

Investing in BRIC Markets

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**. Nearly 75 percent of revenues come from outside North America and, among emerging markets, the BRICs (Brazil, Russia, India and China) are some of our most important countries.

Brazil

- **Net revenues:** ~\$1.6 billion (2017)
- **Employees:** 9,000 at 12 sites
- **Locations:** 4 plants in 3 states (São Paulo, Paraná and Pernambuco)
- **Market Position:** No. 1 in Chocolate, Gum, Candy, Powdered Beverages, Meals/Cheese; No. 2 in Meals/Gelatin; No. 3 in Biscuits (Source: Nielsen)

Biscuits



Chocolate



Gum & Candy



Powdered Beverages



Meals



Investments Since 2012

- Expansion of powdered beverage factory in Curitiba (2014)
- Expansion of chocolate factory in Vitória de Santo Antão (2014)
- Expansion of chocolate factory in Curitiba to produce 5Star chocolate (2015 and 2016)
- Expansion of Curitiba plant with gum & candy line (2018)
- Expansion of Vitória de Santo Antão to increase biscuits manufacturing (2018)

Community Involvement

- Health in Action (Ação Saudável) promotes nutrition education, active play and community engagement in 1,000 schools in São Paulo, Paraná and Pernambuco. The program is projected to reach more than 400,000 students in 14 counties.
- Health in Action collaborates with INMED Partnerships for Children, Mondelēz International Foundation, and the Esporte e Educação Institute (IEE). Since 2010, the program has established 300 school gardens with local governments, providing seeds and training for teachers. Students help plant, maintain, and harvest fresh foods from the gardens, learning about agriculture and sustainability, and they are encouraged to share their learnings at home and with their communities.

Russia

- **Net revenues:** ~\$ 700 million (2017)
- **Employees:** 2000+
- **Locations:** 3 manufacturing locations in Novgorod and Vladimir regions; one new location under construction in Siberia (Novosibirsk)
- **Market Position:** No. 1 in Biscuits, Chocolate tablets; No. 2 in Gum (Source: Nielsen)

Biscuits



Chocolate



Gum



Investments Since 2012

- Investments in local manufacturing development of approximately \$372 million (2012-2017)
- Investment in new greenfield manufacturing location near Novosibirsk (2014)
- OREO national launch and local production in Sobinka, Vladimir region (2015)
- Investments in a new production line in Pokrov, Vladimir region, of approximately \$1 million (2017)

Community Involvement

- Launched “Be Healthy!” program in 2007 to educate children, families and school staff on healthy habits through good nutrition and daily physical activity, benefiting approximately 50K students in Vladimir, Novgorod and Novosibirsk regions. In 2018, the program re-launched with a new NGO partner, Doverie.
- Partnered with *Food Bank Russia* since 2013, and donated more than 180 tons of products at a total cost of \$1.3 million in 2017.

India

- **Net revenues:** ~\$900 million (2017)
- **Employees:** ~4,500
- **Locations:** Manufacturing sites in Maharashtra, Madhya Pradesh, Himachal Pradesh and Andhra Pradesh Sales offices in Delhi, Kolkata, Chennai & Mumbai
Global RDQI Hub in Thane, Mumbai
Global Business Hub in Mumbai
- **Market Position:** Market Leader in Chocolate (Source: Nielsen)
July 2018 marks the 70th anniversary of presence in the country



Investments Since 2012

- Routes to market: expanded to 50,000 rural villages while aggressively increasing our urban distribution and making our products accessible to more consumers. Deployed ~300,000 visicoolers (refrigeration system) across trade and retail outlets. We also developed eCommerce partnerships with players like Snapdeal and Amazon to provide our products to consumers online.
- Invested more than \$190 million in company's largest multi-category production facility in Asia Pacific at Sri City in Andhra Pradesh, which was inaugurated in April 2016
- Invested \$15 million in global Research, Development & Quality (RDQ) hub, scheduled to open in 2018
- Mumbai Global Business Hub is one of the three locations (in addition to Costa Rica and Bratislava) around the world that provide IT solutions to Mondelēz International worldwide.

Community Involvement

- Shubh Aarambh (Auspicious Beginnings) has been active for more than three years and continues to focus on nutrition education, active play and kitchen gardens. The program has impacted the lives of about 100,000 beneficiaries across seven states in India.
- Cocoa Life sustainability program has impacted about 100,000 cocoa farmers to date across four states in south India -- Tamil Nadu, Kerala, Karnataka and Andhra Pradesh -- helping farmers understand and subsequently adopt sustainable cocoa farming. The program has been active in India for over 50 years.

China

- **Net revenues:** ~\$1.0 billion (2017)
- **Employees:** ~4,000
- **Locations:** 4 manufacturing sites in Beijing, Suzhou, and Guangzhou
- **R&D Center:** One global-level R&D center based in Suzhou, China
- **Market Position:** No. 1 in Biscuits; No. 2 in Gum (Source: Nielsen)

Biscuits



Gum & Candy



Chocolate



Powdered Beverages



Investments Since 2012

- Nearly \$100 million investment to expand biscuit manufacturing network (2013)
- \$65 million investment in new *Milka* chocolate manufacturing facility in Suzhou (2016)

Community Involvement

- By partnering with China Youth Development Foundation (CYDF) since 2009, the Mondelēz Hope Kitchen Program has built 309 standardized school kitchens and 50 vegetable gardens in 21 provinces and cities, improving the health and wellness of nearly 200,000 rural Chinese students through 2017.
- Investments of \$1.7 million in the Mondelēz Hope Kitchen Program between 2014 and 2017 benefited rural Chinese students by promoting healthy lifestyles through nutrition education, access to more fresh vegetables and increased active play.
- Thanks to a \$1.2 million grant support, the Mondelēz Hope Kitchen Program will roll out in 30 schools in Guangxi and Hubei provinces by 2020.

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