Citi Global Consumer Conference

May 29, 2013

Mondelēz International

Forward-looking statements

This slide presentation contains a number of forward-looking statements. The words "will," "expect," "opportunity," "growth," "reinvent," "reaffirm," 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 growth and expansion, including growth or expansion in organic net revenue, operating income, operating EPS, operating income margin, and gross margin; our plans for achieving such growth and expansion; our expenditures for emerging markets investments and funding ongoing restructuring and the results of such expenditures; and our 2013 guidance. These forward-looking statements involve risks and uncertainties, many of which are beyond our control, and important factors that could cause actual results to differ materially from those in our forward-looking statements include, but are not limited to, continued global economic weakness, increased competition, continued volatility of commodity and other input costs, pricing actions, risks from operating globally, 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 slide presentation, except as required by applicable law or regulation.

Irene Rosenfeld
Chairman & CEO

Mondelēz International is a unique investment vehicle…

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Advantaged Geographic Footprint

Fast-Growing Categories

Favorite Snacks Brands

Proven Innovation Platforms

Strong Routes-to-Market

World-Class Talent & Capabilities

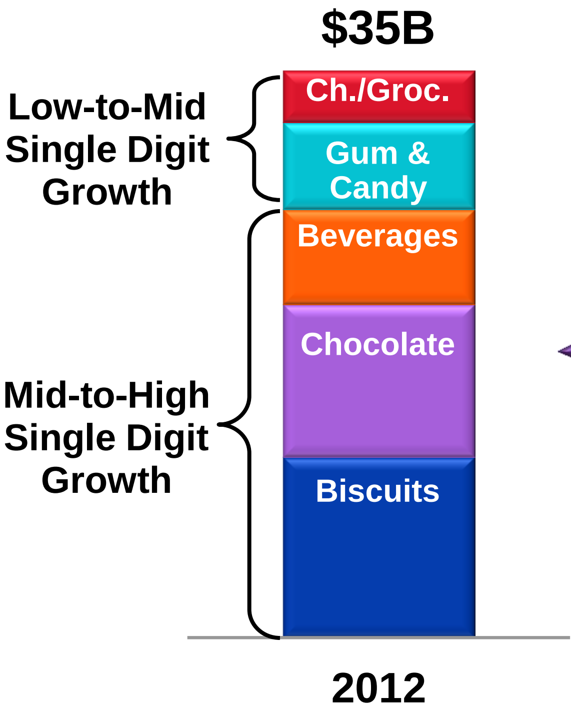
…with top-tier revenue and earnings potential

Long-Term Targets

Organic Net Revenue Growth	5%-7%
Operating Income Growth	High Single-Digit (constant FX)
Operating EPS Growth	Double-Digit (constant FX)

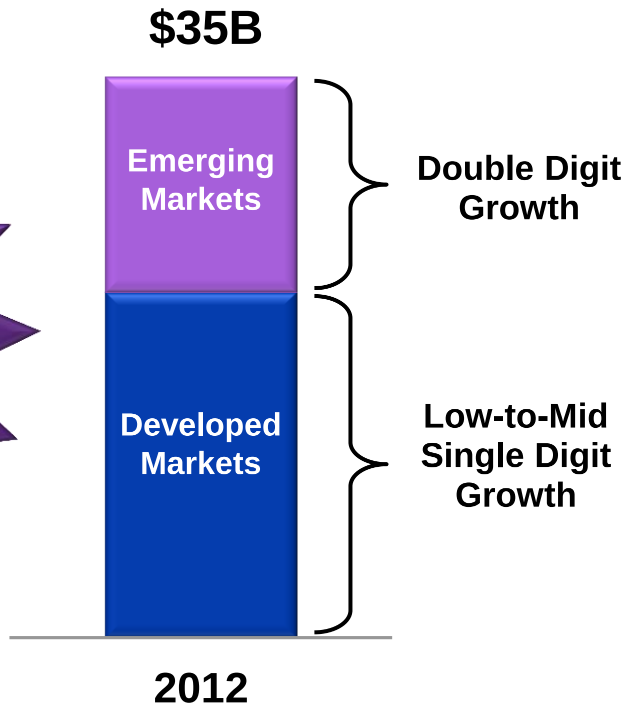
Top-tier revenue growth is clearly achievable

By Category

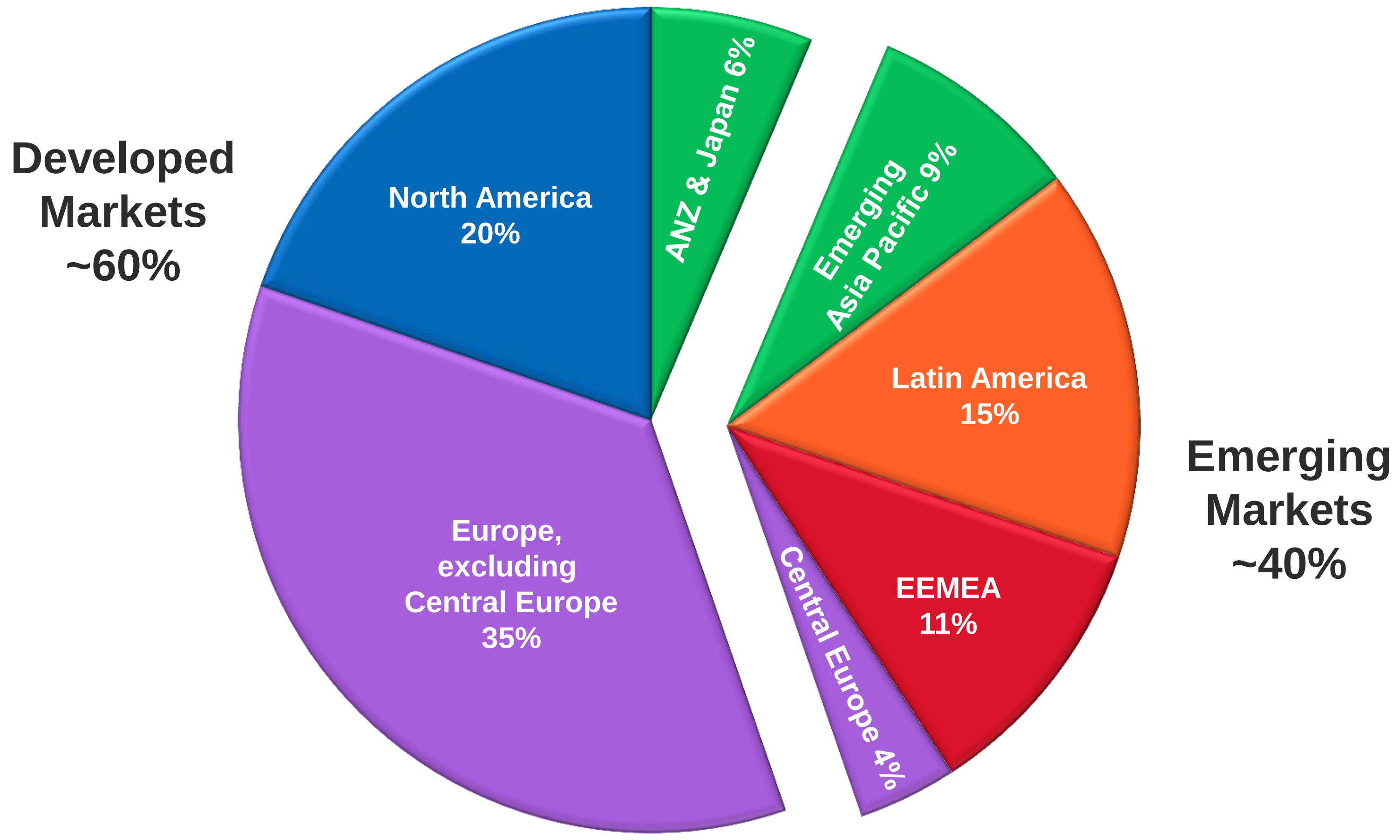


5% - 7% Organic Growth

By Geography



Nearly 40% of portfolio in emerging markets

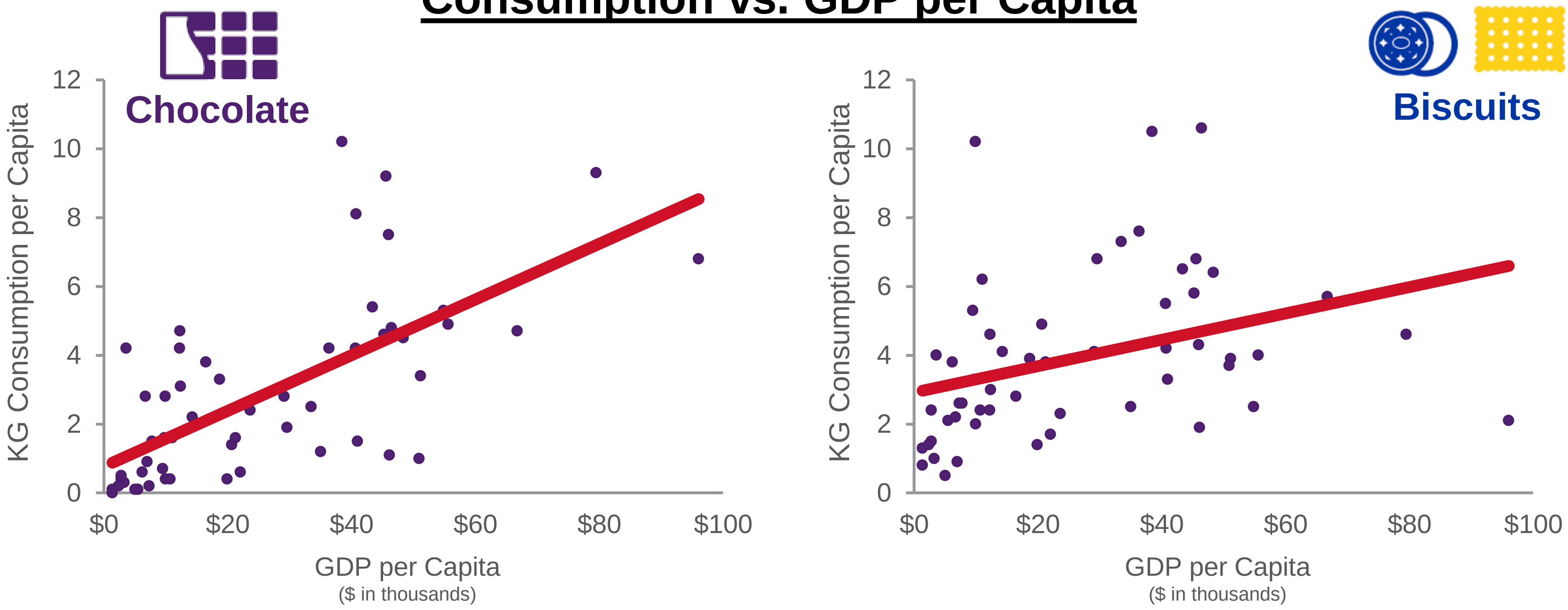


$35 Billion in
2012 Net Revenues

Emerging markets are highly attractive

- Snacks categories growing at high single digits / double digits
- Rising GDP fuels rapidly growing per capita snacks consumption
- Opportunity for high rates of return

Consumption vs. GDP per Capita



Source: Euromonitor 2011

Race is on to secure and expand positions in emerging markets

- Companies that fortify strong positions over the next 3 to 5 years will win

"Africa and Middle East are growth engines for the future. Nestle's objective is to triple the business by 2020 at constant currency"

Nestle statement on 9/25/12

"Russia has the potential to be the number one consumer market in Europe by 2020… Adding in Pringles … provides a fantastic platform for us to capitalize on growth in this market in the years ahead"

Kellogg statement on 2/20/13

"We're placing a big bet in China and anticipate it will be Hershey's number two market, behind only the US in the coming five years"

Hershey statement on 2/20/13

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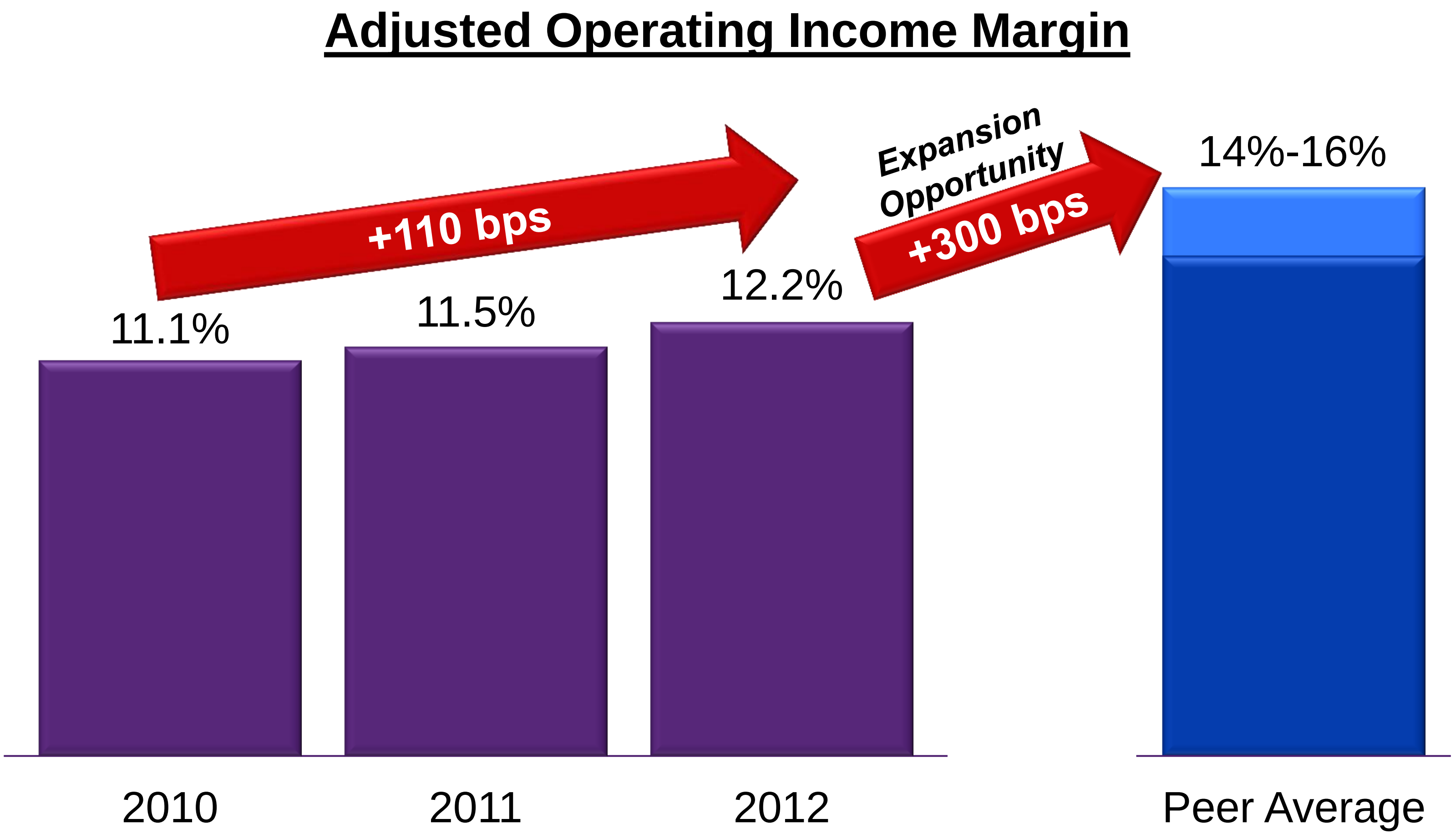
Steady improvement in OI margin with significant expansion opportunity



Note: Please see the GAAP to non-GAAP reconciliations provided at the end of this presentation.

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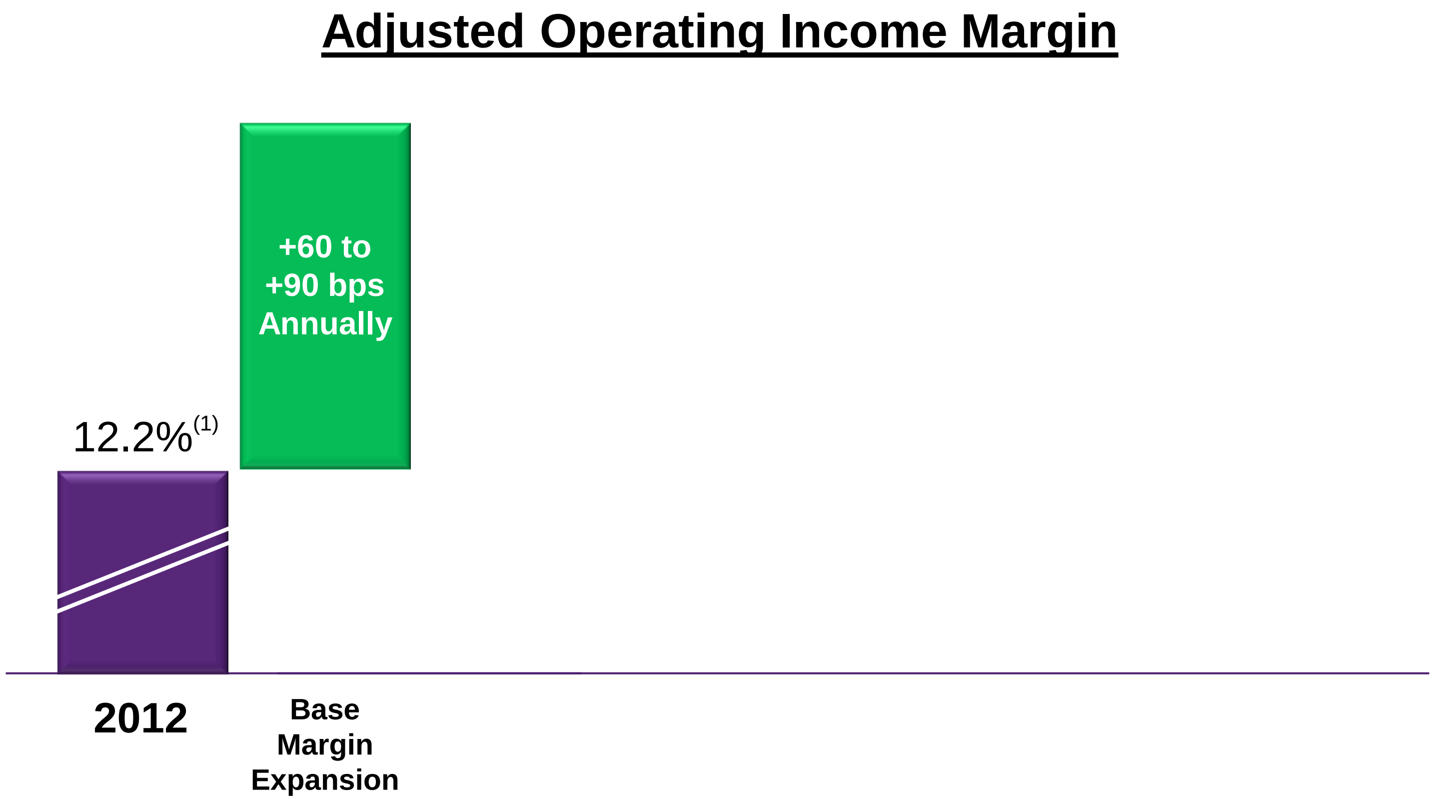
Significant base margin expansion opportunity



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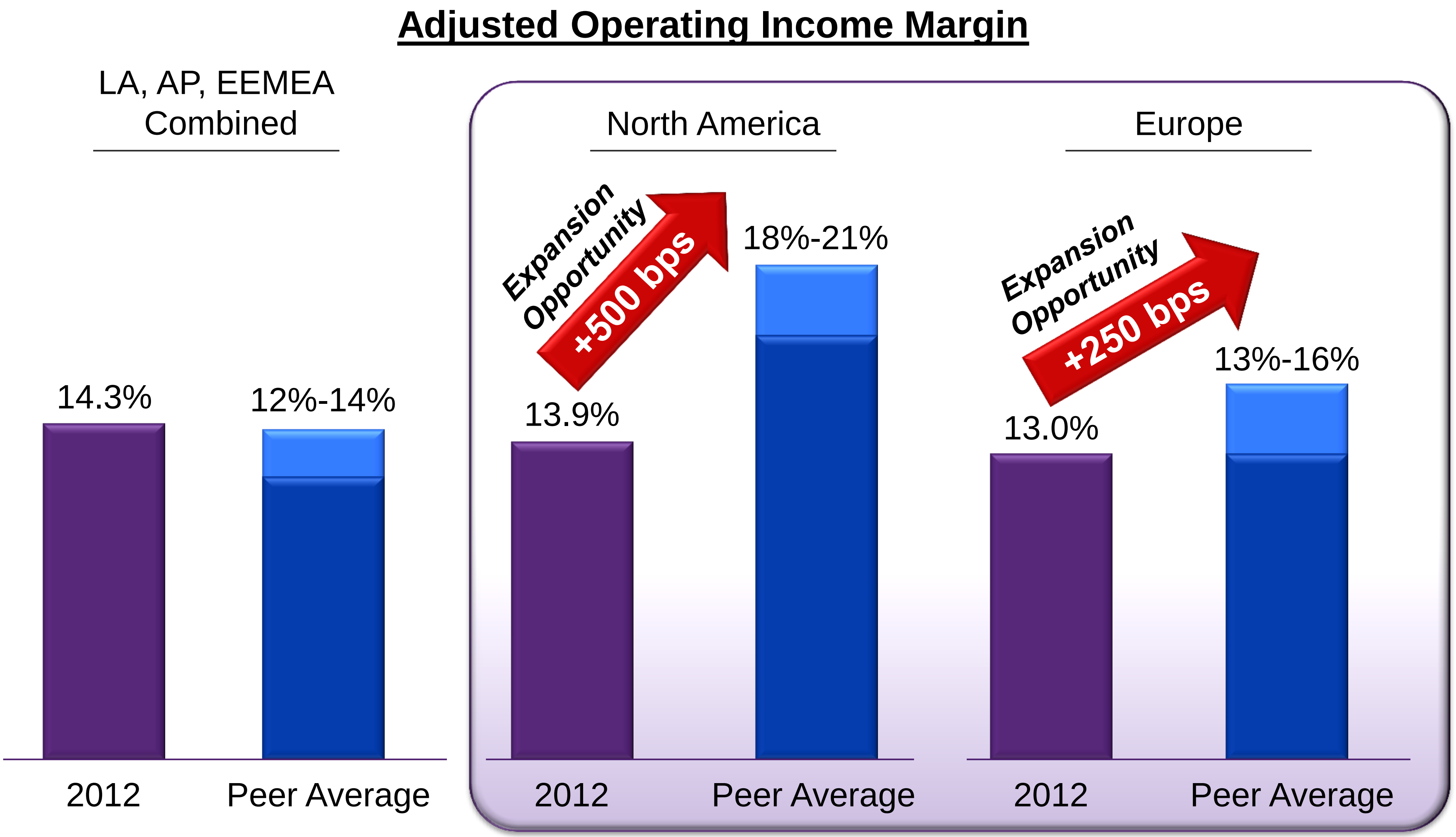
Opportunity is largely in North America and Europe



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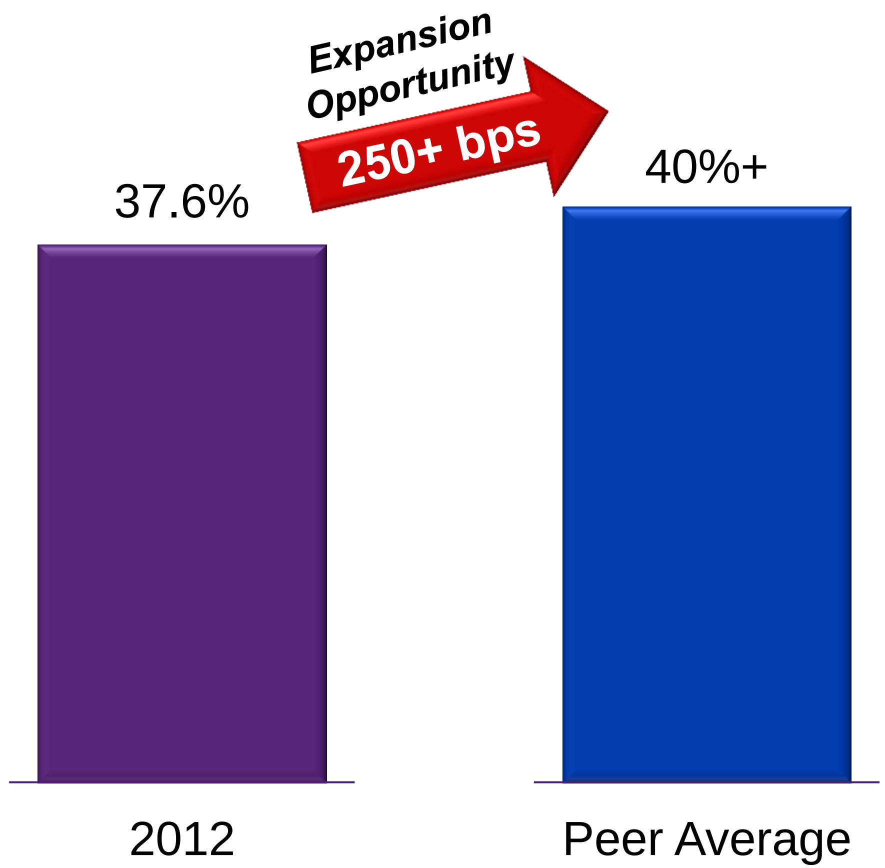
Gross margin is our biggest opportunity

Adjusted Gross Profit Margin



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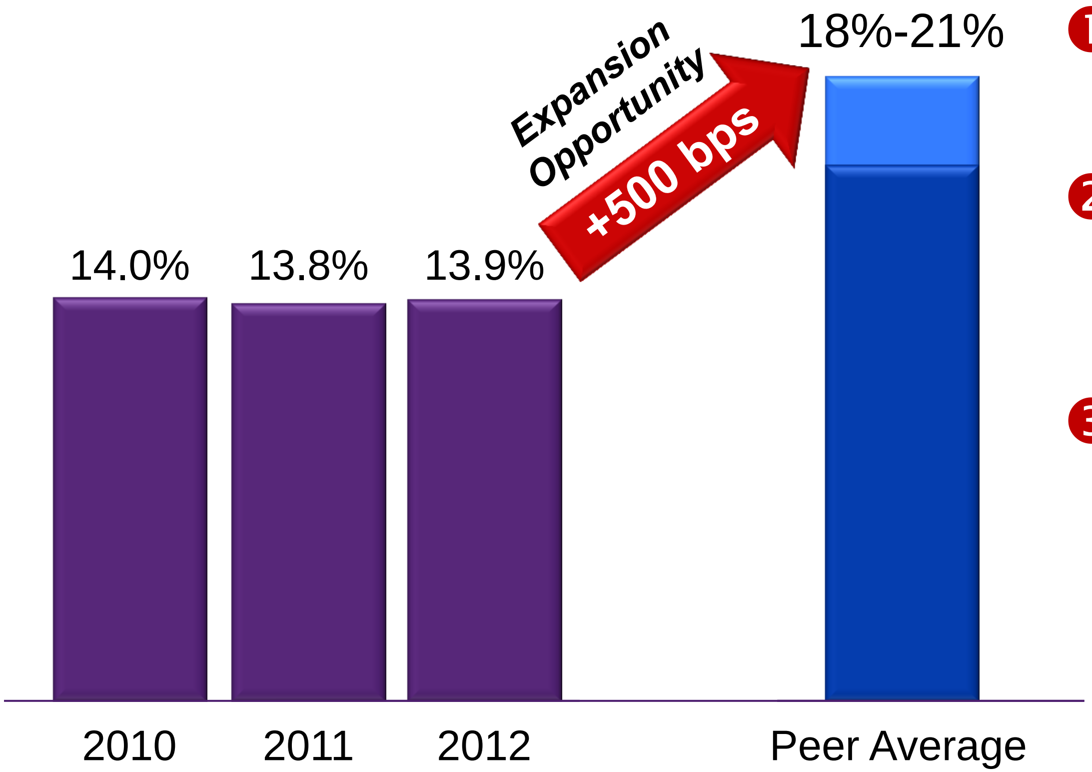
NORTH AMERICA: Significant opportunity for margin expansion

Adjusted Segment Operating Income Margin



Key Drill Sites

1. Drive Power Brands and product mix
2. Cost Management and Overheads
   - Target 4%+ COGS productivity
   - Remove dis-synergies
3. Reinvent Supply Chain
   - Install new technology
   - Repatriate production

Note: Please see the GAAP to non-GAAP reconciliations provided at the end of this presentation.

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NORTH AMERICA: Cost management and overhead reduction opportunities

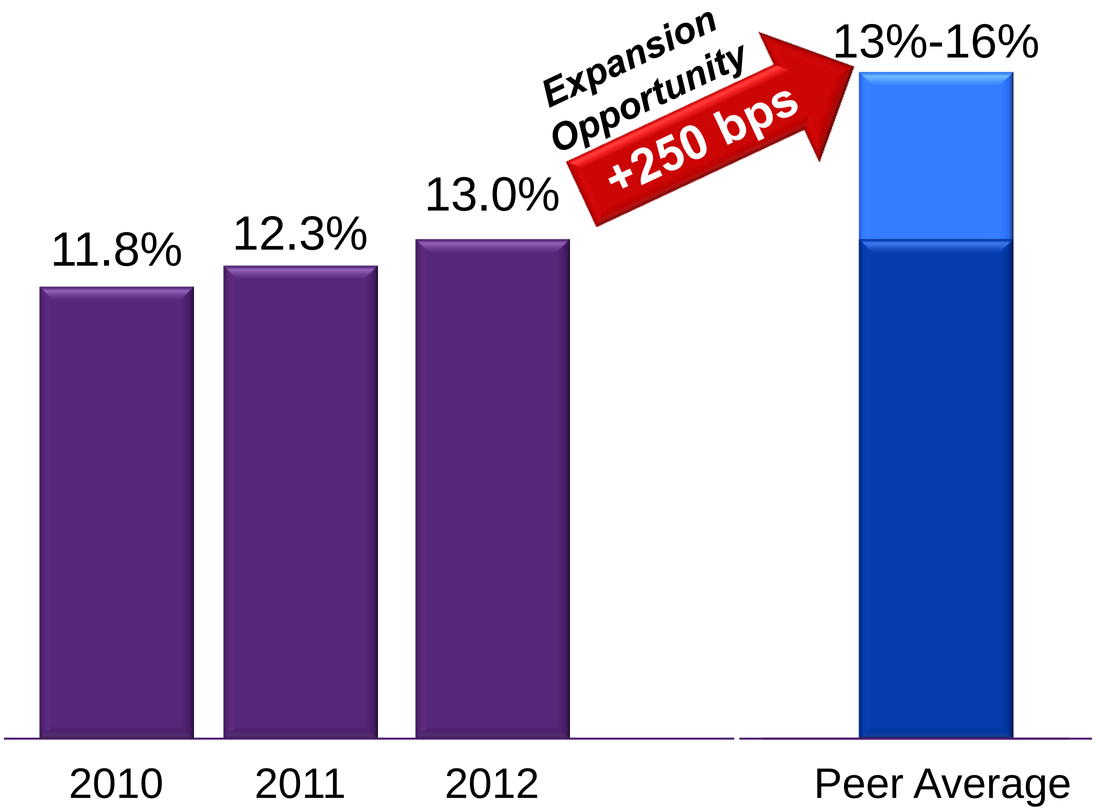
- Cost Management
  - Lean Six Sigma productivity
  - Increase procurement savings
- Overhead Reduction
  - Reduce/eliminate dis-synergies
  - Capture synergies between U.S. and Canada
  - Leverage SAP; eliminate redundant systems

NORTH AMERICA: Reinventing the supply chain drives gross margin expansion

- Introduce new technology to improve throughput
- Repatriate production from co-manufacturers
- Complete closure of Lakeshore Bakery (Toronto)

EUROPE: Continue steady margin progress

Adjusted Segment Operating Income Margin



Key Drill Sites

1. Expand Gross Margin
   - Drive Power Brands and product mix
   - Target 4%+ COGS productivity
   - Streamline supply chain

2. Reduce overheads
   - Integrate Central Europe into category model
   - Leverage service centers in low cost locations

Note: Please see the GAAP to non-GAAP reconciliations provided at the end of this presentation.

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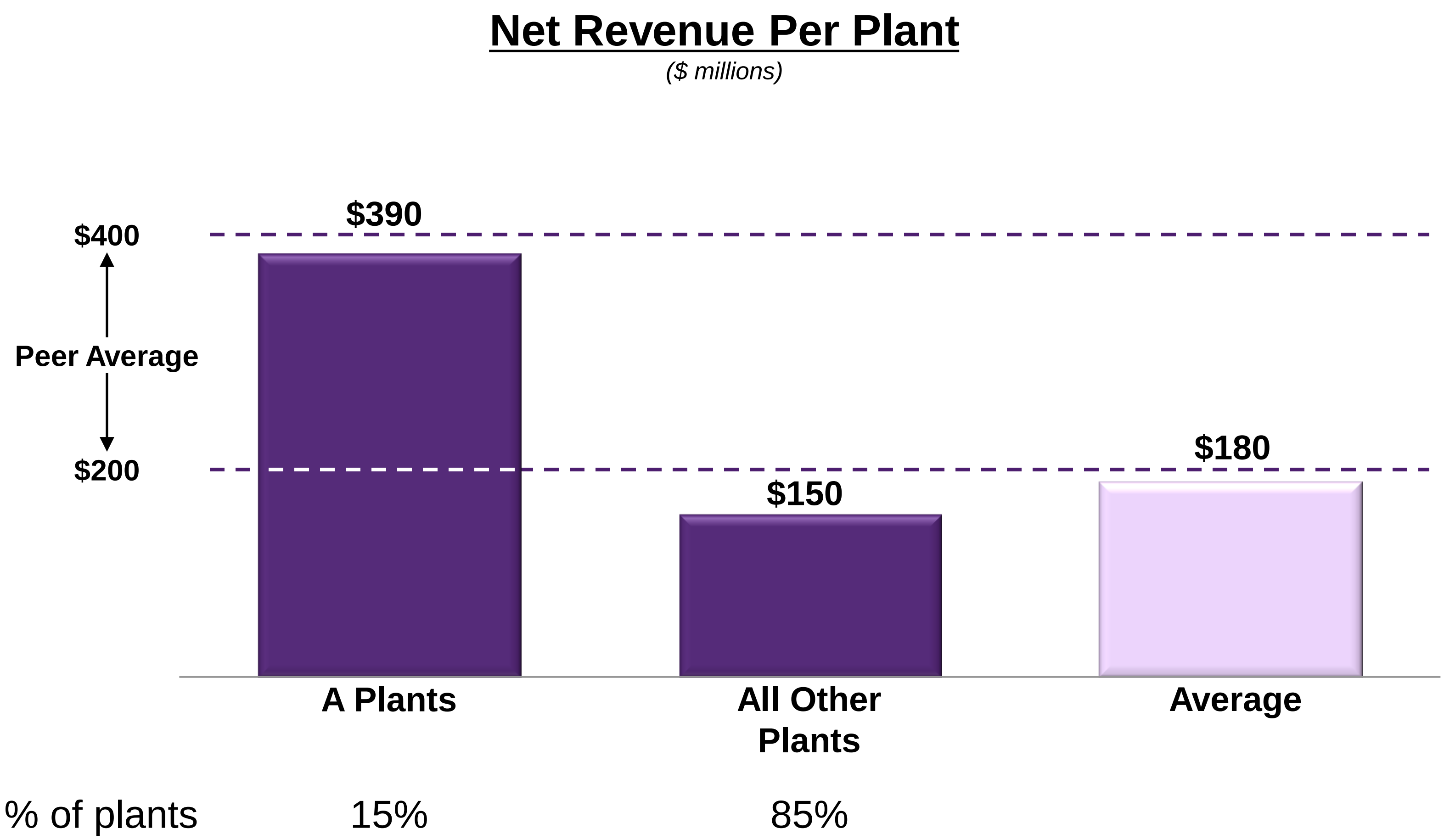
EUROPE: Significant supply chain optimization opportunity

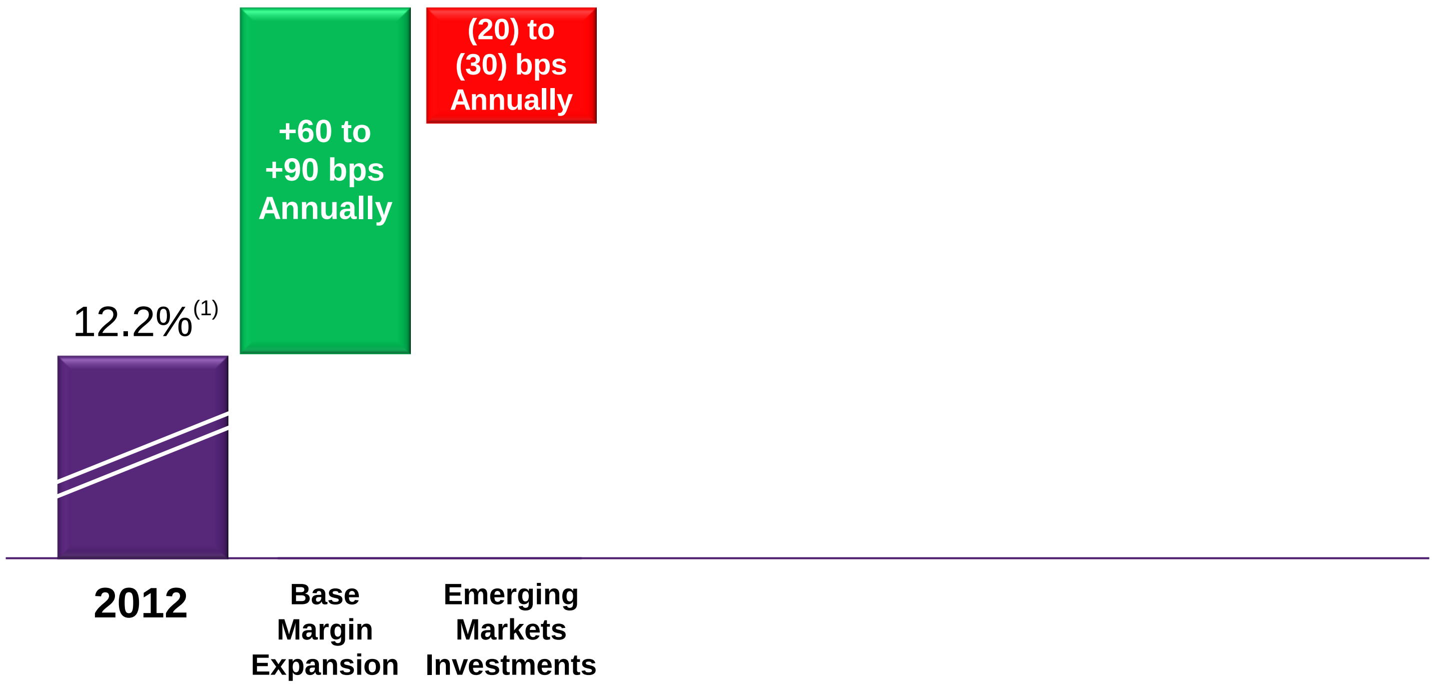


EUROPE: Continue to drive overhead efficiencies

- Overhead reductions primary driver of margin improvement since 2009
  - Unlocked scale through category model
  - Achieved synergies integrating LU and Cadbury
  - Consolidated business on fully-harmonized SAP system
- Aiming to further optimize overhead structure
  - Integrating Central European countries into category model
  - Deliver best-in-class cost by leveraging low cost locations

Stepping up investments in emerging markets to create value

Adjusted Operating Income Margin



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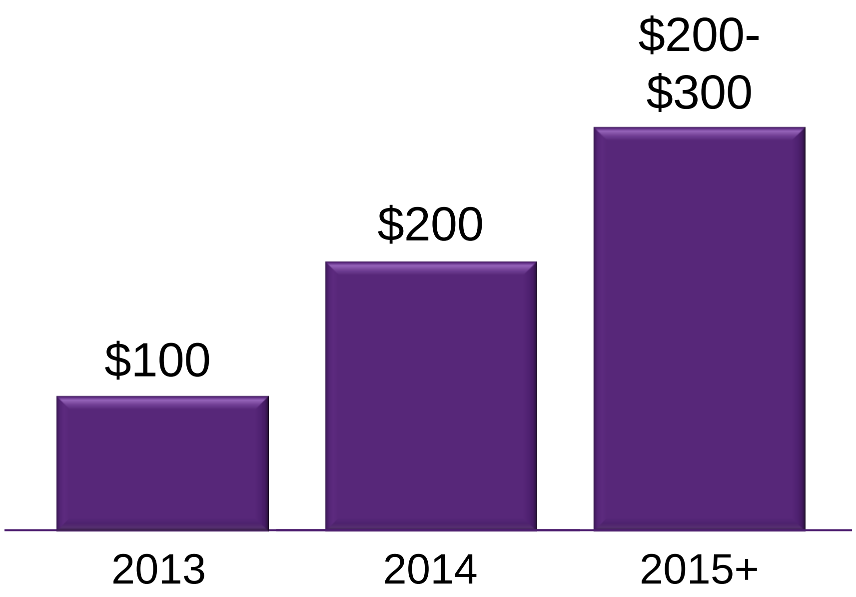
Focused emerging markets investments provide growth and attractive returns

Incremental Investments in Emerging Markets

($ millions)



- Opportunities:

	Payback
Boost Power Brand Support	~1 year
RTM, Sales Expansion	1-2 years
White Space Entries	3-5 years

- Disciplined approach with attractive returns
  - IRR well in excess of cost of capital

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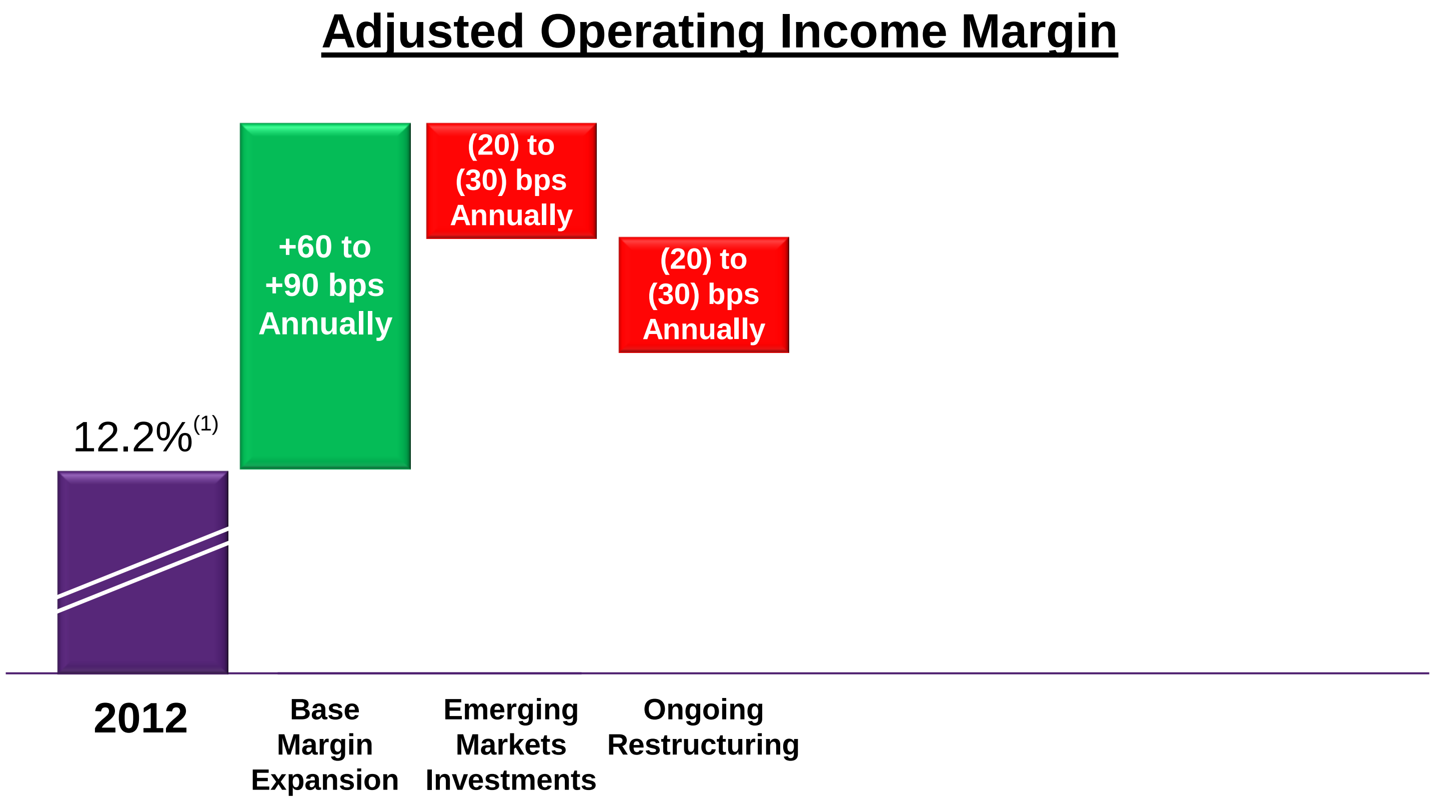
Funding ongoing restructuring to improve long-term cost structure

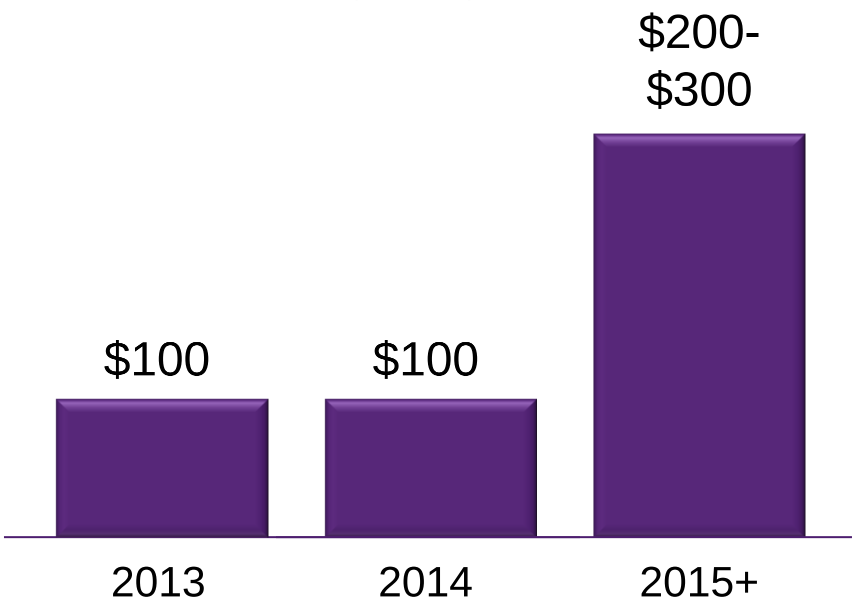


(1) Please see the GAAP to non-GAAP reconciliations provided at the end of this presentation.

Ongoing restructuring will continue to drive long-term efficiency

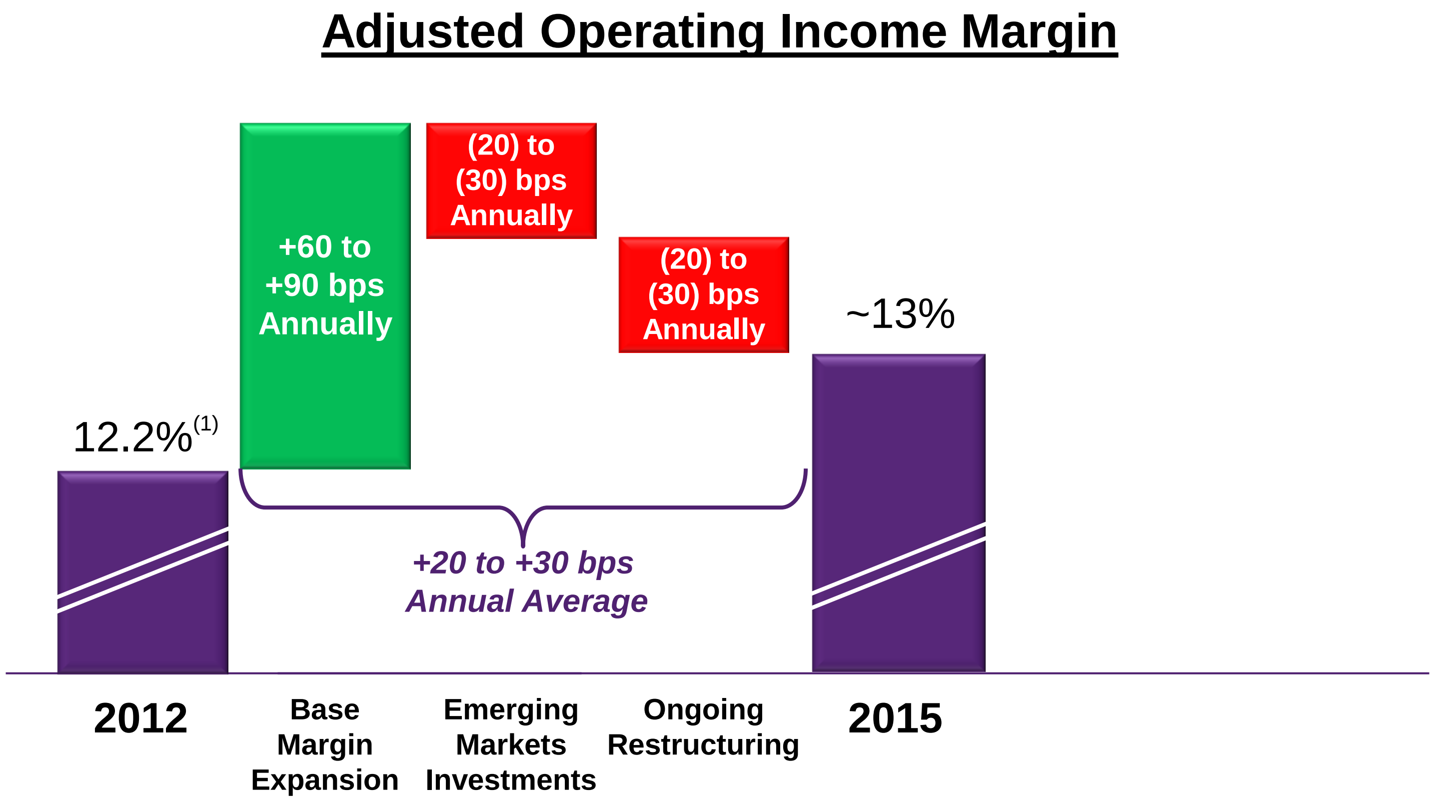
Ongoing Restructuring Investments

($ millions)



- Moving to "Pay as You Go" model once 2012–2014 program completed
- Included in long-term growth algorithm and guidance

Expect moderate margin expansion over the next three years …



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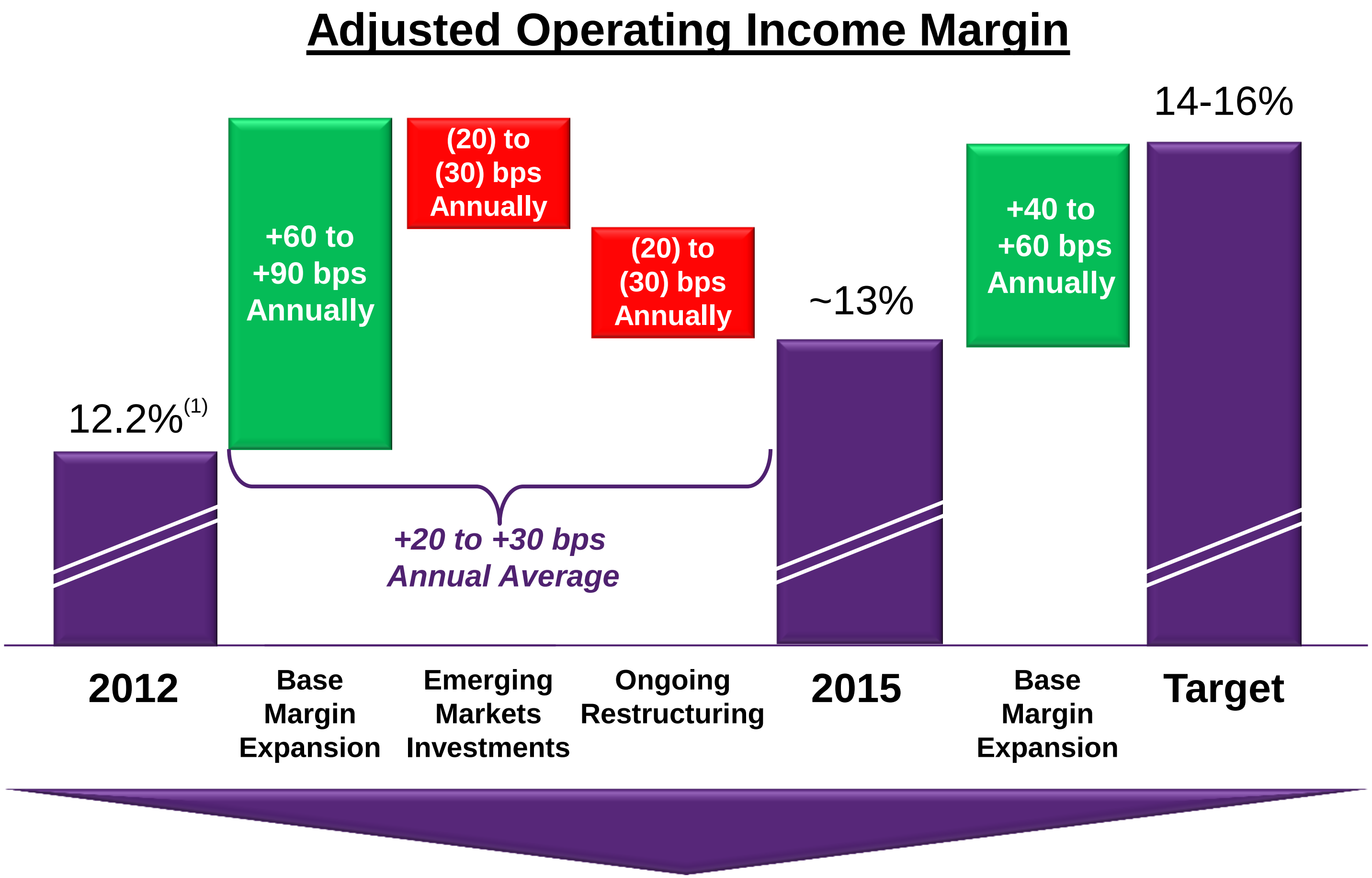
… with more significant opportunities longer term



Double Digit EPS Growth*

* On a constant currency basis
(1) Please see the GAAP to non-GAAP reconciliations provided at the end of this presentation.

Reaffirming 2013 guidance

- Organic revenue growth at the low end of 5-7% range
  - Coffee pricing and capacity constraints tempering 1H growth by ~1.5 pp
  - Revenue growth in 2H expected to accelerate
- On track to deliver Operating EPS of $1.55 to $1.60 (+14% - 18% on a constant currency basis)
  - 1H margin tempered versus year-ago
    - Negative impact of Venezuela devaluation and PY one-time items
    - Dis-synergies and stepped up emerging markets investments
    - Q2 cycling a difficult PY comparison
  - Stronger 2H margin
    - Revenue growth increases leverage
    - Lower impact of dis-synergies
  - Full year margin likely to be flat
  - Tax favorabilities enable head start on investment

Delivering significant shareholder value

Long-Term Targets

Organic Net Revenue Growth	5%-7%
Operating Income Growth	High Single-Digit (constant FX)
Operating EPS Growth	Double-Digit (constant FX)

Targeting 14% – 16% Margins

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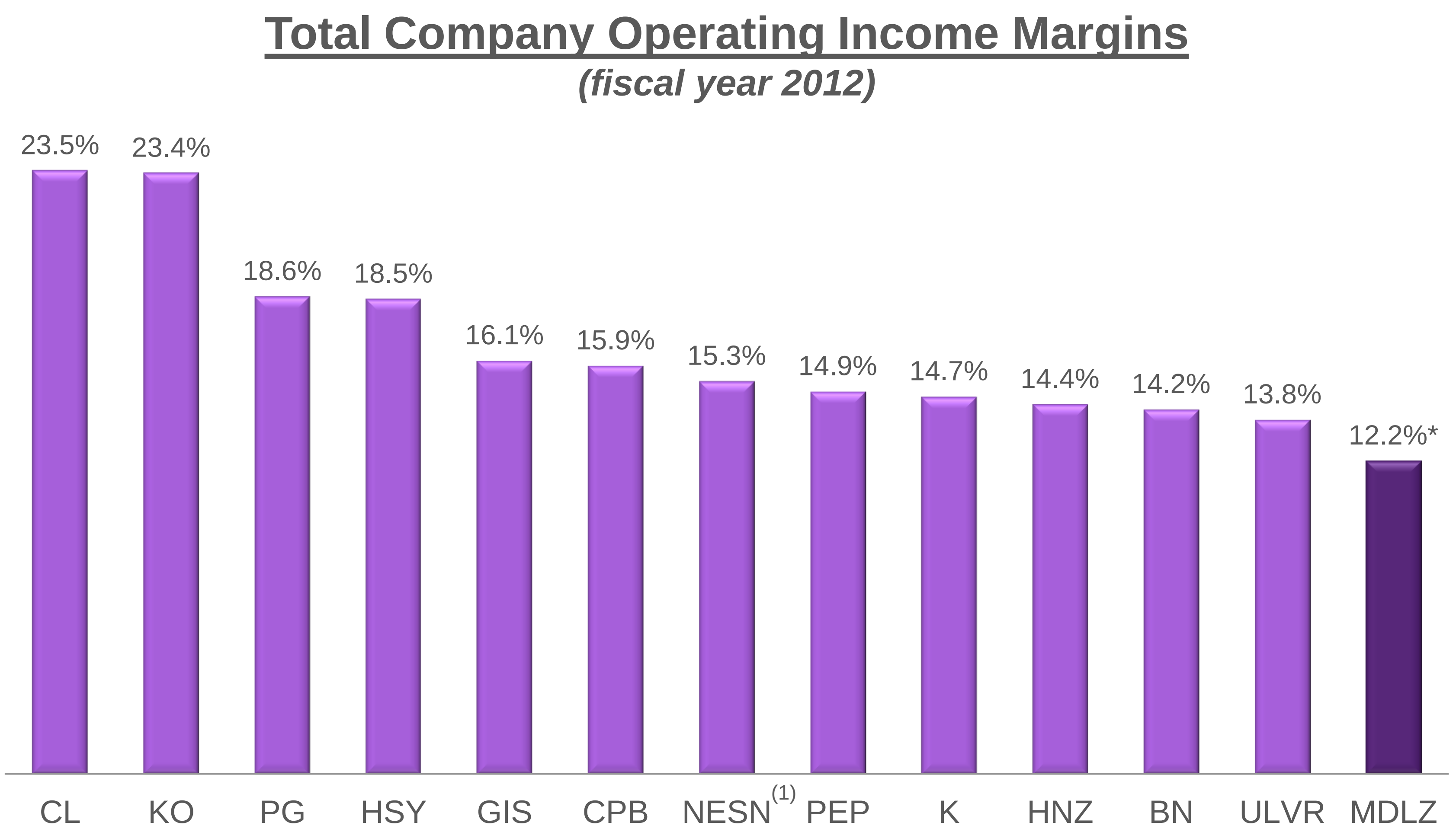
Appendix: Operating Income Margin – Total Company



Source: Company Reports.

1) Reflects trading operating profit ex asset impairments

* Please see the GAAP to non-GAAP reconciliations provided at the end of this presentation.

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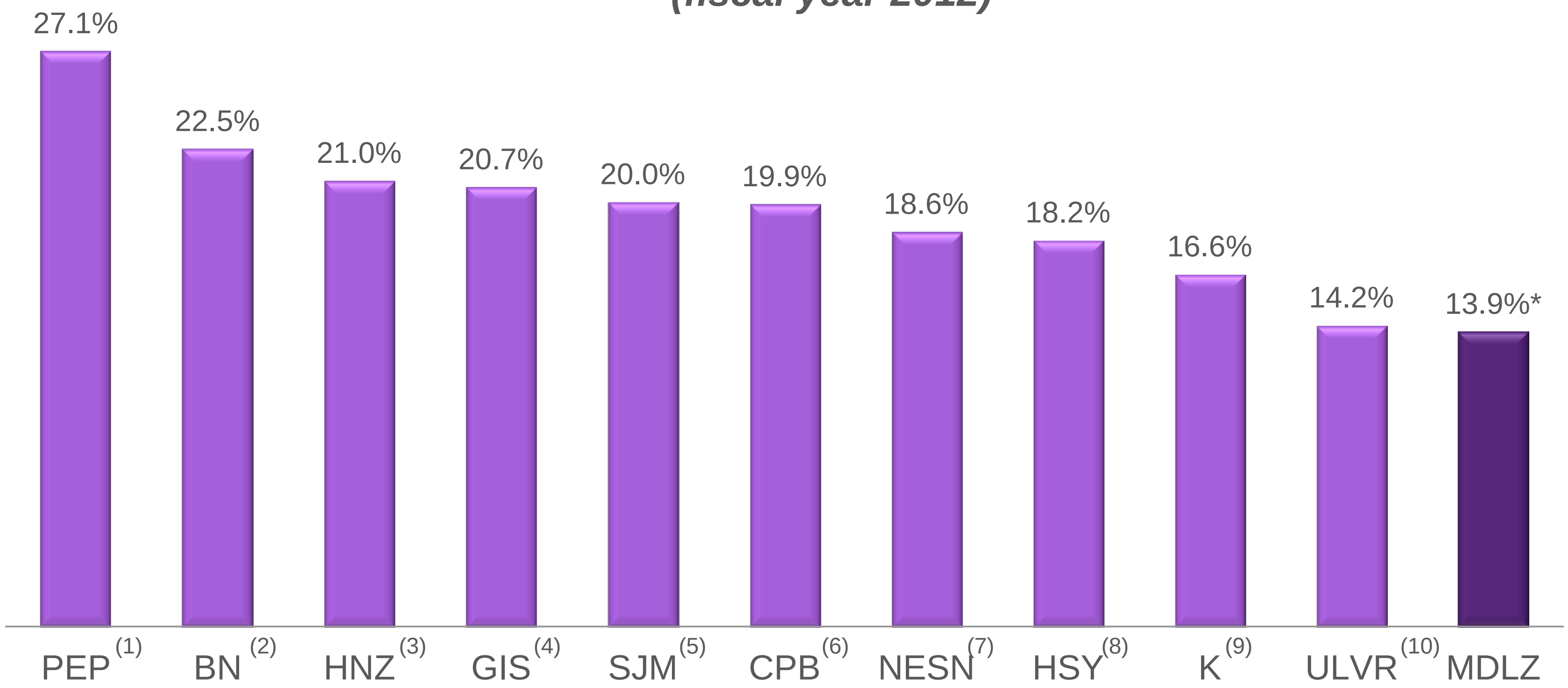
Appendix: Operating Income Margin – North America

North America Operating Income Margins

(fiscal year 2012)



1) Reflects PepsiCo NA Food.
2) Reflects North America, excluding CIS. Reflects deduction for partial corporate expense.
3) Reflects North America.
4) Reflects US.
5) Reflects Global, which is about 99% North America.
6) Reflects US Simple Meals, US Beverages, North America Foodservice and half of Global Baking & Snacking.
7) Reflects North America and Latin America, excluding globally managed businesses (mainly Water, Nutrition, Nespresso, Professional). Reflects trading operating profit ex asset impairments
8) Reflects Global, which is about 90% North America. Reflects deduction for corporate expense.
9) Reflects North America. Excludes Pringles integration costs.
10) Reflects North America and Latin America. Reflects deduction for partial corporate expense.

Source: Company Reports.

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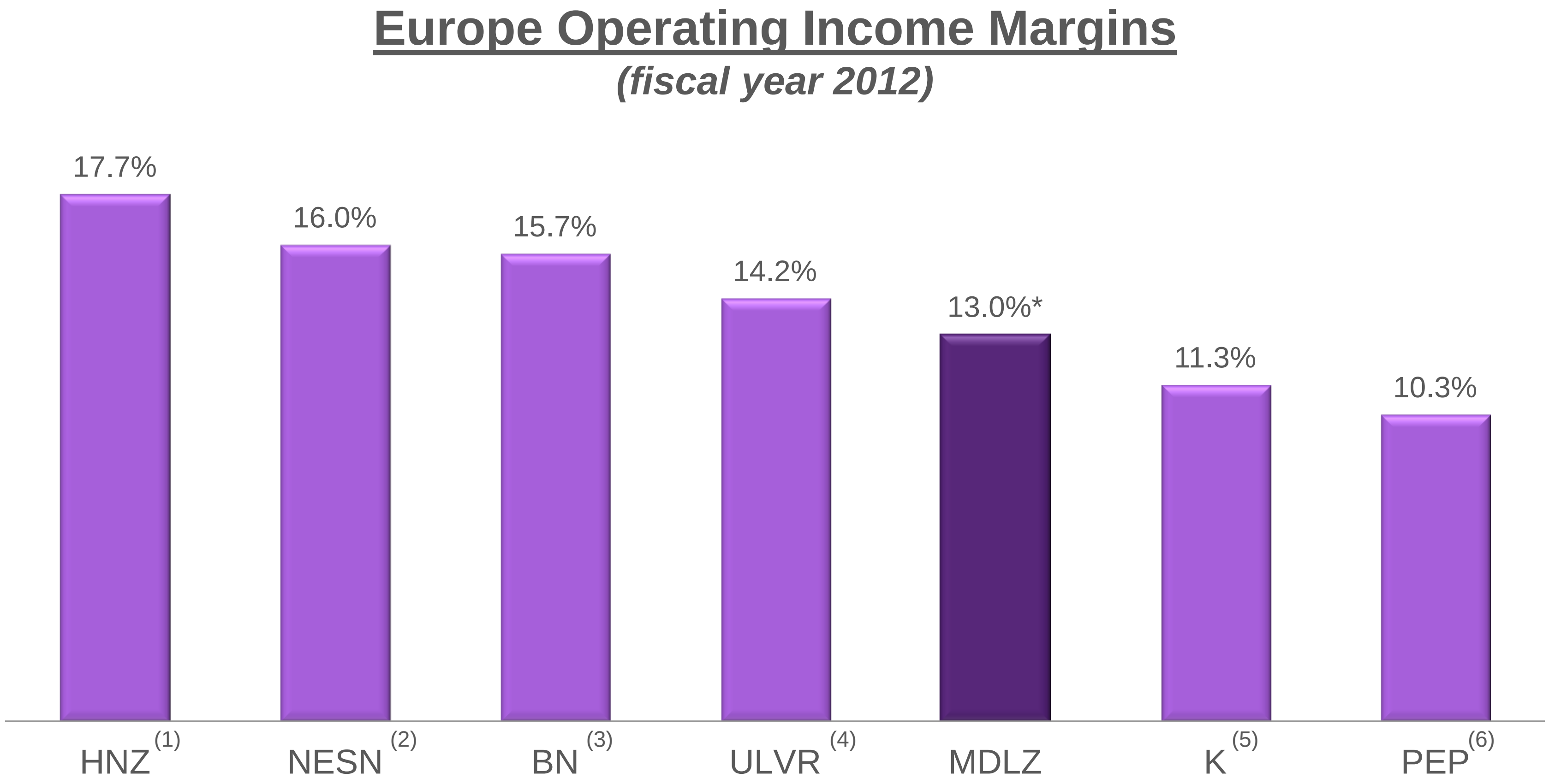
* Please see the GAAP to non-GAAP reconciliations provided at the end of this presentation.

Appendix: Operating Income Margin – Europe

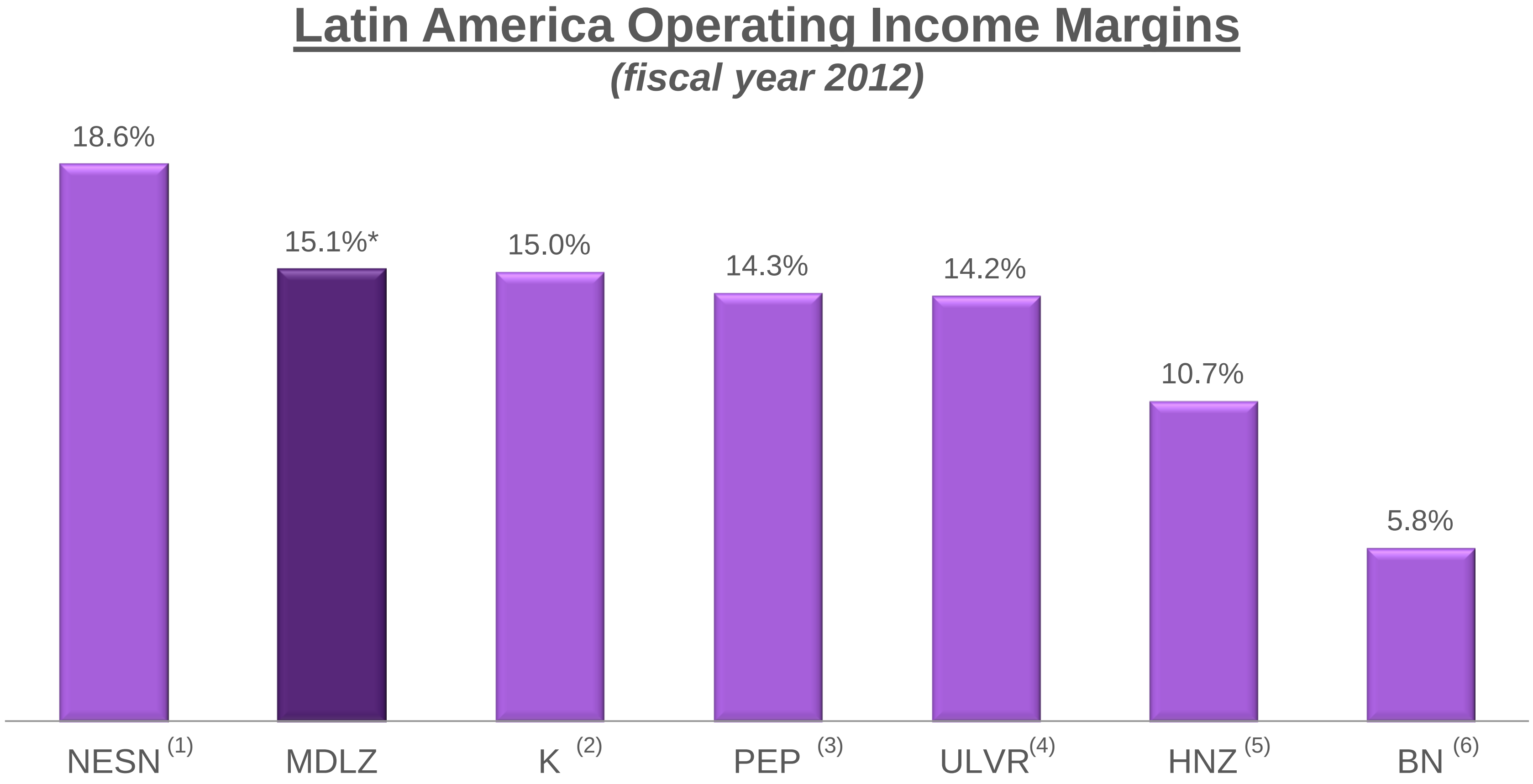


1) Reflects Europe, including Russia.
2) Reflects Europe, including Central Europe, Russia and Turkey, but excluding globally managed businesses (mainly Water, Nutrition, Nespresso, Professional). Reflects trading operating profit ex asset impairments.
3) Reflects Europe, including Central Europe. Reflects deduction for partial corporate expense.
4) Reflects Europe, including Central Europe. Reflects deduction for partial corporate expense.
5) Reflects Europe, including Russia. Excludes Pringles integration costs.
6) Reflects Europe, including Russia and South Africa.

Source: Company Reports.

* Please see the GAAP to non-GAAP reconciliations provided at the end of this presentation.

Appendix: Operating Income Margin – Latin America



1) Reflects North America and Latin America, excluding globally managed businesses (mainly Water, Nutrition, Nespresso, Professional). Reflects trading operating profit ex asset impairments.
2) Reflects Latin America. Excludes Pringles integration costs.
3) Reflects Latin America Foods.
4) Reflects North America and Latin America. Reflects decision for partial corporate expense.
5) Reflects Rest of World (Latin America, Middle East and Africa).
6) Reflects Latin America, Middle East and Africa, and CIS. Reflects decision for partial corporate expense.

Source: Company Reports.

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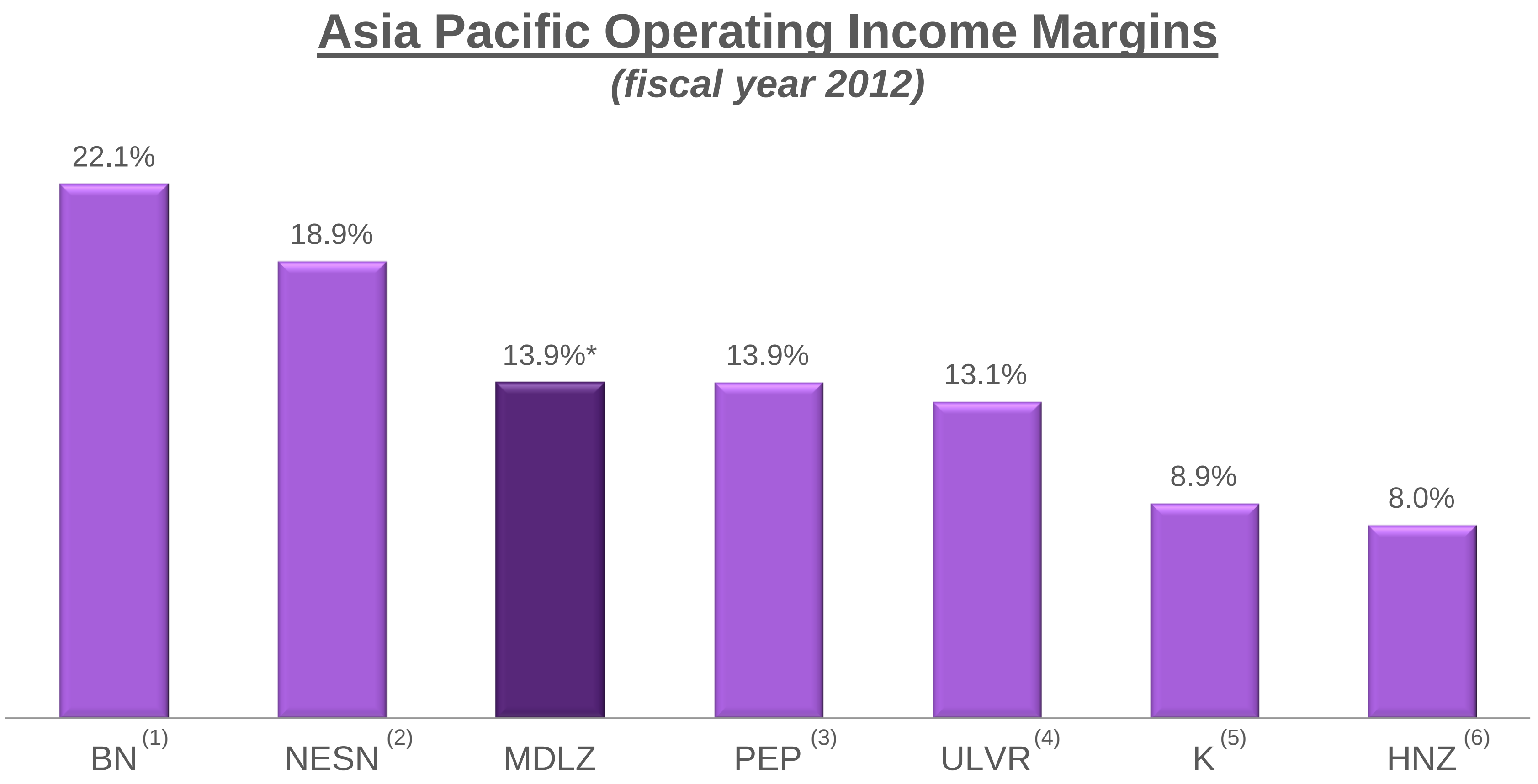
* Please see the GAAP to non-GAAP reconciliations provided at the end of this presentation.

Appendix: Operating Income Margin – Asia Pacific



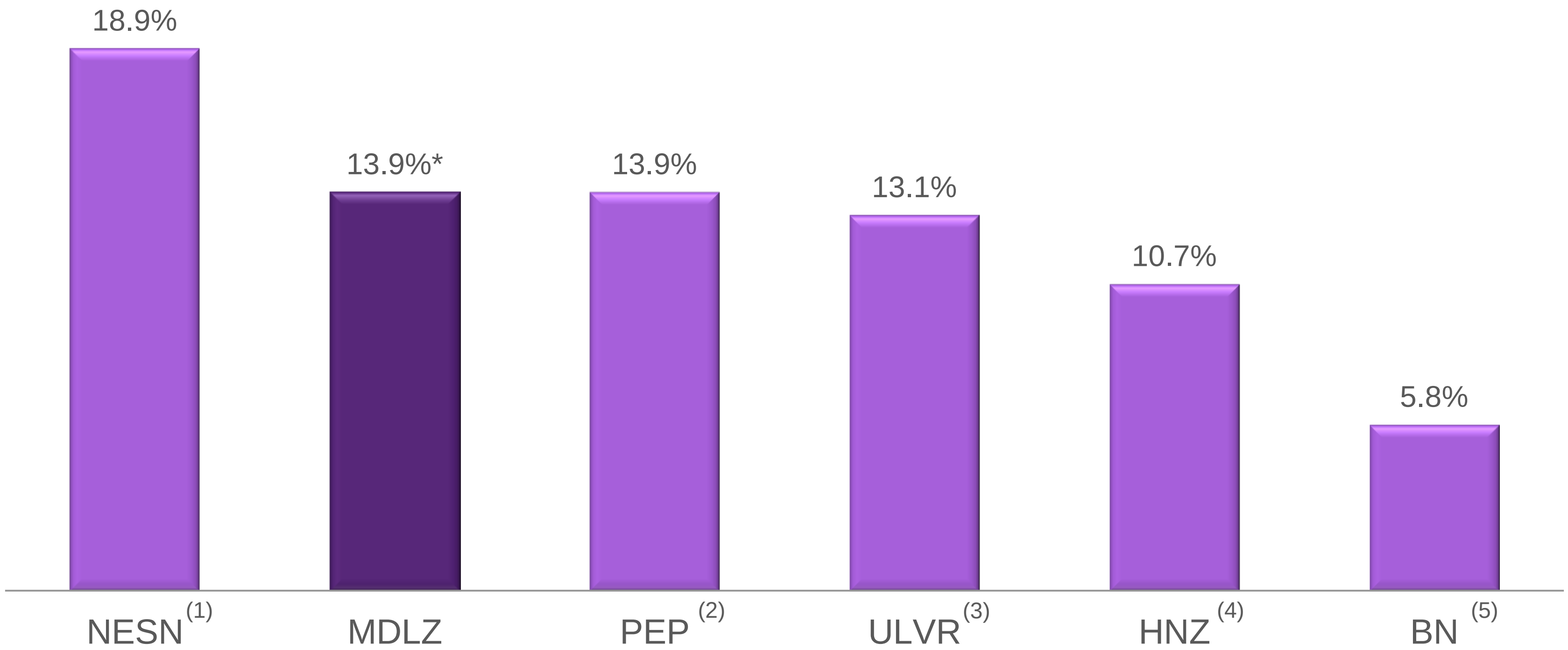
1) Reflects Asia. Reflects deduction for partial corporate expense.
2) Reflects Asia, Oceania, Africa, excluding globally managed businesses (mainly Water, Nutrition, Nespresso, Professional). Reflects trading operating profit ex asset impairments.
3) Reflects Asia, Middle East and Africa, excluding South Africa.
4) Reflects Asia, Africa, Middle East, Turkey, Russia, Ukraine and Belarus. Reflects deduction for partial corporate expense.
5) Reflects Asia Pacific. Excludes Pringles integration costs.
6) Reflects Asia Pacific.

Source: Company Reports.

* Please see the GAAP to non-GAAP reconciliations provided at the end of this presentation.

Appendix: Operating Income Margin – EEMEA

EEMEA Operating Income Margins
(fiscal year 2012)



1) Reflects Asia, Oceania, Africa, excluding globally managed businesses (mainly Water, Nutrition, Nespresso, Professional). Reflects trading operating profit ex asset impairments.
2) Reflects Asia, Middle East and Africa, excluding South Africa.
3) Reflects Asia, Africa, Middle East, Turkey, Russia, Ukraine and Belarus. Reflects deduction for partial corporate expense.
4) Reflects Rest of World (Latin America, Middle East and Africa).
5) Reflects Latin America, Middle East, Africa and CIS. Reflects deduction for partial corporate expense.

Source: Company Reports.

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GAAP to Non-GAAP Reconciliation

Gross Profit To Adjusted Gross Profit

Mondelēz International, Inc. and Subsidiaries
For the Twelve Months Ended December 31,
($ in millions, except percentages) (Unaudited)

	As Revised (GAAP)	Integration Program costs (1)	Spin-Off Costs and Related Adjustments (2)	2012-2014 Restructuring Program costs (3)	Impact from Divestitures (4)	**As Adjusted (Non-GAAP)**
2012						
Net Revenues	$ 35,015	$ -	$ -	$ -	$ (244)	$ 34,771
Gross Profit	$ 13,076	$ 28	$ 33	$ 2	$ (71)	$ 13,068
Gross Profit Margin	37.3%					37.6%

(1) Integration Program costs are defined as the costs associated with combining the Mondelēz International and Cadbury businesses, and are separate from those costs associated with the acquisition.

(2) Spin-Off Costs represent transaction and transition costs associated with preparing the businesses for independent operations consisting primarily of financial advisory fees, legal fees, accounting fees, tax services and information systems infrastructure duplication, and financing and related costs to redistribute debt and secure investment grade ratings for both the Kraft Foods Group business and the Mondelēz International business. Spin-Off related adjustments include the pension adjustment defined as the estimated benefit plan expense associated with certain benefit plan obligations transferred to Kraft Foods Group in the Spin-Off.

(3) Restructuring Program costs represent restructuring and related implementation costs reflecting primarily severance, asset disposals and other manufacturing-related costs.

(4) Reflects divestitures that occurred in 2012.

GAAP to Non-GAAP Reconciliation

Operating Income To Adjusted Operating Income

Mondelēz International, Inc. and Subsidiaries
For the Twelve Months Ended December 31,
($ in millions, except percentages) (Unaudited)

	As Revised (GAAP)	Integration Program costs [1]	Spin-Off Costs and Related Adjustments [2]	2012 - 2014 Restructuring Program costs [3]	Impact from Divestitures [4]	Gain on Divestitures, net	Acquisition-related costs	As Adjusted (Non-GAAP)
2012								
Net Revenues	$ 35,015	$ -	$ -	$ -	$ (244)	$ -	$ -	$ 34,771
Operating Income	$ 3,637	$ 140	$ 512	$ 110	$ (58)	$ (107)	$ 1	$ 4,235
Operating Income Margin	10.4%							12.2%
2011								
Net Revenues	$ 35,810	$ 1	$ -	$ -	$ (316)	$ -	$ -	$ 35,495
Operating Income	$ 3,498	$ 521	$ 137	$ -	$ (59)	$ -	$ -	$ 4,097
Operating Income Margin	9.8%							11.5%
2010								
Net Revenues	$ 31,489	$ 1	$ -	$ -	$ (395)	$ -	$ -	$ 31,095
Operating Income	$ 2,496	$ 646	$ 91	$ -	$ (56)	$ -	$ 273	$ 3,450
Operating Income Margin	7.9%							11.1%

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(4) Reflects divestitures that occurred in 2012 and in prior years.

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GAAP to Non-GAAP Reconciliation

Segment Operating Income To Adjusted Segment Operating Income

For the Twelve Months Ended December 31,

($ in millions, except percentages) (Unaudited)

	As Revised (GAAP)	Integration Program costs [1]	Spin-Off Costs and Related Adjustments [2]	2012-2014 Restructuring Program costs [3]	Impact from Divestitures [4]	Acquisition-related costs	**As Adjusted (Non-GAAP)**
2012							
Europe							
Net Revenues	$ 13,817	$ -	$ -	$ -	$ (197)	$ -	$ 13,620
Segment Operating Income	$ 1,762	$ 47	$ 1	$ 6	$ (51)	$ -	$ 1,765
Segment Operating Income Margin	12.8%						13.0%
North America							
Net Revenues	$ 6,903	$ -	$ -	$ -	$ (47)	$ -	$ 6,856
Segment Operating Income	$ 781	$ 6	$ 77	$ 98	$ (7)	$ -	$ 955
Segment Operating Income Margin	11.3%						13.9%
2011							
Europe							
Net Revenues	$ 14,874	$ 1	$ -	$ -	$ (255)	$ -	$ 14,620
Segment Operating Income	$ 1,586	$ 260	$ -	$ -	$ (52)	$ -	$ 1,794
Segment Operating Income Margin	10.7%						12.3%
North America							
Net Revenues	$ 6,833	$ -	$ -	$ -	$ (61)	$ -	$ 6,772
Segment Operating Income	$ 787	$ 66	$ 91	$ -	$ (7)	$ -	$ 937
Segment Operating Income Margin	11.5%						13.8%
2010							
Europe							
Net Revenues	$ 13,111	$ -	$ -	$ -	$ (345)	$ -	$ 12,766
Segment Operating Income	$ 1,253	$ 279	$ -	$ -	$ (48)	$ 25	$ 1,509
Segment Operating Income Margin	9.6%						11.8%
North America							
Net Revenues	$ 6,441	$ -	$ -	$ -	$ (50)	$ -	$ 6,391
Segment Operating Income	$ 749	$ 54	$ 91	$ -	$ (8)	$ 7	$ 893
Segment Operating Income Margin	11.6%						14.0%

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GAAP to Non-GAAP Reconciliation

Segment Operating Income To Adjusted Segment Operating Income

For the Twelve Months Ended December 31,

($ in millions, except percentages) (Unaudited)

	As Revised (GAAP)	Integration Program costs [1]	Spin-Off Costs and Related Adjustments [2]	2012-2014 Restructuring Program costs [3]	Impact from Divestitures [4]	**As Adjusted (Non-GAAP)**
2012						
Latin America						
Net Revenues	$ 5,396	$ -	$ -	$ -	$ -	$ 5,396
Segment Operating Income	$ 769	$ 30	$ 8	$ 7	$ -	$ 814
Segment Operating Income Margin	14.3%					15.1%
Asia Pacific						
Net Revenues	$ 5,164	$ -	$ -	$ -	$ -	$ 5,164
Segment Operating Income	$ 657	$ 40	$ 19	$ -	$ -	$ 716
Segment Operating Income Margin	12.7%					13.9%
Eastern Europe, Middle East & Africa						
Net Revenues	$ 3,735	$ -	$ -	$ -	$ -	$ 3,735
Segment Operating Income	$ 506	$ 13	$ -	$ -	$ -	$ 519
Segment Operating Income Margin	13.5%					13.9%
LA, AP and EEMEA Combined						
Net Revenues	$ 14,295	$ -	$ -	$ -	$ -	$ 14,295
Segment Operating Income	$ 1,932	$ 83	$ 27	$ 7	$ -	$ 2,049
Segment Operating Income Margin	13.5%					14.3%

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