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Mondelez International Signs Large-Scale Global "Mobile Only" Media Deal With Google

Collaboration Will Focus on Mobile Search, Mobile Display and Mobile Websites

DEERFIELD, Ill., May 30, 2013 /PRNewswire/ -- Mondelez International, Inc. (NASDAQ: MDLZ), the world's pre-eminent maker of chocolate, biscuits, gum and candy, announced today that it has signed a global strategic agreement with Google. The deal will focus on mobile search, mobile display and mobile websites. This "mobile only" media deal is part of Mondelez International's commitment to invest 10 percent of its global marketing budget in mobile activations across the entire consumer journey.

(Logo: <http://photos.prnewswire.com/prnh/20121003/MM86695LOGO>)

"Mobile is a means to reach consumers where they live and interact," said Bonin Bough, Vice President of Global Media and Consumer Engagement at Mondelez International. "The phone is the one device that consumers have with them at all times. By 2016, 67 percent of the global population will have a mobile phone and nearly half of the population will have smartphones. This is driving us to think differently about consumer engagement. Our goal is to become one of the top mobile marketers in the world, and this collaboration with Google will help us get there. It provides us with a competitive advantage, particularly in fast-growing emerging markets."

Brokered in conjunction with Starcom MediaVest, the global mobile deal with Google covers 16 countries, from developed markets in North America and Europe to emerging markets in Eastern Europe, Latin America, the Middle East and Asia Pacific — with a particular focus on BRIC and emerging markets. Going beyond a traditional media impressions deal, it includes creation of branded mobile websites, training and mobile capability building, analytics and an opportunity to opt in to Google's mobile beta programs.

"Mobile devices are transforming consumer behavior and creating countless opportunities for marketers to engage consumers, whether they're on the go, at home, or shopping in a store," said Eileen Naughton, Vice President of Global Sales at Google. "Mondelez International is one of the first to truly step up with a strategic global mobile deal of this reach and execution. We're thrilled to work hand in hand with Mondelez International on their global mobile efforts."

"As we look at mobile as a pure media platform, we're seeing engagement rates that are sometimes four times greater than traditional display," said Beth Reilly, Head of Global Digital Strategy at Mondelez International. "So we're mapping media against the entire consumer journey and re-thinking our media investment through a mobile lens. The Google global deal is a great example of this approach but there will be others to come soon."

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2012 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelez 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. Mondelez International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com and www.facebook.com/mondelezinternational.

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