



Credit Suisse Investor Field Trip to Mondelez China

Sept. 2013



Forward-looking statements

This slide presentation may contain forward-looking statements. The words “will,” “expect” 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 investments in emerging markets. 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 and risks from operating globally. 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.

Director, Investor Relations

Mondelēz International is a unique investment vehicle



**Advantaged
Geographic
Footprint**

**Fast-
Growing
Categories**

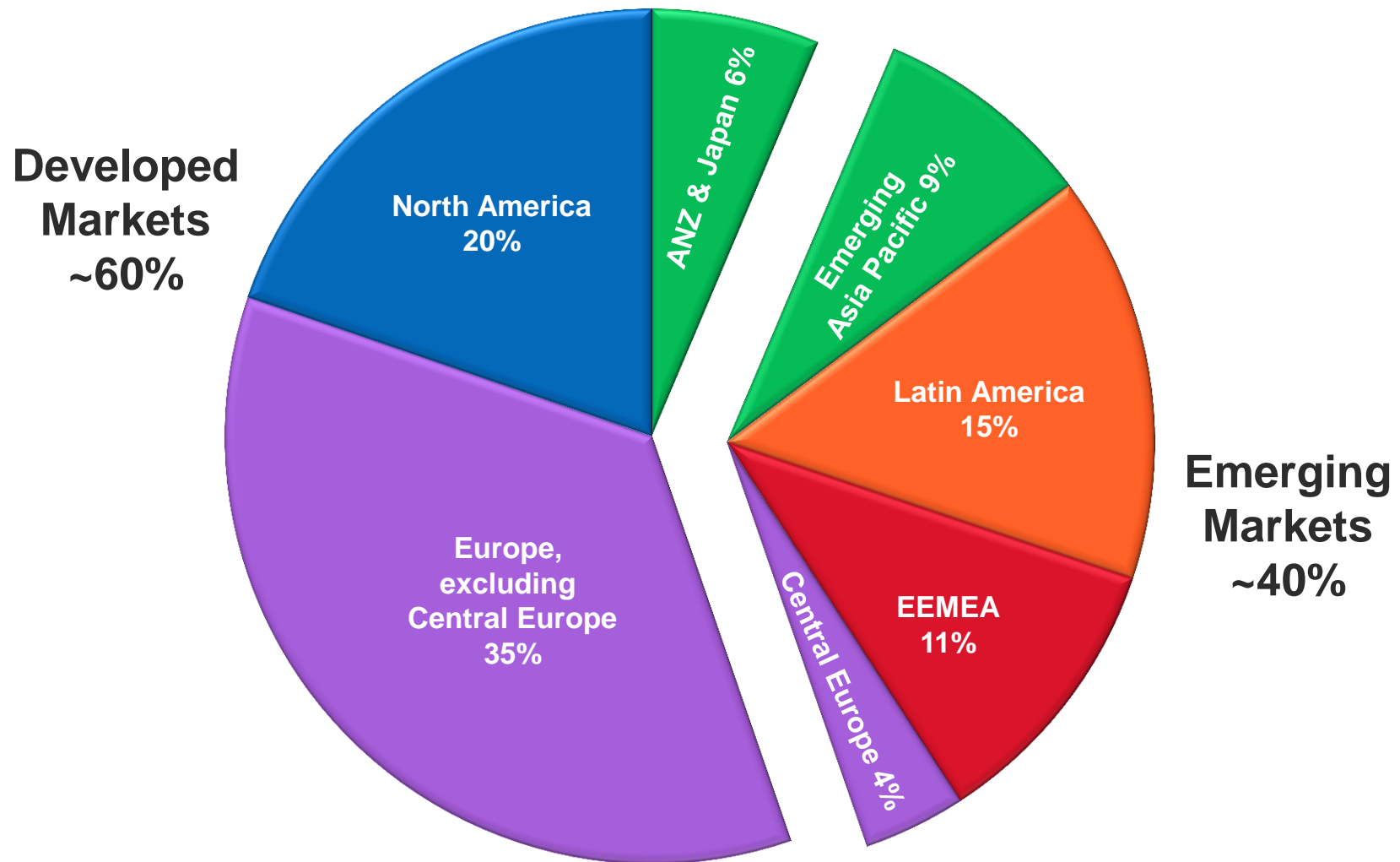
**Favorite
Snacks
Brands**

**Proven
Innovation
Platforms**

**Strong
Routes-to-
Market**

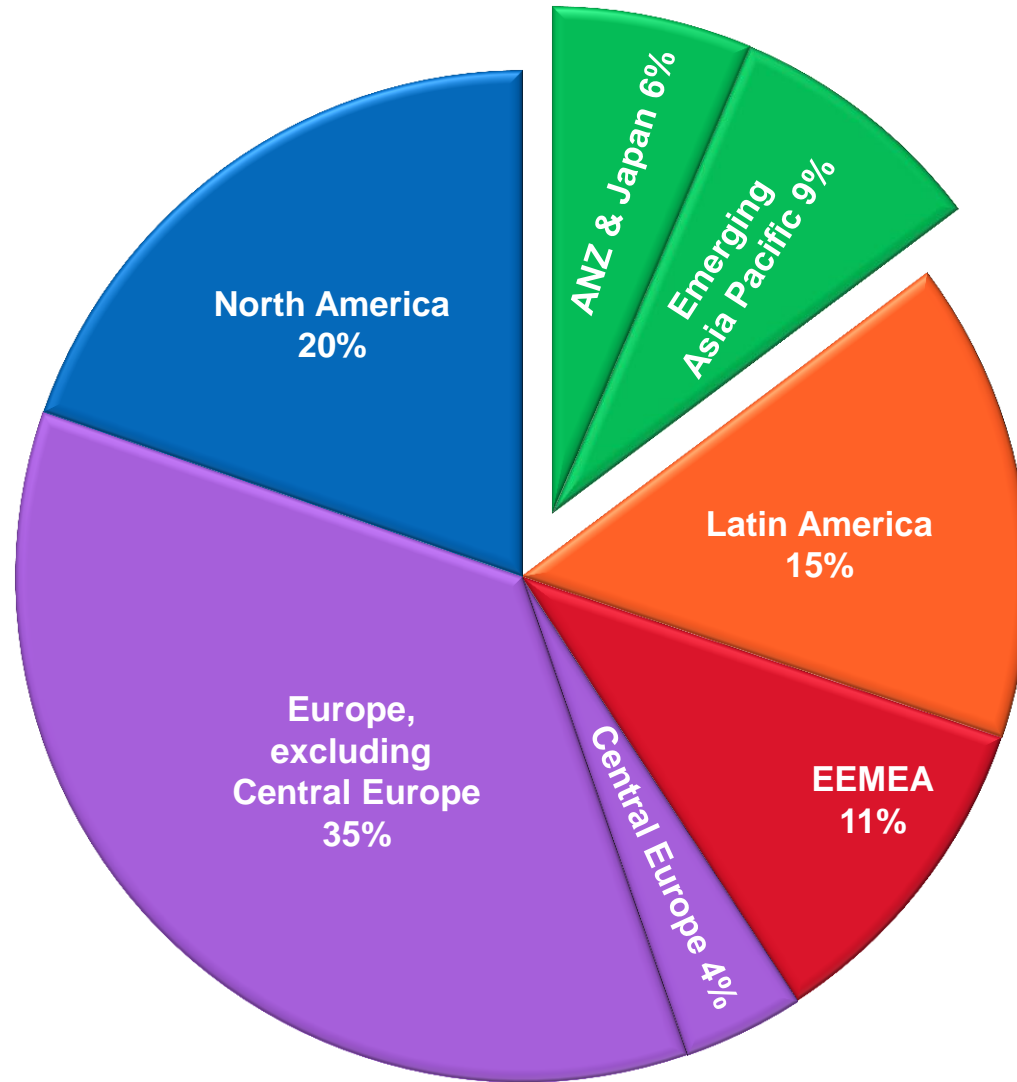
**World-Class
Talent &
Capabilities**

Nearly 40% of portfolio in emerging markets



**\$35 Billion in
2012 Net Revenues**

Asia Pacific represents 15% of portfolio...60% from Emerging Markets



**\$35 Billion in
2012 Net Revenues**

Michael Jiang

Director, Sales - China





Mondelēz China is a large, growing business



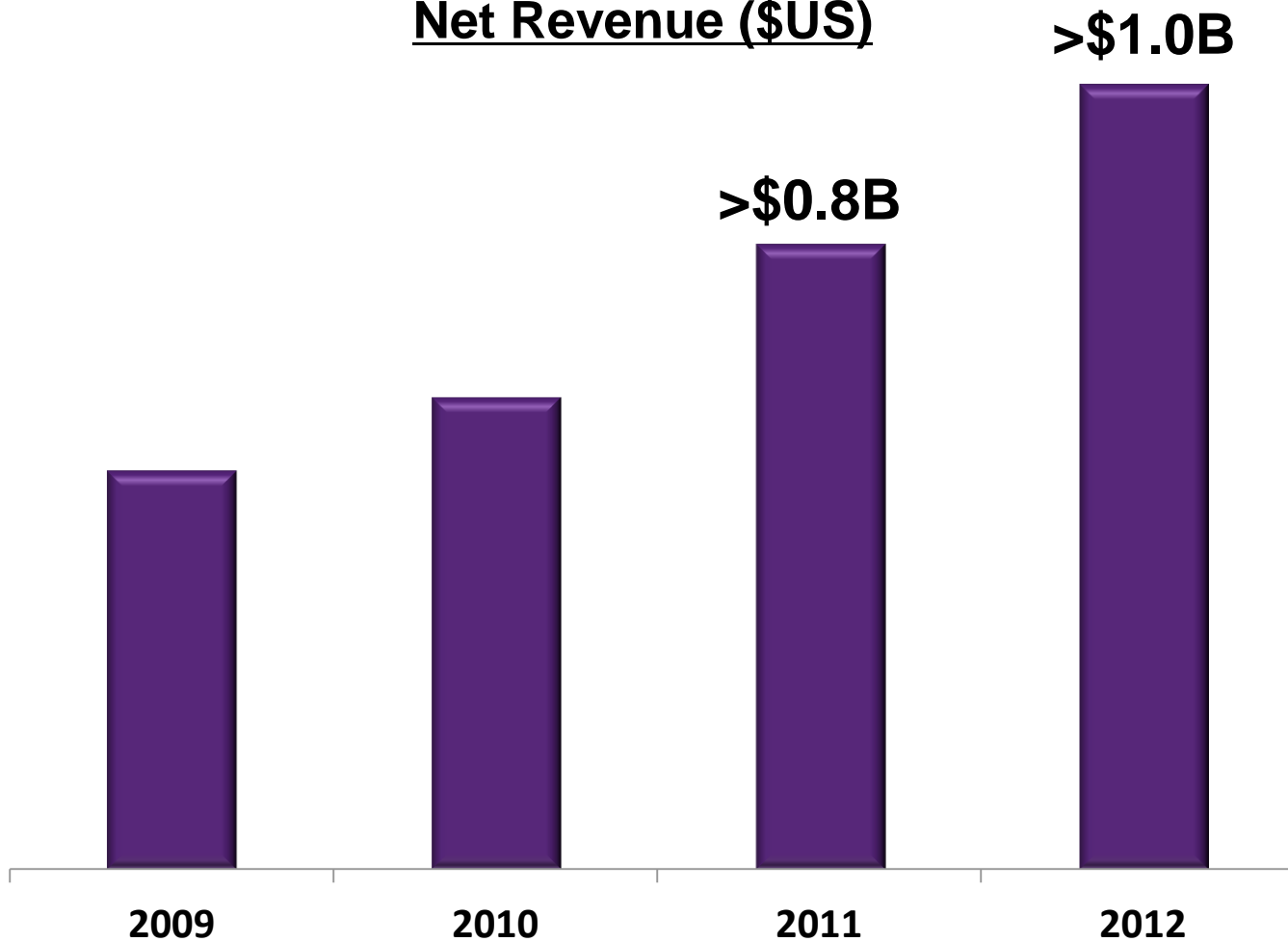
- Entered China market in 1984
- Headquarters in Shanghai
- Over 6,000 employees
- Present in 4 core consumer categories
 - Biscuits
 - Candy
 - Gum
 - Beverages
- 140 Sales offices across China
- 8 manufacturing facilities in Beijing, Suzhou, Shanghai, Guangzhou and Jiangmen
- Asia Pacific R&D Center established in 2009 in Suzhou, China



Mondelēz China has doubled its revenue in 3 years

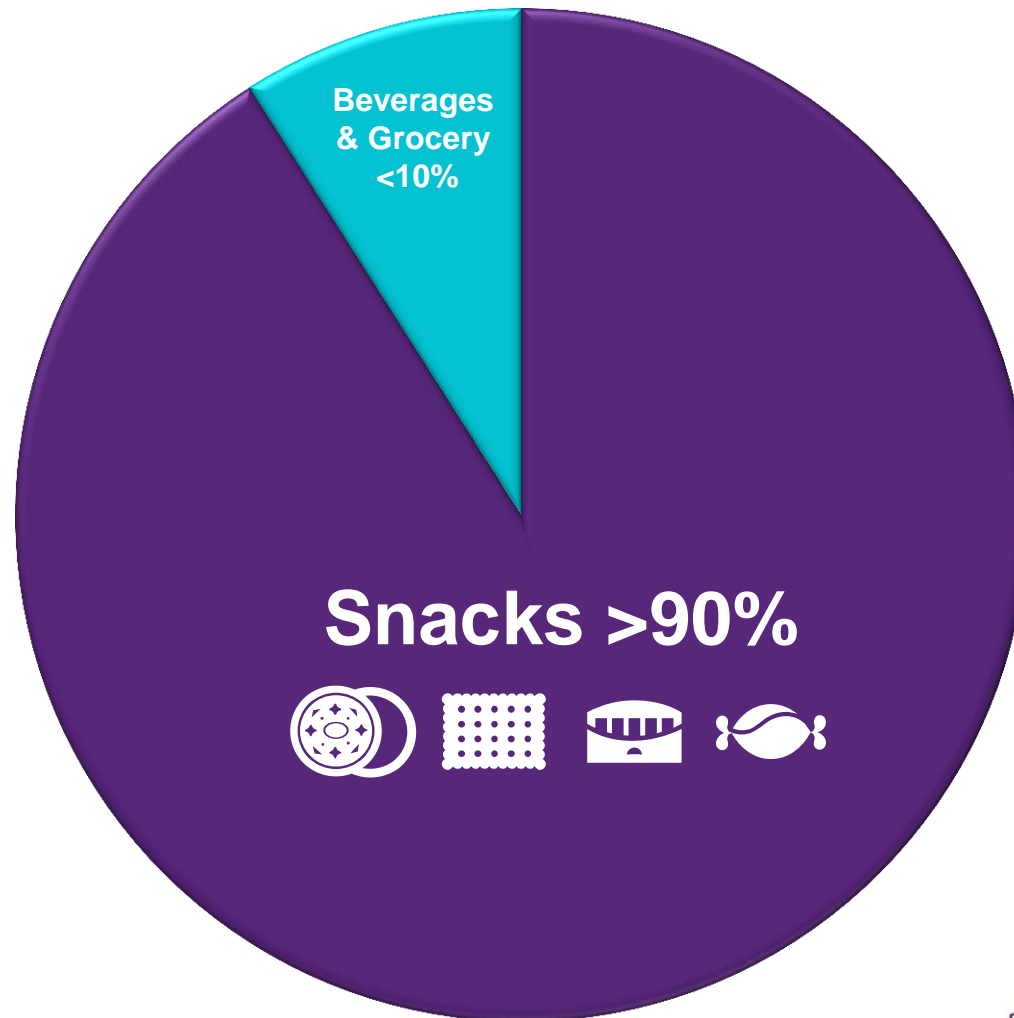


Net Revenue (\$US)





Generating over 90% of its revenues from faster growing snacks categories





Holding leading positions in key Snack categories...

	 Rank Globally	 Rank in China
 Biscuits	#1	#1
 Milk Candy	#1	#2
 Mint Candy	#1	#2
 Gum	#2	#3

(2012 launch)



... with leading brands that Chinese consumers love

Biscuits



Gum & Candy



Beverages





China customer landscape is complex

MULTI CHANNELS VS. EMERGING CHANNELS

MULTI CHANNELS

- Hypermarket
- Supermarket
- Minimarket
- CVS
- Grocery
- Traditional Trade

EMERGING CHANNELS

- Online
- Drug store
- Pharmacy
- Cosmetic Stores



LOCAL VS. INTERNATIONAL

- Local retailers learn and outperform international retailers in sales, shares and productivity
- Customer landscape varies significantly between different regions

ORGANIZED VS. FRAGMENTED

ORGANIZED:

- 60% of FMCG in the hands of chain retailers
- 150 chain retailers (national, regional, city)

FRAGMENTED:

- 2.3MM+ Traditional Trade outlets carrying Snacks



Strong Route-to-Market & Sales Capabilities

Deep Distribution

- 600K+ stores called directly
- Strong distribution network geographically
- Route To Market

Impactful Visibility

- Event expertise
- New Product expertise
- Hot Zone expertise

Trade Clout & Knowledge

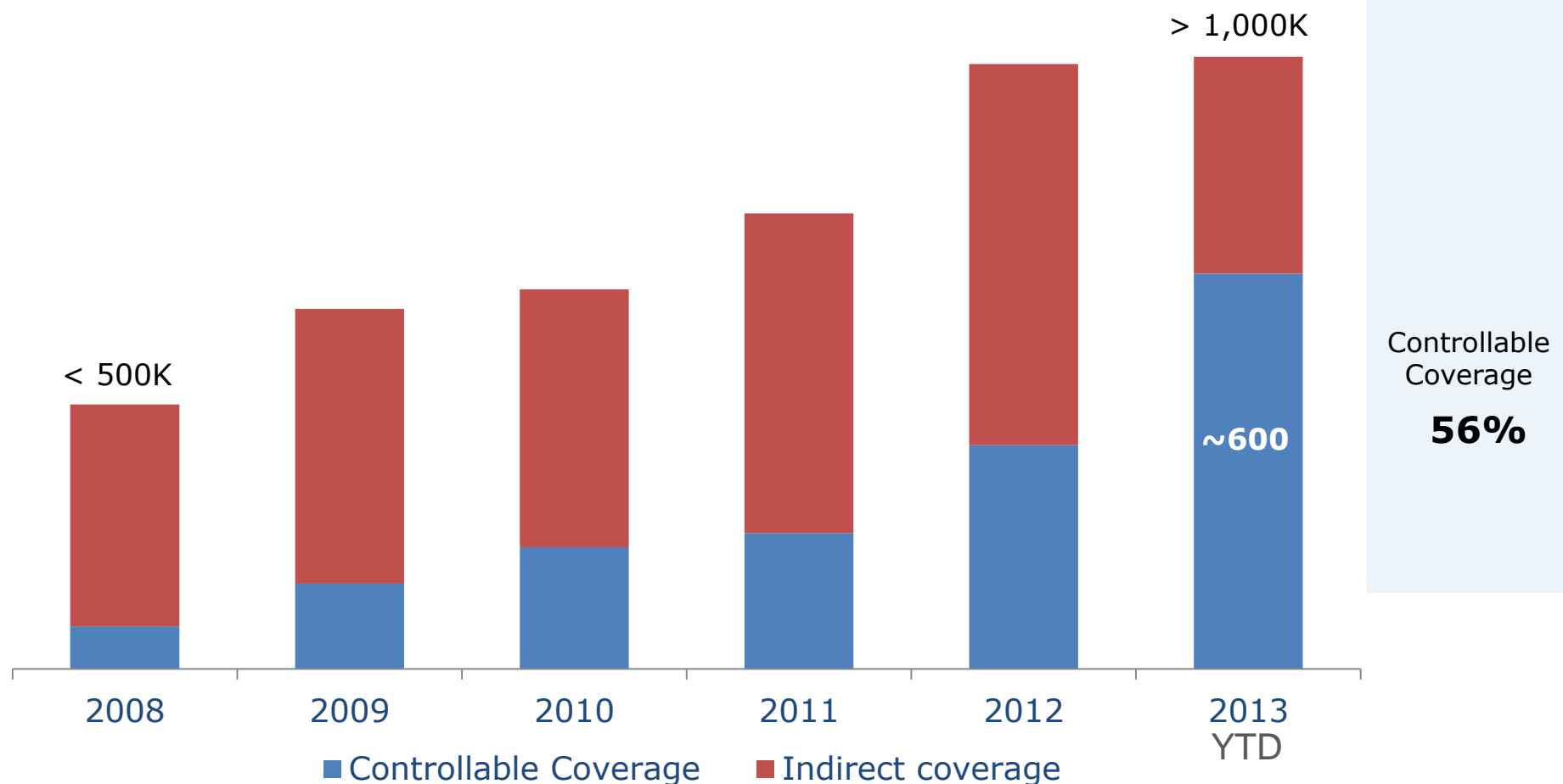
- Strategic Customer Partnerships
- Strong Category Captainship
- Advanced Information Systems
- Customer Recognition



Significant expansion of controllable stores drives coverage growth

Stores in 000's

MDLZ Store Coverage

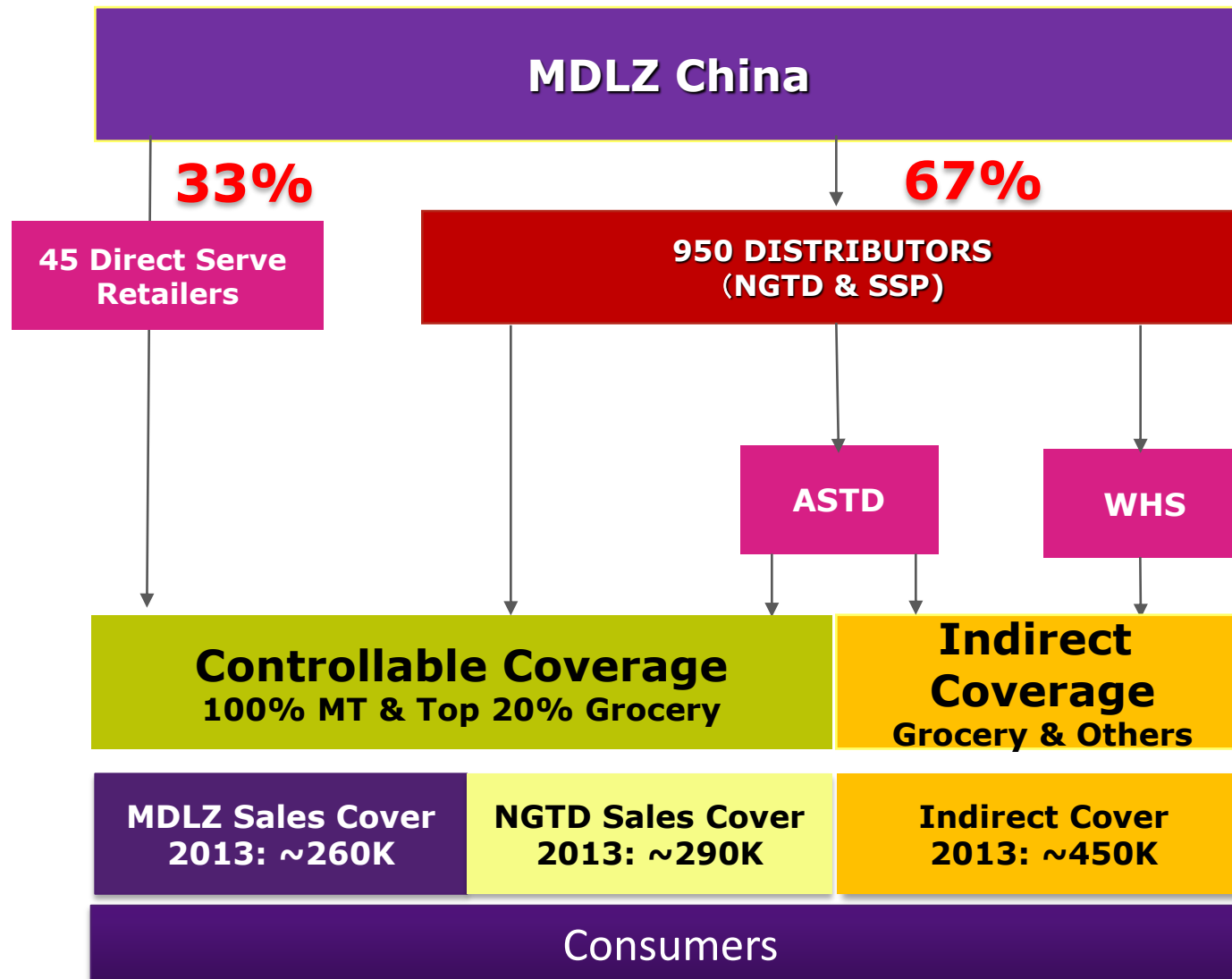


Controllable Coverage: Store covered by Mondelez/Next Generation Territory Distributor exclusive sales force

Source: AC Nielsen & MDLZ Sales systems



Mondelez China Route to Market



NGTD: Next Generation Territory Distributor
SSP: Strategic Service Partner
ASTD: Authorized Secondary Territory Distributor
WHS: Wholesale Channel

Source: AC Nielsen & SFA & SAP



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Event Expertise



Mondelēz Dragon Boat Display in Chinese New Year



New Product Expertise



Golden OREO - Speed for Distribution

500K+ stores distribution within only **5 weeks**



Golden OREO - Visibility & In-store Communication

1500+ Golden Stores deliver perfect execution in only **8 weeks**



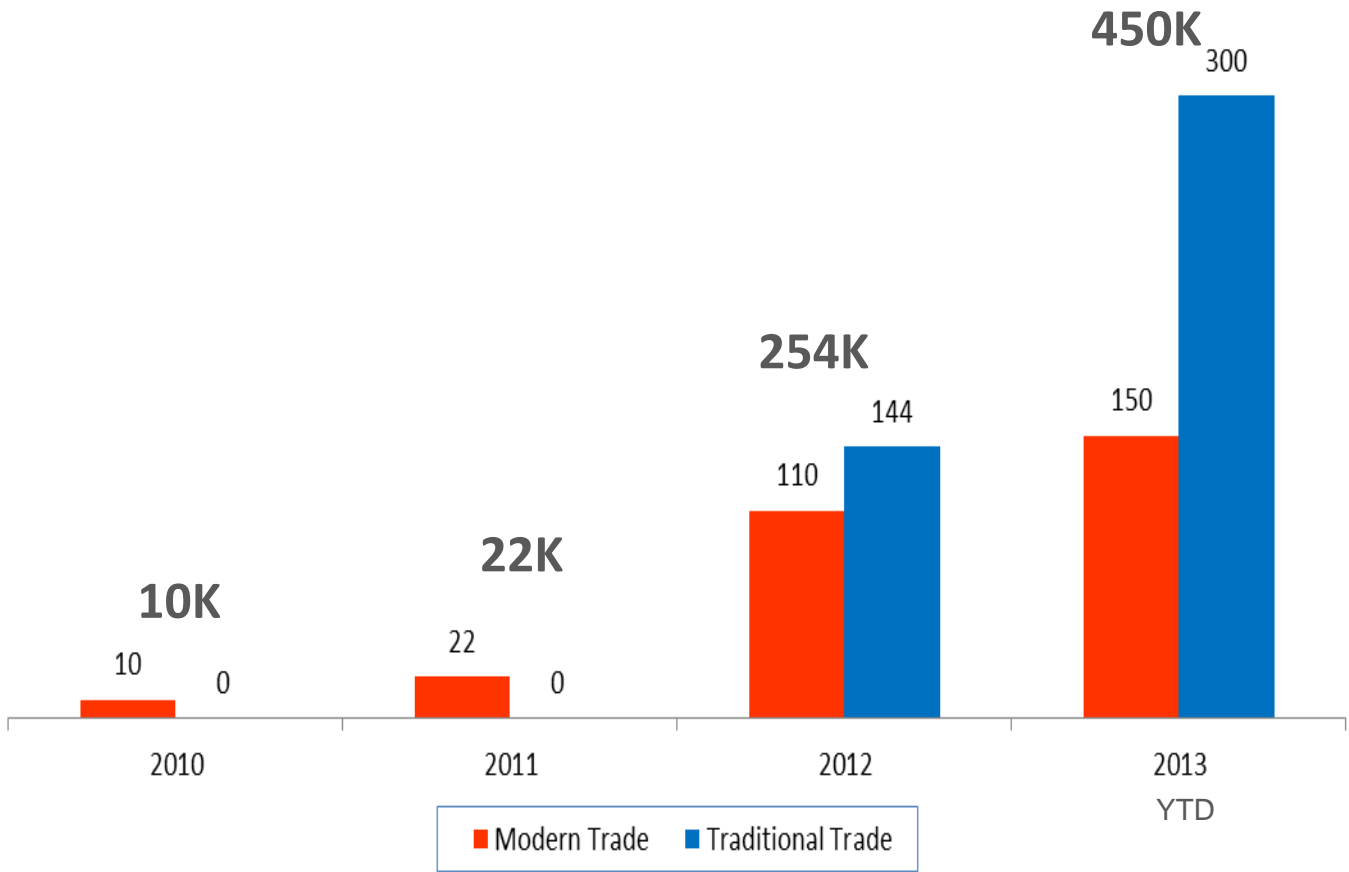
Drove OREO to highest-ever 17% Biscuit Market Share (July 2013)



Hot Zone Expertise

•Now 450K+ Hot Zones covered in YTD'2013

MDLZ China
Hot Zone Coverage Evolution



** Source: SFA





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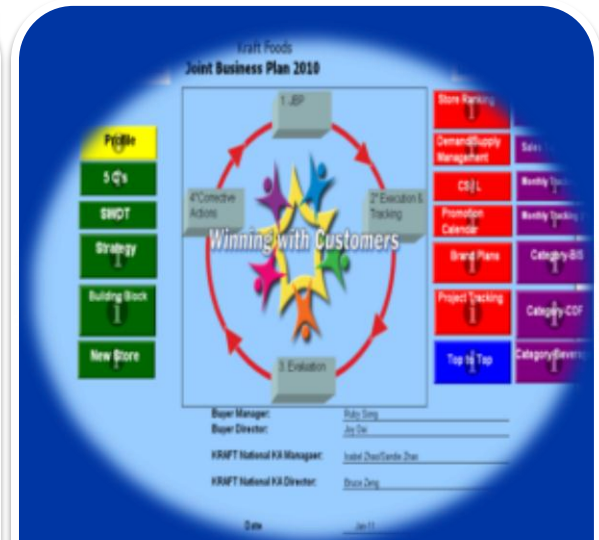
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Trade Clout & Knowledge

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Customer Business Plan (13 accounts)



- Big accounts (global, national, regional)

Focus:

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> • Grow sales faster then Market <p>Sales</p>  | <ul style="list-style-type: none"> • YOY Profit Growth % <p>Profit</p>  | <ul style="list-style-type: none"> • DOH <= Payment Terms <p>Inventory</p>  |
| <ul style="list-style-type: none"> • Forecast Accuracy of Comp Sales Plan <p>Sales</p>  | <ul style="list-style-type: none"> • Access to Innovation <p>Innovation</p>  | <ul style="list-style-type: none"> • Best People <p>People</p>  |

Focus:

- Internal integrated customer plan
- Growth drivers



Strong Category Captainship – Biscuit Example

Selling Better with Insight

- Shopper Journey with Customer
 - Get key customers familiar and engaged with 5S knowledge, drive insight base selling



- Fact- based 5P guide develop
 - Category situation analysis
 - Shopper behavior understanding

Win with Strategic Partner CATMAN Collaboration

- Holistic category solution for retailers by managing the main shelf to build mutual business growth
 - Main Shelf Lighting
 - “Snack World” for Tesco and CRV





Advanced Information Systems - Drive Sales force effectiveness & productivity



- Powerful tools to track in-store execution
- Cover all 'store responsables' & distributor sales force
- Android Platform & link with mini printer
- Integrated with iSMART business intelligence platform



Route
Management



Distribution

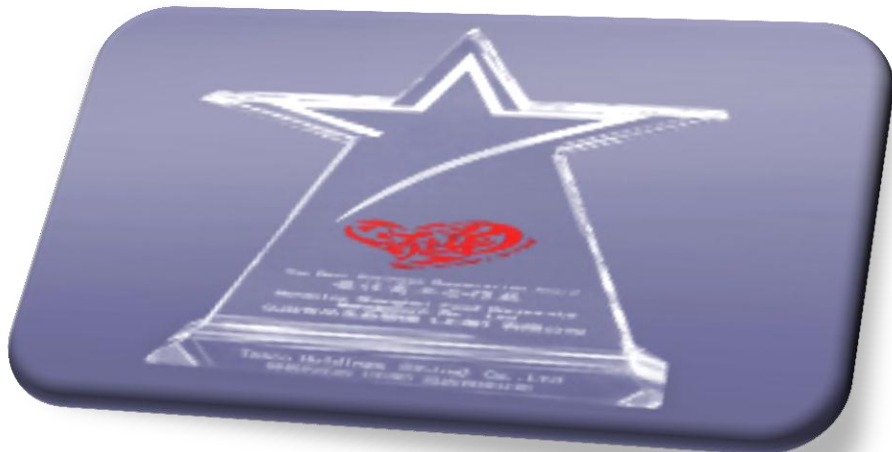


Hotzone
Management



Customer Recognition

**Tesco (#5 customer in China MT)
- Best Business Partner**



**CRV SG (#1 local customer in China MT)
- Outstanding Supplier**



**RT Mart (#1 customer in China MT)
- Outstanding Supplier**



**RenRenLe (Top retailer in South China)
- 2013 VIP Award for Best Supplier**



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