



## Mondelez International Launches Mobile Futures in Brazil

June 26, 2013

DEERFIELD, Ill., June 26, 2013 /PRNewswire/ -- In Brazil, there are 32 percent more mobile phones than residents of the country! That's more than 260 million active mobile lines according to research from ANATEL. This is one of the reasons why Mondelez International chose Brazil as the first country to launch a *Mobile Futures* program after its successful rollout in the United States.

(Logo: <http://photos.prnewswire.com/prnh/20121003/MM86695L.OGO>)

*Mobile Futures* aims to ignite the company's consumer connections by collaborating with some of the brightest and most innovative minds in the mobile space — startup entrepreneurs. For the U.S. edition, Mondelez International received hundreds of applications and selected nine startups in the areas of social TV, mobile at retail and SoLoMo (social/location/mobile). This process resulted in the launch of 7 new mobile pilots in just 90 days with Power Brands like *Oreo* and *Chips Ahoy!* biscuits as well as *Trident* and *Stride* gum.

"The *Mobile Futures* program has been an extraordinary experience for us and we're thrilled to expand to Brazil for the next wave," said Bonin Bough, Vice President of Global Media and Consumer Engagement at Mondelez International. "Brazil not only leads in mobile technology, it's a primary growth market for us. Our goal is to become one of the top mobile marketers in the world, and the expansion of *Mobile Futures* to Brazil demonstrates our commitment to get there."

### Mobile Futures — The Future in 90 Days

Announced at DEMO Brasil, a global startup event happening for the first time in the country, *Mobile Futures Brasil* will pair Mondelez International Power Brands with Brazilian startups that have "shelf-ready" technology in some of the most exciting areas of mobile, such as SMS, Mobile at Retail, Social and Apps.

Five startups will be selected to partner with some of the largest brands in Brazil such as *Bis* chocolate, *Club Social* crackers, *Tang* powdered beverages, *Halls* candy and *Trident* gum. The partnership will kick off with a week-long immersion session, where the brand teams will work alongside their partners to fully experience the startup culture. The teams will then have 90 days to plan and activate mobile pilots.

"Today in Brazil, we invest more than 15 percent of our total marketing spending in digital and we believe there are many more opportunities," said Natacha Volpini, Digital Media Manager at Mondelez Brasil. "Through the *Mobile Futures Brasil* program, not only will we support the startups, but we'll also bring home their innovative spirit. We're creating a culture of 'intrapreneurship,' reflecting new ideas and ways to connect with our consumers."

The program is supported by Bob Wollheim, specialist in the digital entrepreneurship area and Chief Executive Officer of S\_kull — disruption lab of Flag, in conjunction with Gina Waldhorn, Chief Operating Officer and Co-Founder of Evol8tion, an innovation agency based in New York, that worked on *Mobile Futures* in the United States. Other partners include: Endeavor; Wayra; 21212; Papaya Ventures; Aceleratech; Pipa; Redpoint e-ventures; Anjos do Brasil; e-bricks digital; .Mobi; Startupi; Demo; Revista Pequenas Empresas Grandes Negócios; ProXXima and BR Innovators.

"This initiative demonstrates to the world the level of mobile innovation that can be created by a company like Mondelez International," said Wollheim. "In the future, leading companies should all act like this, taking entrepreneurship inside out."

### Requirements

Mondelez Brasil is looking for new Brazilian startups (less than four years old) that own a functional mobile technology that's ready to be implemented. Startups should have received external investment or been part of an incubator or accelerator program.

Applications start on June 26, 2013, and remain open until July 21. After the first step of submissions, the selected startups will be invited for a pitch — a live presentation to all *Mobile Future* team members. Startups are encouraged to apply online at [www.mobilefutures.com.br/](http://www.mobilefutures.com.br/). For a video about *Mobile Futures Brasil*, please visit: <http://bit.ly/148bvXL>

### 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](http://www.mondelezinternational.com) and [www.facebook.com/mondelezinternational](https://www.facebook.com/mondelezinternational).

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