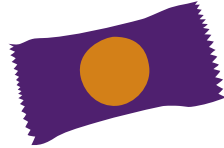


THE RIGHT SNACK ● FOR THE RIGHT MOMENT ● MADE THE RIGHT WAY

MDLZ

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right, with 2018 net revenues of approximately \$26 billion.



Our mission is to lead the future of snacking around the world by offering the right snack, for the right moment, made the right way.



Approximately 80,000 employees bring our brands to life making and baking our delicious products.



Our products are enjoyed in approximately 150 countries around the world.

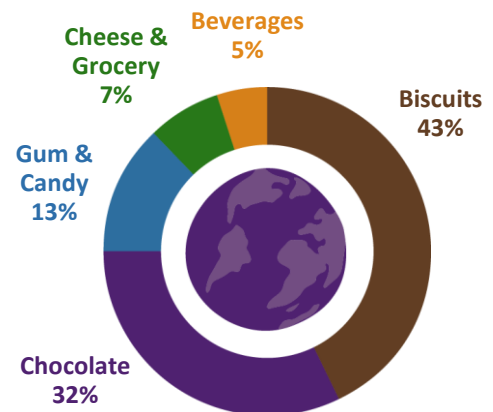


A SNACKING LEADER

Around 85% of our annual revenue is generated in attractive snacks categories. And we hold the number 1 position* globally in biscuits, chocolate and candy as well as the No. 2 position in gum.

*2018 category position. Source: Nielsen Global Data

\$26B IN NET REVENUE % of 2018 Net Revenues



WHY WE ARE DIFFERENT



Powerful global brands and local jewels

We have a rich portfolio of strong brands – both global and local.



Strong global presence and scale

75% of our business is outside of the United States. We have a strong presence in emerging markets which represent 37% of our business.



Strong Value Chain

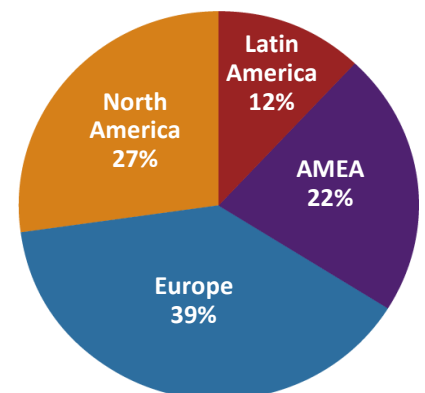
Across the globe, we have a powerful value chain. We touch millions of stores and combine this with state-of-the-art manufacturing.



Committed People

Our people are energized for growth. We have a diverse employee community that can make things happen, and happen fast.

SALES BY GEOGRAPHY % of 2018 Net Revenues





A PORTFOLIO OF CONSUMERS' FAVORITE BRANDS

We have a rich portfolio of strong brands – both global and local. Our 9 global brands account for around 43% of our revenues while our jewel brands represent approximately half of our total revenue. Our local jewel brands are intertwined with the fabric of particular countries and play a unique role to satisfy consumers' demands for local taste.

GLOBAL BRANDS

~43% OF
TOTAL
REVENUE

9 GLOBAL LEADERS



LOCAL JEWELS

~47% OF
TOTAL
REVENUE

~65 LOCAL JEWELS



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. 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 in sales execution, marketing, supply chain and generating continuous cost and quality 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.

OUR IMPACT AMBITION



COCOA LIFE

Cocoa Life is our global cocoa sustainability program, reaching more than 200,000 farmers across six countries. Cocoa Life aims to create empowered and thriving cocoa farming communities and will benefit more than a million people by 2022.

Our ambition is to create impact at scale by ultimately sourcing all of our cocoa sustainably, mainly through Cocoa Life. In 2018, almost 45% of our chocolate was sourced through the program. Already today we reach over 140,000 cocoa farmers in more than 1,400 communities.



Mondelēz International FOUNDATION

The Mondelēz International Foundation is focused on promoting healthy lifestyles in

at-risk communities around the world. Committed to investing \$50 million to community programs, the Foundation works closely with public health and community partners to help families lead healthier lives. Since 2012, the Foundation has transformed the lives of more than 1.5 million children in 18 countries. Here's some of the progress achieved between 2016 and 2018 with the Foundation programs:



- 18% increase in children knowing what good nutrition is.
- 7% increase in being physically active for at least 30 minutes a day.
- 12% increase of children eating more fruits, vegetables and other fresh foods.

HARMONY WHEAT

As the world's largest biscuit producer, we're on a mission to ensure wheat is grown in a sustainable way. Through Harmony, we are changing the way wheat is grown and harvested across Europe. So we work with governments, NGOs, and farmers to improve local environmental

conditions and farming systems. 75% of our Western European biscuits are made with Harmony wheat and the program includes more than 1,700 wheat farmers, 13 millers and 27 cooperatives. To date, Harmony farmers have achieved:



- a 20% reduction in pesticide use
- Benefits for biodiversity: 17 million bees and 32 species of butterflies were observed in Harmony fields



HUNGRY FOR MORE?

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