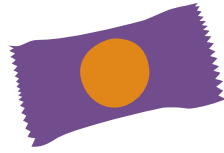


## MDLZ

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right, with 2019 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 by making and baking our delicious products.



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

## A SNACKING LEADER

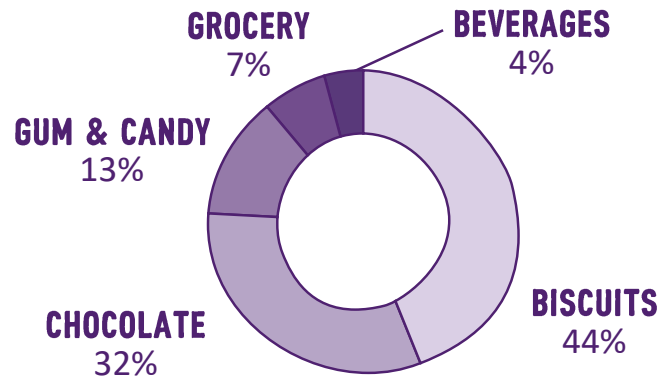
We hold the **number 1** position\* globally in **biscuits** as well as the **No. 2** positions in **chocolate, candy and gum**.

\*2019 category position. Source: Euromonitor

### NET REVENUES BY GEOGRAPHY % of 2019 Net Revenues



### \$26B IN NET REVENUE % of 2019 Net Revenues



## WHY WE ARE DIFFERENT



### Strong Global Presence & Scale

74% 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.



### Powerful Global Brands & Local Jewels

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



### Committed People

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



## 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 44% of our net revenues while our local jewel brands represent approximately 47% of our net revenues. 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

~44% OF  
NET  
REVENUES

9 GLOBAL LEADERS



### LOCAL JEWELS

~47% OF  
NET  
REVENUES

60+ 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 or in place of a meal is on the rise. This provides a unique opportunity for our company. At Mondelēz International, we're leading the future of snacking 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 geographies and adjacencies.



### EXECUTION

We are driving operational excellence in sales execution, marketing, supply chain and generating continuous cost and quality improvement across our 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.



## SNACKING MADE RIGHT

At Mondelēz International, our Purpose is to empower people to snack right. That means creating a future where people and the planet thrive and doing business the right way by fostering sustainable and mindful snacking, setting long-term targets for sustainable growth at scale, reducing our impact on the environment and advancing a positive impact on society.

### SUSTAINABLE SNACKING

Building resilient supply chains, reducing our environmental footprint and respecting the rights of people across our value chain.



### MINDFUL SNACKING

Creating snacks that meet a range of well-being needs, inspiring mindful snacking habits and investing in more sustainable communities.

## KEY PILLARS AND 2025 GOALS

### SUSTAINABLE INGREDIENTS

Sustainably sourcing cocoa, palm oil and wheat through signature programs

**100%**

Cocoa volume for chocolate brands sustainably sourced

**100%**

RSPO coverage maintained

**100%**

Wheat for biscuits in Europe sustainably sourced

### ENVIRONMENTAL IMPACT

Reducing the impact of operations on CO2 emissions, water and waste



**10%**

Reduction of CO2 emissions from 2018 baseline



**WATER USAGE**

Where water is most scarce



**WASTE GENERATED**

During production and shipping

### PACKAGING INNOVATION

All packaging recyclable and labelled with consumer information

**100%**

Packaging recycle ready and labelled with recycling information

### SOCIAL SUSTAINABILITY

Adoption of frameworks to prevent forced and child labor in value chain

**100%**

Adoption of Due Diligence across Cocoa Life



# HUNGRY FOR MORE?

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