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Mondelez International Partners with Twitter to Power its Global Real-Time Marketing Capability

Twitter to Have Dedicated Mondelez International Teams in Brazil, India, UK and US

DEERFIELD, Ill., Sept. 12, 2013 /PRNewswire/ -- Mondelez International (NASDAQ: MDLZ), the world's pre-eminent maker of chocolate, biscuits, gum and candy, announced today that it has signed a global partnership with Twitter to deliver real-time marketing solutions. As part of the relationship, Twitter will have dedicated teams for Mondelez International in Brazil, India, the U.K. and the U.S. to collaborate with local marketers and leverage Twitter's analytics capabilities. Through this deeper collaboration, the partnership aims to align the teams more closely on a global level to operate in real-time across all markets.

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

"Our recent real-time marketing activities across brands like *Oreo*, *Cadbury Dairy Milk*, *Wheat Thins* and *Trident* have shown tremendous promise. We truly believe that real-time engagement can drive business growth," said Bonin Bough, Vice President of Global Media and Consumer Engagement at Mondelez International. "The partnership with Twitter will allow us to take our capabilities to the next level in terms of analytics, instant engagement and global scale and be on the forefront of real-time innovation."

"With a rapid consumer shift toward mobile usage, companies must plan for the moment to ensure their brands remain relevant and in touch with the interests of consumers," said Adam Bain, President of Global Revenue at Twitter. "Mondelez International continues to be one of the pioneers in live marketing, and we are thrilled to partner with their brand teams across the world."

Brokered in conjunction with Starcom MediaVest, the global partnership initially covers Brazil, India, the U.K., and the U.S. and will roll out to other markets in the near future. Twitter and Mondelez International are already collaborating on several exciting real-time engagement initiatives such as "Trending 10," the first show sourced from Twitter conversation. Born as a partnership between *Trident* gum, Twitter and Fuse music television, Trending 10 curates and editorializes trending stories across the music landscape to keep fans on the pulse of what's buzzing. Using a proprietary Heat Tracker developed in partnership with Twitter, Fuse ranks the artists generating the most "heat" and identifies the stories creating social chatter. Trident debuted a six-second Vine TV spot on Fuse on September 9, to continue to bring the most compelling content and now formats from social media to TV.

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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