



October 1, 2013

## Mondelēz International Celebrates Its First Anniversary

### Thousands of Employees in More Than 80 Countries Dedicate October to Volunteering

DEERFIELD, Ill. – Oct. 1, 2013 – Mondelēz International, the world's pre-eminent maker of chocolate, biscuits, gum, candy, coffee and powdered beverages, is celebrating its first anniversary as a new company with month-long festivities and volunteer activities for its 110,000 employees around the world.

One year ago today, Kraft Foods Inc. became Mondelēz International, Inc. after spinning-off its North American grocery business. Today, Mondelēz International is a global snacking powerhouse uniquely built to deliver sustainable, profitable growth due to its many competitive advantages, including:

- An advantaged geographic footprint with 40 percent of revenue in emerging markets
- 75 percent of revenue from large, fast-growing snacks categories
- An unrivaled portfolio of beloved Power Brands
- Proven global innovation platforms
- Strong routes-to-market with significant barriers to entry
- World-class talent and a deep bench of experienced leaders

Throughout October, employees are marking the company's first anniversary by taking time to give back to their communities. Partnering with leading global and local nonprofit organizations, such as Save the Children, INMED Partnerships for Children and Klasse2000, more than 16,000 employees will roll up their sleeves to volunteer in more than 80 countries.

Employees play a vital role in their communities all year long, and this month of service simply carries on a rich tradition of volunteerism from Mondelēz International's legacy companies. This year, the volunteering has been expanded from one week to an entire month, so employees can make an even bigger impact. From planting school vegetable gardens in Egypt and running nutrition workshops in the U.S. to packing food parcels for needy families in Japan and organizing sports for children in China and India, employees are using their skills to help protect the well-being of the planet.

For a month-by-month review of Mondelēz International's highlights and fun facts, please [see the related infographic](#).

### About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2012 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages, with billion-dollar brands such as *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate, *Jacobs* coffee, *LU*, *Nabisco* and *Oreo* biscuits, *Tang* powdered beverages 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](http://www.mondelezinternational.com) and [www.facebook.com/mondelezinternational](http://www.facebook.com/mondelezinternational).