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Mondelez International Launches New Range of Nespresso®* Compatible Espresso Capsules

Company Confirms Increased Focus on the Single-Serve Coffee Market

ZURICH, June 10, 2013 /PRNewswire/ -- Mondelez International (NASDAQ: MDLZ) today announced the launch of its new range of Nespresso®* compatible espresso capsules, while continuing to boost investment in its *Tassimo* multi-beverage product. The new capsules will launch with the *Jacobs* and *Carte Noire* brands in Austria, France, Germany, and Switzerland in the second half of 2013.

(Logo: <http://photos.prnewswire.com/prnh/20130610/CG29397LOGO-a>)

(Logo: <http://photos.prnewswire.com/prnh/20130610/CG29397LOGO-b>)

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Mondelez International's *Tassimo* system is one of the fastest growing single-serve systems in Europe. The company's aim is to create a billion dollar global *Tassimo* brand. The launch of *Carte Noire* and *Jacobs* compatible capsules is an important part of the company's coffee strategy and marks another significant investment in Europe's \$2.8 billion single-serve category¹.

Roland Weening, Global Vice President, Strategy, Marketing and Innovation, Coffee, said: "Our new range of compatible capsules represents increased competition in the fast-growing single-serve coffee sector and is a significant commercial opportunity for Mondelez International. With the launch of these capsules and our stepped-up activities and investment in *Tassimo*, we will cement our position as the fastest growing single-serve business and the world's second largest coffee company."

Weening added: "We will continue to give consumers great-tasting and sustainably-sourced products across Europe at a price that is competitive. *Jacobs* and *Carte Noire* are among Europe's favorite coffees and our capsules will provide consumers with the freedom to prepare the coffee they love in the manner they like."

Mondelez International's range of coffee products includes roast and ground, single-serve and instant coffee under leading brands such as *Jacobs*, *Carte Noire*, *Tassimo* and *Kenco*. These, along with *Tang* powdered beverages, represent 17 percent of the company's turnover. *Carte Noire* is the leading premium coffee brand in France along with a number of markets in Central and Eastern Europe and is steadily building a premium position in other markets. Meanwhile, *Jacobs* is one of Mondelez International's billion dollar brands and traces its premium coffee origins to 1895 in Germany.

Mondelez International is committed to sustainably sourcing 100 percent of coffee beans for its European coffee brands by 2015 and recently announced a further commitment through its "Coffee Made Happy" initiative. This will see it invest a minimum of \$200 million to empower one million coffee farming entrepreneurs by 2020. The program is designed to help the next generation of farmers through training and capacity building, as well as attracting new generations to the small-scale farming sector.

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.

Forward-Looking Statements

This press release contains forward-looking statements. Words, and variations of words, such as "will," "aim," "grow," "build," "commit," and similar expressions are intended to identify our forward-looking statements, including, but not limited to, statements about the success of the launch of our coffee capsules in Europe and about our future growth and share performance. 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. Such factors include, but are not limited to, continued volatility of commodity and other input costs, pricing actions, continued global economic weakness, and competition. Please also 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.

*Nespresso® is the mark of a third party, which is not associated with Mondelez International

¹ *Mondelez calculation is based on Nielsen USD (000) sales information for the total grocery market (Latest 2 Moving annual totals ending with P3 2013). Details available on request.*

SOURCE Mondelez International

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