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Mondelez International Brings First 'Made in Morocco' Oreo Biscuits to Market

- Company invests \$11 million to install the largest Oreo production line in Africa**
- The investment makes the world's #1 biscuit more accessible to Moroccans through greater availability and competitive pricing**
- Oreo will expand Morocco's biscuits market and generate more business for Mondelez International's local trade partners**

CASABLANCA, Morocco, March 31, 2015 /PRNewswire/ -- Mondelez International today announced that it has begun to make and sell *Oreo*, the world's #1 biscuit in Morocco after investing almost \$11 million in a state-of-the-art local production capacity to create the company's largest *Oreo* production line in Africa.



The investment will make the world's best-selling cookie widely available to Morocco's 34 million people and expand the local biscuits market by generating more business for Mondelez International's Morocco trade partners.

Mondelez Maroc, Mondelez International's local subsidiary, will have the capacity to make as many as 900 million *Oreo* biscuits per year, or almost 2.5 million *Oreo* cookies per day in its Casablanca facility after completing installation of the high-tech production line and starting up in March. If laid side by side, that's enough *Oreo* biscuits in a year to stretch the full length of Morocco more than 15 times!

"We're so excited to be making this delicious, high-quality and iconic biscuit available to all Moroccans, made right here in the Kingdom by Mondelez Maroc," said Antoine Collette, President Biscuits for Mondelez International in Eastern Europe, the Middle East and Africa.

Collette added: "No matter where it is made—whether in Europe, the United States or Morocco—*Oreo* is the same delightful biscuit baked to the highest Mondelez International standards that has brought so much joy to billions of people since coming to market more than a hundred years ago."

Two years after completing the acquisition of Biscuiterie Industrielle du Moghreb (BIMO), the \$11 million investment in the Casablanca plant reinforces Mondelez International's presence and interest in Morocco. Mondelez International is the world's largest maker of biscuits, and the number one maker in Morocco.

With the investment, Mondelez Maroc will make *Oreo* more available to Moroccans, offering it in a range of attractive formats and at pricing that Moroccans can afford. Capitalizing on its large and well-developed distribution network, Mondelez Maroc intends to make *Oreo* widely accessible in traditional- and modern-trade stores.

"Oreo made in Morocco meets our highest standards around the world. We are very proud this was recognized by an international panel of independent professionals that we commissioned," said Aziz Benjelloun, Director Biscuits, Morocco & Algeria. "Mondelez International specifications, quality processes and new equipment ensure that all Oreos are made equal."

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2014 revenue of \$34 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 or follow us on Twitter at twitter.com/MDLZ

About Mondelez Maroc

Mondelez Maroc, a subsidiary of Mondelez International, has been operating in Morocco—previously under the name, Kraft Foods Maroc—since 2001, producing popular, high-quality brands such as *Samar* coffee. In its gum & candy category, *Trident* leads Morocco's sugar-free segment and *Clorets* the sugar-pellet segment, while *Halls* is Morocco's #1 mentholated candy. With the 2013 acquisition of Biscuiterie Industrielle du Moghreb (BIMO), Mondelez Maroc has become the country's leading biscuit maker with popular brands such as *Tonik* and *Merendina*. The company employs around 2,000 people and operates three plants in Casablanca; two for biscuits and one for beverages.

Forward-Looking Statements

This press release contains forward-looking statements. Words and variations of words, such as "will," "intend" and similar expressions are intended to identify our forward-looking statements, including, but not limited to, statements about our investments and the expected results of those investments. 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. Please 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. Mondelez International disclaims and does not undertake any obligation to update or revise any forward-looking statement in this press release, except as required by applicable law or regulation.

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