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Mondelez International Invests over \$100 Million in New European Biscuit Factory

- 200 new roles to support growth of Oreo and *belVita* Power Brands
- Builds on company's \$240 million investment in European biscuit manufacturing since 2011
- Consistent with global strategy to drive sustainable, profitable growth

ZURICH, Nov. 18, 2013 /PRNewswire/ -- Mondelez International has today announced plans to invest over \$100 million in a state-of-the-art biscuit manufacturing plant at its Opava site in the Czech Republic. The investment will create 200 new roles making *Oreo* cookies and *belVita* breakfast biscuits.

(Logo: <http://photos.prnewswire.com/prnh/20121003/MM86695LOGO>)

Since 2009, net revenues for *Oreo* and *belVita* have grown 25 percent and 18 percent respectively in Europe. This plant will create new capacity to allow the business to keep pace with future demand.

Speaking about the launch, Phil Hodges, Senior Vice President, Integrated Supply Chain, Mondelez Europe, said: "We've seen phenomenal growth in our biscuit business in recent years, especially our *Oreo* and *belVita* Power Brands. This new facility will help us keep up with future demand by creating additional capacity. We've used all of our supply chain and R&D expertise to create a state-of-the-art factory with lines capable of making over a million *Oreo* biscuits a day. After it is completed, this plant will be a model in our global supply chain network."

The announcement is consistent with Mondelez International's commitment to invest in advantaged assets to drive sustainable and profitable growth. It builds on \$240 million investment across European biscuits network since 2010, including sites in France, the UK and Central Europe.

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2012 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelez International is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages, with billion-dollar brands such as *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate, *Jacobs* coffee, *LU*, *Nabisco* and *Oreo* biscuits, *Tang* powdered beverages and *Trident* gum. Mondelez International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com and www.facebook.com/mondelezinternational.

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