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## Mondelez International Employees Volunteer in Over 70 Countries to Answer the Call For Well-Being

### Employees Snap Selfies to Capture Commitment to Service in First-Ever Global Campaign

DEERFIELD, Ill., Nov. 18, 2014 /PRNewswire/ -- This October, nearly 15,000 Mondelez International colleagues stepped up to answer the Call For Well-being - the company's growth strategy to help protect the well-being of the planet and its people - by volunteering 47,000 hours across more than 70 countries during its annual Global Volunteer Month. The Call For Well-being is informed by the insight that the health of individuals, communities and the planet are inextricably linked. Throughout October, employee volunteers participated in hundreds of projects to deliver nutrition education lessons, organize active play events and improve access to fresh foods in communities around the world.



Mondelez International colleagues also snapped hundreds of "selfies" to demonstrate team solidarity and capture how they were answering the Call For Well-being. The selfies capture the essence of global volunteer month: that many small, individual actions can make a big community impact. For a video on Mondelez International's global volunteer month, visit: [bit.ly/1ydwAhj](http://bit.ly/1ydwAhj).

"Serving communities through volunteering is an important part of our culture and our Call For Well-being," said Nicole Robinson, Senior Director, Community Involvement. "We're helping empower people with healthy habits to achieve holistic well-being while meeting the needs of local communities at the ground level."

Below are a few examples of how Mondelez International teams answered The Call:

- **China:** 1,700 employees and business partners led nutrition lessons designed to promote healthy habits with nearly 20,000 students and teachers across 46 rural schools.
- **Germany:** 250 volunteers worked at 15 community sites to renovate children's playgrounds, paint education centers for youth and refurbish vegetable gardens - including two schools with award-winning partner Klasse 2000.
- **Mexico:** 300 colleagues gave time at seven sites, helping pack and serve meals at food pantries, teach nutrition and improve playgrounds at community centers.
- **Russia:** 550 colleagues hosted activities for children in eight orphanages, gathered food packages for hungry families and helped beautify 13 national parks to help make communities a better place.
- **United Kingdom:** 100 colleagues teamed up with The Conservation Volunteers to construct community gardens to

improve access to fresh fruits and vegetables.

- **United States:** Nearly 1,500 employees volunteered in a variety of activities, such as serving as coaches for a day in a Kids "Get Active" Fest at Namaste Charter School in Chicago. The team helped students get moving by hosting jump rope contests, relay races and more.

HandsOn Network affiliates, an enterprise of Points of Light, helped mobilized Mondelez International employees in service throughout Global Volunteer Month.

"Through their volunteer service, Mondelez International employees have taken a big step toward improving the well-being of so many people and communities across the globe," said Points of Light President Tracy Hoover. "And, in a terrific win-win, they've improved their own well-being in the process. Research shows that people who volunteer report significant mental and physical health benefits."

#### **About Mondelez International**

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2013 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy, coffee and powdered beverages, with billion-dollar brands such as *Oreo*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; *Trident* gum; *Jacobs* coffee and Tang powdered beverages. Mondelez 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) or follow us on Twitter at [www.twitter.com/MDLZ](https://twitter.com/MDLZ).



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