

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 Community. In each of these areas, we outlined specific goals to which we hold ourselves accountable. We continue to make progress toward these goals and scale our efforts with our partners and suppliers to achieve our commitments to make impactful change.

MINDFUL SNACKING | Empowering consumers to snack mindfully.

Transform portfolio by offering more nutritious choices



Improve current portfolio

GOALS*

PROGRESS BY END OF 2014

HIGHLIGHTS

Deliver 25% of revenue from Better Choices by 2020

On Target

In 2014 **22.4% of our revenue** was from our Better Choices products.

Increase individually wrapped portion control options 25% by 2020

On Target

Since 2012 Mindful Portion products **grew by 16%**. Examples include single servings of our chocolates, *Milka Crispello*, *Moro*, and *Gallito*; *Club Social* and *Pacific* crackers, and portion packs of *Oreo* cookies.

Reduce saturated fat 10% by 2020

More Needed

Achieved **1% reduction** of saturated fat across our entire global portfolio. We have seen success in reducing saturated fat by 40% in some *Oreo* varieties, and are replacing saturated fat oils in our biscuits.

Reduce sodium 10% by 2020

On Target

Achieved **2% reduction** of sodium across our entire global portfolio. We are making continued progress – reduced sodium in *Oreo*, as well as cheese and other biscuits in Latin America.

Increase whole grains 25% by 2020

On Target

Since 2012 **increased whole grains by 23%** across global portfolio. Launched new products with whole grains including *Barni* mini biscuits, *Honey Maid* Go Bites and *Wheat Thins*. Introduced *beVita* into more countries.

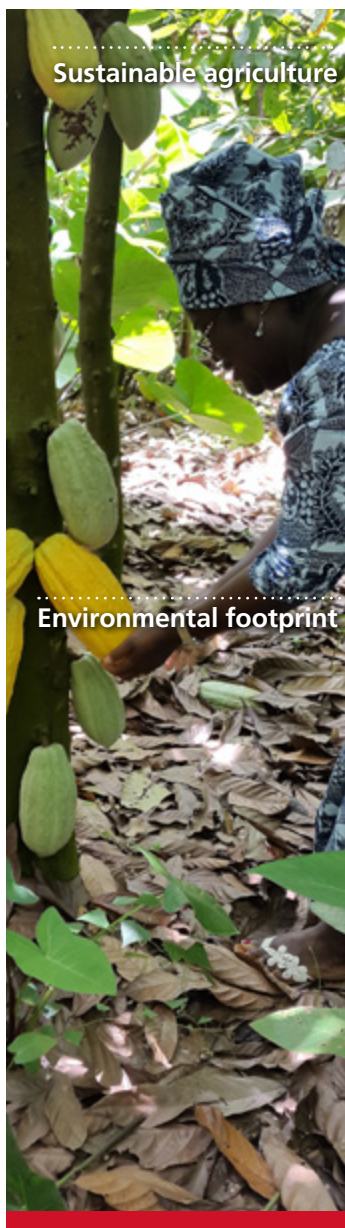
Front-of-pack calorie labeling globally by end of 2016

On Target

By the end of 2014, an estimated **46% of portfolio was covered**.

*based on 2012 baseline

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



Sustainable agriculture

Environmental footprint

| GOALS | PROGRESS BY END OF 2014 | HIGHLIGHTS |
|---|-------------------------|---|
| All cocoa will ultimately be sustainably sourced | 🎯 On Target | In 2014 12% of our cocoa was sustainably sourced . We expect this number to grow substantially as more farmers join the Cocoa Life program in coming years. |
| 70% of global coffee will be sustainably sourced by 2015 | 🎯 On Target | As of 2014 61% of our coffee is sustainably sourced. |
| 75% of Western European biscuit volume made with Harmony wheat by 2015 | 🎯 On Target | In 2014 60% of our West European biscuits were made with Harmony wheat. |
| Palm oil: 100% RSPO by 2015 | ✅ Goal Achieved | We met our RSPO palm oil goal in 2013. Furthermore, at end of 2014, 70% of the palm oil we sourced was traceable back to the mill. |
| Reduce water in manufacturing 15% by 2015* | 🔄 More Needed | Reduced our incoming water usage by 10% per tonne of product and looking to do more through our continuing global partnership with Ecolab® to identify further water saving projects in key sites. |
| Reduce waste in manufacturing 15% by 2015* | ✅ Goal Achieved | Reduced net waste by 57% per tonne through innovative solutions and partnerships in facilities worldwide - nearly 4x our goal. |
| Reduce energy in manufacturing 15% by 2015* | 🔄 More Needed | Achieved 7% reduction in energy per tonne at our sites worldwide. We continue to evaluate how we can improve upon this goal. |
| Reduce greenhouse gases from manufacturing 15% by 2015* | ✅ Goal Achieved | Reduced emissions by 16% per tonne through energy saving projects cleaner fuel use on-site, and purchase of renewable electricity certificates. |
| 60% production from Zero Waste to Landfill sites by 2015* | 🎯 On Target | 48% of production from Zero Waste to Landfill sites in 2014. |
| Eliminate 50 million pounds (22,500 metric tonnes) of packaging by 2015 | ✅ Goal Achieved | By 2014 eliminated 89 million pounds of packaging – exceeding our target by 78 percent. |

*measured per tonne of production

SAFETY | Keeping our employees and consumers safe.



GOALS

PROGRESS BY END OF 2014

HIGHLIGHTS

Achieve world-class safety performance

🎯 **On Target**

In 2014 compared to 2013, **we achieved 26% reduction in lost time injury frequency rate (LTIFR)**; and a **24% reduction in Total Incident Rate (TIR)** for all of our employees

Achieve third-party food safety certification against the Foundation for Food Safety Certification (FSSC) 22000 Global Food Safety Initiative benchmarked scheme for all internal manufacturing facilities by 2015

🎯 **On Target**

By end of 2014 **90% of our manufacturing sites** – 152 out of our 168 of the facilities – are now FSSC 22000 certified.

COMMUNITIES | Partnering with communities to promote healthy lifestyles.



GOAL

PROGRESS BY END OF 2014

HIGHLIGHTS

Invest \$50 million USD into healthy lifestyle community partnerships

🎯 **On Target**

In 2014 allocated **64% of our \$50 million dollar commitment.**

