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Mondelez International Foundation Pledges \$2 Million to IFRC and American Red Cross for Humanitarian Aid

New Funding Model Empowers Partners for Immediate Response

DEERFIELD, Ill., March 5, 2014 /PRNewswire/ -- Every minute counts when disaster strikes. That's why the Mondelez International Foundation today announced a two-year, \$2 million pledge to help leading global disaster relief organizations more quickly deliver humanitarian aid to people in need. The Foundation has chosen two partners - the International Federation of Red Cross and Red Crescent Societies (IFRC) and the American Red Cross - to respond to both international and domestic natural disasters. The IFRC represents 189-member National Red Cross and Red Crescent Societies, including the American Red Cross, empowered by a network of more than 17 million volunteers worldwide.



"Our commitment of resources in advance of a disaster streamlines how we respond so we can assist those in need even faster," said Nicole Robinson, President of the Mondelez International Foundation and Senior Director Corporate Community Involvement. "Today's pledge deepens our long-standing partnership with the American Red Cross and IFRC in times of disaster and is one of the many ways we play our part in protecting the well-being of people and our planet."

By participating in the IFRC's Disaster Relief Emergency Fund and the American Red Cross Annual Disaster Giving Program, the Mondelez International Foundation is helping provide a reliable funding base for immediate response when disaster strikes, rather than arranging grants after the fact. The pledge more than doubles the Foundation's up-front giving for humanitarian aid to \$1 million annually.

"As the world's largest volunteer-based humanitarian network, we are committed to meeting the needs and improving the lives of vulnerable people around the world," said Walter Cotte, Under Secretary General, Programme Services, International Federation of Red Cross and Red Crescent Societies. "We are grateful for the generosity of the Mondelez International Foundation and look forward to how their support will help us respond to disasters and health emergencies across the globe."

As one of the largest National Red Cross Societies, the American Red Cross is frequently called to assist with international disasters in addition to their domestic support.

"Thanks to the support of Mondelez International Foundation, the Red Cross has the resources to immediately respond to the needs of people impacted by disasters across our country and around the world," said Neal Litvack, chief development officer at the American Red Cross. "Mondelez International Foundation is one of a select number of ADGP members who choose to designate their contributions to support both our domestic and international disaster efforts."

Over the last 25 years, Mondelez International has contributed more than \$1 billion in cash and food to charitable organizations

around the world. For more information on Mondelez International's efforts, please visit <http://www.mondelezinternational.com/well-being>.

About the IFRC and American Red Cross

The International Federation of Red Cross and Red Crescent Societies (www.ifrc.org) is the world's largest volunteer-based humanitarian network, reaching 150 million people each year through its 189 member National Societies. Together, IFRC acts before, during and after disasters and health emergencies to meet the needs and improve the lives of vulnerable people. It does so with impartiality as to nationality, race, gender, religious beliefs, class and political opinions. For more information about the IFRC and a video on how the IFRC's Disaster Relief Emergency Fund works, please visit <http://bit.ly/1e88KHx>. You can also connect with the IFRC on [Facebook](#), [Twitter](#), [YouTube](#) and [Flickr](#).

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or follow the organization on Twitter at [@RedCross](#).

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 and www.facebook.com/mondelezinternational.

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