

2018 Fact Sheet



SNACKING MADE RIGHT

Leading the Future of Snacking

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right, with 2017 net revenues of approximately \$26 billion.

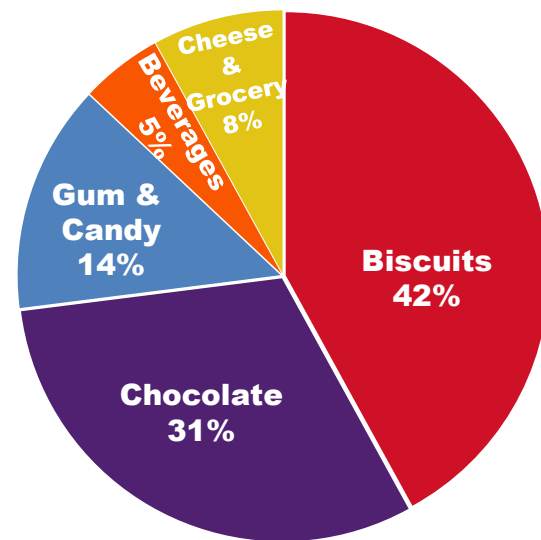
Our purpose and vision is to **lead the future of snacking** around the world by offering **the right snack, for the right moment, made the right way**. Over 80,000 employees support this effort by manufacturing and marketing delicious food and beverage products for consumers in approximately **160 countries around the world**.

We are a world leader in biscuits, chocolate, gum, candy and powdered beverages. We hold the No. 1 position* globally in biscuits and candy as well as the No. 2 position in chocolate and gum.

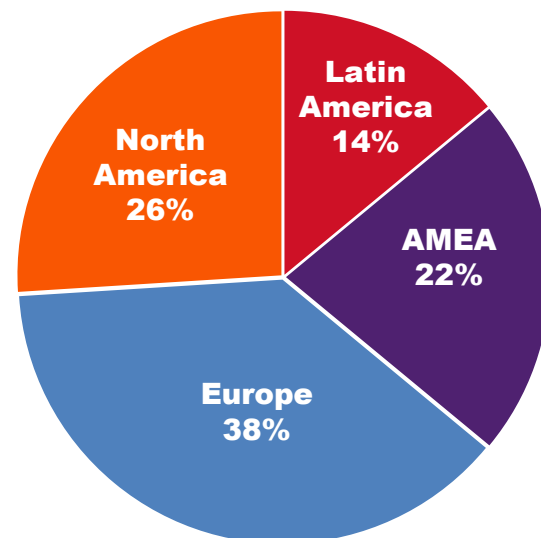
About **85 percent** of our annual revenue is generated in attractive **snacks categories**, and nearly three-quarters of our sales come from outside of North America.



Sales by Category
Percentage of 2017 Net Revenues



Sales by Geography
Percentage of 2017 Net Revenues



Our Strengths



Iconic Brands

We have strong competitive advantages that position us to win as leaders in snacking.

We have an **unmatched portfolio of iconic brands** in each of our categories, and an **advantaged global footprint**, with over 35 percent of our net revenue in emerging markets.



Global Footprint

Snacking is also a **great category** given long-term consumer trends. Our broad brand portfolio enables us to play within a large spectrum of consumer needs, from pure indulgence with our chocolate brands to wholesomeness with our biscuit brands.



Broad Portfolio

And our world-class **leadership team**, with deep experience and skills in snacking categories, is executing our strategy with excellence.

*2017 category position. Source: Euromonitor

A Portfolio of Consumers' Favorite Brands

We're leading the future of snacking with iconic global and local brands such as *Oreo*, *belVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum.

Leading Global Brands



Leading Local Brands



Our Growth Strategies

All around the world, the lines between meals and snacks are blurring. Those moments when you reach for a delicious bite in between meals is on the rise. This provides a unique opportunity for our company. With strong leadership in our categories, an unparalleled portfolio of global and local brands and a solid footprint in fast-growing markets, we are uniquely positioned to lead the future of snacking.

At Mondelēz International, we're building the best snacking company in the world through a focus on our three strategic priorities:

Growth

We're accelerating consumer-centric growth by taking a broader approach to snacking, balancing our investment across both global and local brands, transforming our marketing and investing in key markets and adjacencies.

Execution

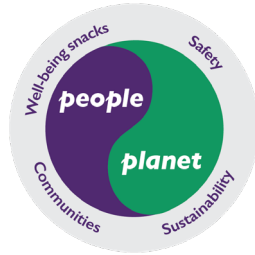
We are driving operational excellence and continuous cost improvement across the business.

Culture

We are building a winning growth culture that more effectively leverages local commercial expertise, invests in talent and key capabilities while enabling the business to move with greater speed and agility.



Building Positive Impact for People and our Planet



Building positive impact for people and our planet is at the core of who we are. We call this **Impact For Growth** – our commitment to driving business growth with positive change in the world. Guided by integrity and transparency, we're focused on making an impact across four areas:

1 Igniting our growth through Well-being

Well-Being Snacks

1. Expanding Well-being brands
2. Contemporizing our Power Brands
3. Inspiring mindful snacking

🔴 **Well-being Snacks:** Our ambition is to be a global leader in well-being snacks. We're focused on helping people enjoy life in balance, with snacks they feel good about eating. We're focused on three core areas to grow our well-being offerings: 1) growing 10 well-being brands at twice the rate of our base portfolio; 2) renovating our Power Brands to make them more relevant; and 3) inspiring people to snack mindfully, with the goal to deliver 15% of revenue from our portion control options.

2 Ensuring the safety of our colleagues and the quality of the snacks we make

WORK
PLAY
LIVE
SAFE



🔴 **Safety:** Safety and integrity come first, in everything we do. We continually invest in programs to ensure the safety of our colleagues, consumers and products. We maintain a best-in-class safety record. At the end of 2016, 100% of our manufacturing sites, 84% of our external manufacturers and 96% of our raw material suppliers were certified against globally recognized food-safety standards.

3 Reducing our environmental footprint & empowering farmers who grow our ingredients



2020 Smart Sustainability

🔴 **Sustainability:** Our Sustainability 2020 goals place us at the forefront in the fight against climate change. Through our Cocoa Life Program, we're improving the livelihoods of cocoa farmers and their communities, helping their crops become more climate change resilient. Our Harmony wheat program promotes biodiversity and good environmental practices across Europe. Our palm oil action plan helps ensure the palm oil we source is traceable to the mill and doesn't lead to deforestation. And we continue to reduce our environmental footprint, making our snacks with less energy, water and waste.

4 Supporting the communities where our snacks are produced and sold



🔴 **Communities:** We're investing \$50 million over the next several years to help communities where we work and live thrive. Our Foundation, together with its partners, is transforming the lives of more than 1.5 million children across 18 countries by increasing their nutrition knowledge, physical activity and access to fresh fruits and vegetables. Our efforts align with the UN's Sustainable Development Goals of addressing malnutrition and promoting good health.

To learn more about what we are doing for people and our planet visit the [Impact section of our website](#).



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for more?**



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