



Mondelēz International Launches SnackFutures™ Innovation Hub to Lead the Future of Snacking

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DEERFIELD, Ill., Oct. 30, 2018 (GLOBE NEWSWIRE) -- Mondelēz International announced today that it will launch a forward-thinking innovation hub called *SnackFutures* to capitalize on changing consumer trends and emerging growth opportunities in snacking around the world. *SnackFutures* will be uniquely structured to bring together internal talent, an ecosystem of external partnerships and dedicated funding across three integrated mandates:

- Invention of new brands and businesses in key strategic areas;
- Reinvention of small-scale Mondelēz brands with large-scale potential, and;
- Venturing with start-up entrepreneurs to seed new businesses.

Mondelēz International is targeting *SnackFutures* to contribute \$100 million to revenue growth by 2022.

"Discovering and unleashing innovative ideas in snacking that will delight consumers and drive growth is a key element of our new strategy," said Tim Cofer, Executive Vice President and Chief Growth Officer of Mondelēz International. "We are launching *SnackFutures*, a new forward-thinking innovation hub, to capitalize on new trends, and mobilize entrepreneurial talent and technologies to build and grow small brands with large-scale potential. *SnackFutures* will unlock snacking growth opportunities around the world that respond to emerging trends and changing consumer preferences."

SnackFutures will officially launch in November 2018 with a cross-functional team of leaders, led by Cofer, with targeted expertise in brand marketing, consumer insights, research and development, innovation and corporate development. *SnackFutures* is seeking creative, entrepreneurial individuals and partners with great snacking-related ideas or capabilities to join them in this endeavor. For the program's initial innovation projects, *SnackFutures* will seek entrepreneurs, suppliers, nutritionists, food and technology engineers and other potential partners to collaborate on opportunities in three key strategic areas:

- Well-being snacks and ingredients
- Premium snacks and ingredients
- Digital platforms and capabilities

SnackFutures' mission is aligned with Mondelēz International's purpose of empowering people to snack right by offering the right snack, at the right time, in the right way.

Check back on www.snackfutures.com for more information and further updates on how the company will enroll partners and contributors.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right in approximately 160 countries around the world. With 2017 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *Oreo*, *beVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at [www.twitter.com/MDLZ](https://twitter.com/MDLZ).

Forward-Looking Statements

This press release contains a number of forward-looking statements. Words, and variations of words, such as "will," "expect," "target" and similar expressions are intended to identify the company's forward-looking statements, including, but not limited to, statements about the company's *SnackFutures* innovation hub and its potential to unlock growth opportunities and contribute to the company's revenue growth. These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond the company's control, which could cause the company's actual results to differ materially from those indicated in the company's forward-looking statements. Please see the company's risk factors, as they may be amended from time to time, set forth in its filings with the U.S. Securities and Exchange Commission, including the company's most recently filed Annual Report on Form 10-K. Mondelēz International disclaims and does not undertake any obligation to update or revise any forward-looking statement in this press release, except as required by applicable law or regulation.

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