from Zero Waste to landfill sites as of 2013.

- Eliminate 50 million pounds (22,500 metric tonnes) of packaging by 2015
  - **On Target**
  - By 2013, eliminated 48 million pounds of packaging.

*measured per tonne of production
## SAFETY | Keeping our employees and consumers safe.

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<tr>
<td>Achieve world-class safety performance</td>
<td></td>
<td>In 2013, we saw a <strong>36% year-on-year reduction</strong> in lost time injury frequency rate (LTIFR) for contractors and a <strong>16% decrease in LTIFR</strong> across all of our <strong>direct and temporary employees</strong>.</td>
</tr>
<tr>
<td>Achieve third-party food safety certification against the FSSC 22000 GFSI-benchmarked scheme for all internal manufacturing facilities by 2015</td>
<td><strong>On Target</strong></td>
<td>By the end of 2013, 126 out of our 168 manufacturing sites – or <strong>75%</strong>– are now FSSC 22000 certified.</td>
</tr>
</tbody>
</table>

## COMMUNITIES | Partnering with communities to promote healthy lifestyles.

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<td>Invest $50 million USD into healthy lifestyle community partnerships</td>
<td><strong>On Target</strong></td>
<td>In 2013, allocated <strong>50% of our $50 million USD</strong> multi-year commitment, covering 10 countries.</td>
</tr>
</tbody>
</table>