

Unleashing a Global Snacking Powerhouse

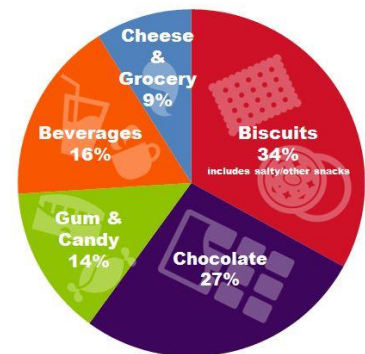
Mondelēz International, Inc. (NASDAQ: MDLZ) is one of the world's largest snacks companies, with global net revenues of \$34 billion in 2014.

Our dream is to create delicious moments of joy in everything we do. Over 100,000 employees support this dream by manufacturing and marketing delicious food and beverage products for consumers in approximately 165 countries around the world.

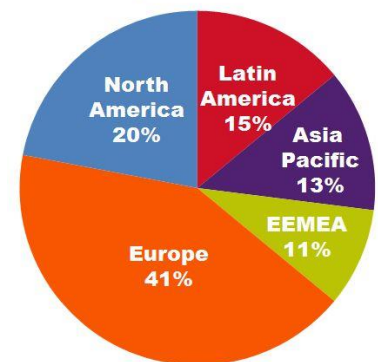
We are the world's pre-eminent maker of snacks, with leading market shares in every category in which we compete. Mondelēz International holds the No. 1 position globally in Biscuits, Chocolate and Candy as well as the No. 2 position in Gum. (source: Euromonitor)

About three-quarters of our annual revenue is generated in the fast-growing Biscuits, Chocolate and Gum & Candy categories, and nearly 40 percent of our sales come from higher-growth emerging markets.

Sales by Category
Percentage of 2014 Net Revenue



Sales by Geography
Percentage of 2014 Net Revenues



Significant Competitive Advantages

At Mondelēz International, we have all the ingredients in place to deliver sustainable, profitable growth:

- Fast-Growing Categories
- Advantaged Geographic Footprint
- Favorite Snacks Brands
- Leading Innovation Platforms
- Strong Routes-to-Market
- World-Class Talent & Capabilities

A Portfolio of the World's Favorite Brands

Our portfolio features nine billion-dollar brands: *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; *Jacobs* coffee, *LU*, *Nabisco* and *Oreo* biscuits; *Tang* powdered beverages, and *Trident* gum.

In addition, our portfolio includes another 58 brands which each generate annual revenues of more than \$100 million.



Our Categories & Power Brands

Percentage of 2014 Net Revenue



In 2014, our Power Brands, which represent over 60 percent of total net revenues, continued to drive our top line and grew at a rate nearly twice as fast as the total company.

Biscuits	Chocolate	Gum & Candy
     	   	  

Our Strategies

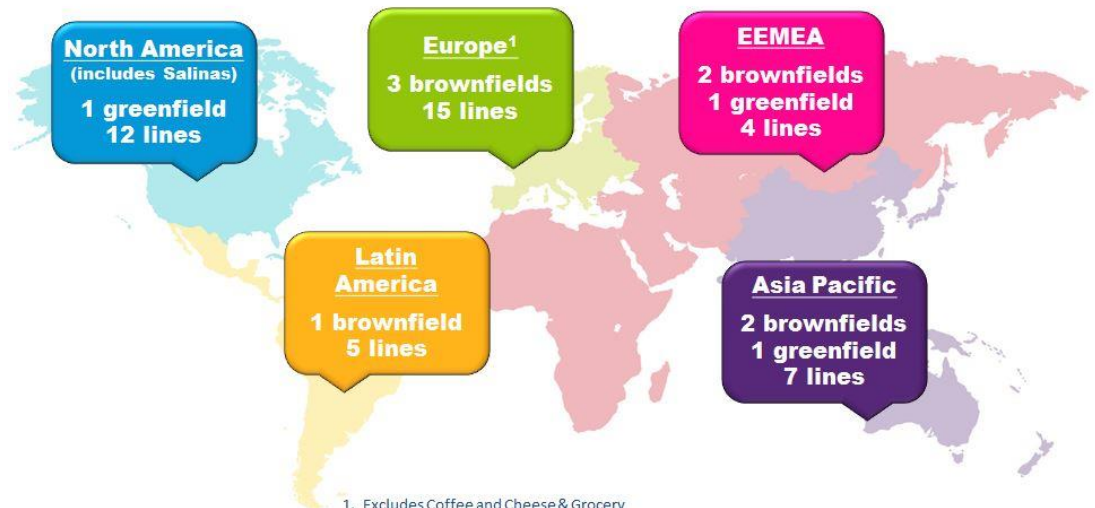
As a global snacks powerhouse, we leverage our competitive advantages to achieve two primary goals: deliver top-tier financial performance and be a great place to work.

We plan to achieve these goals by executing the following five strategies:

Unleash the Power of Our People	Transform Snacking	Revolutionize Selling	Drive Efficiency to Fuel Growth	Protect the Well-Being of Our Planet
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Continued Investments to Fuel Growth

We continue to invest in our Power Brands, innovation platforms, technologies and infrastructure to drive growth over the long-term. Since 2012, we've invested \$1.5 billion in new or existing manufacturing sites to better meet our growth needs.



1. Excludes Coffee and Cheese & Grocery

The Call for Well-Being

the call for well-being)))

We believe our financial well-being depends on the well-being of our planet. To support our growth strategy, we launched the Call for Well-being - a call-to-action for ourselves, our suppliers and our partners to work together to drive growth by developing new approaches that have a positive impact on the well-being of our planet.

Our Call for Well-being focuses on four areas of action that are critical to the world and where we, as a company, can make the greatest impact:

- Mindful snacking:** As the world's largest snack company, we have a critical role to play in helping consumers snack mindfully. We take a two-pronged approach. First, we set standards to transform our portfolio over time to offer more nutritious products. By 2020, we will deliver 25 percent of our revenue from our Better Choice products and increase the availability of portion control options by 25 percent. Second, we're improving the nutrition profile of our current portfolio by reducing sodium and saturated fats by 10 percent and increasing whole grains by 25 percent by 2020. We will also help consumers make informed choices by putting calories on the front of packaging globally by the end of 2016.
- Sustainability:** Our ability to create delicious tasting snacks starts with the community of farmers who grow our ingredients. We're helping farmers create thriving communities with a 10-year, \$600 million investment in our Cocoa Life and Coffee Made Happy signature programs. We also promote biodiversity and good environmental practices through Harmony, our successful European wheat-sourcing program. By the end of 2015, we will cut our waste and greenhouse gases by 15 percent in manufacturing, eliminate 50 million pounds of packaging and have 60 percent of our production from zero waste to landfill sites. We remain focused on achieving 15% reduction in energy and water use. To help alleviate climate change impact from deforestation, we currently purchase Roundtable for Sustainable Palm Oil covering 100 percent of our palm oil use and require our suppliers to achieve 100 percent traceability by the end of 2015.
- Safety:** By the end of 2015, all of our manufacturing facilities will achieve third-party food safety certification and we're making great progress. In 2014, 90 percent of our manufacturing facilities were FSSC-22000 certified.
- Communities:** Over the next several years, we're investing \$50 million in community partnerships to promote healthy lifestyle programs, focused on nutrition education, active play and access to fresh foods. To measure progress, we teamed up with the Yale School of Public Health to develop common KPIs for all programs. Our learnings are published in the Food & Nutrition Bulletin available to public health professionals in over 125 countries.

We recognize we don't have all the answers to these global societal challenges. But through our Call for Well-being, we're partnering with experts to bring together powerful ideas and help execute solutions at the local level. Check out our progress in the [Well-Being section of our website](#).



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Listed on the NASDAQ Global Select Market Ticker: MDLZ

Member of Standard & Poor's 500, NASDAQ-100 Indices and Dow Jones Sustainability Index

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This fact sheet contains a number of forward-looking statements. Words, and variations of words, such as “will,” “expect,” “plan” and similar expressions are intended to identify our forward-looking statements. Examples of forward-looking statements include, but are not limited to, statements we make about our future performance; the drivers of our future performance; and our well-being initiatives. These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond our control, which could cause our actual results to differ materially from those indicated in our forward-looking statements. Such factors include, but are not limited to, risks from operating globally and in emerging markets, changes in currency exchange rates, continued volatility of commodity and other input costs, pricing actions, weakness in economic conditions, weakness in consumer spending, unanticipated disruptions to our business, competition and tax law changes. For additional information on these and other factors that could affect our forward-looking statements, see our risk factors, as they may be amended from time to time, set forth in our filings with the SEC, including our most recently filed Annual Report on Form 10-K. We disclaim and do not undertake any obligation to update or revise any forward-looking statement in this fact sheet, except as required by applicable law or regulation.