

## Mondelēz International Supports Global Harmonization on Plastics Recycling, Calls for Collaborative Action on Flexible Films

November 4, 2020

- Company committed to strengthening packaging recycling initiatives and efforts
- Contributing to developing extended producer responsibility (EPR) programs
- Supportive of call for harmonized approach on plastics recycling
- On track to achieve 2025 goal for 100% of all packaging designed to be recycled; ~94% of all packaging is already designed to be recycled.

CHICAGO, Nov. 04, 2020 (GLOBE NEWSWIRE) -- Mondelēz International, Inc. (NASDAQ:MDLZ) today announced its support for global efforts designed to increase recycling rates for plastic waste, including flexible films, and called for greater collaboration across the industry to develop and implement effective Extended Producer Responsibility (EPR) programs to help realize a more circular economy. Similarly, the company is a signatory of the Business Call for a UN Treaty on plastic pollution, which calls on governments to adopt a more harmonized approach to policymaking, to increase infrastructure investments and to coordinate infrastructure development to address plastic waste.

“We need concerted and collaborative action to advance recycling systems that cater to flexible films, so that more of the light-weight, multi-layer plastics that are used in the confectionery and snacking industries can be economically and practically collected, reprocessed, and ultimately reused, instead of ending up in the environment,” said Rob Hargrove, Executive Vice President of Research, Development & Quality for Mondelēz International. “Plastic films help keep food safe and decrease food waste, but we need to significantly improve their recycle rates. Alongside the significant financial contributions that we will make through voluntary and mandatory programs, we are advancing public and private partnerships and recycling programs to build better infrastructure so that these materials are not only *designed* to be recycled, but actually *get recycled*,” he added.

Mondelēz International is already supporting initiatives in markets that promote the circular economy and closed-loop recycling systems, when those programs take account of flexible films. With engagements in approximately 15 locations, including Germany, France, Italy, Spain, Poland, the UK, Brazil, Colombia, India, the US and Australia, Mondelēz International’s EPR contributions cover markets that account for around 40% of its global revenue base.

In addition, the company is an active member of the U.S. Plastics Pact, the UK Plastics Pact and a signatory to the Ellen MacArthur Foundation’s New Plastics Economy Global Commitment. Mondelēz International has also contributed to the European Brands Association’s (AIM) digital watermarking program, Holy Grail 2.0, and is one of several companies working with The Consumer Goods Forum on plastic waste.

“Tackling the challenge of plastics recyclability will require unprecedented collaboration across industries, sectors and geographies, as well as between public and private organizations,” said Russell Dyer, Chief of Communications and Government Affairs at Mondelēz International. “A coordinated international response is needed, that aligns businesses and governments behind not only a shared understanding of the causes of plastic pollution but also the most effective processes and harmonized policies needed to address it.”

The company has already made significant progress on its packaging recyclability targets, removing 65,000 tons of packaging from its portfolio between 2013 and 2020 and is on track to achieve its 2025 goal for 100% of packaging designed to be recycled with ~94% of all packaging already designed to be recycled. All of the paper and carton board, and some of the rigid plastics and flexible plastic films, used by Mondelēz International is already designed to be recycled. In addition, all fiber packaging used to store, ship and display its products around the world is sourced from sustainable sources, whether that be recycled or certified deforestation free.

In a demonstration of its commitment to the circular economy, Mondelēz International also became the first company in the category to commit to using recycled plastic content in the tubs for its *Philadelphia* cream cheese range, as well as in the packaging for its UK *DairyLea* brand. The shift in UK and European packaging for *Philadelphia* will occur in 2022 and forms part of the company’s move to decrease the use of virgin plastics across its packaging footprint and to encourage the adoption and use of food-grade recycled content in consumer product packaging.

### About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right in over 150 countries around the world. With 2019 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO*, *belVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum. Mondelēz 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) or follow the company on Twitter at

### A Sustainable Future For Packaging

**Mondelēz International** SNACKING MADE RIGHT | **PACKAGING 2020**

**A SUSTAINABLE FUTURE FOR PLASTICS**

**~94%**  
In 2018, we committed to make 100% of our packaging recycle ready or designed to be recycled by 2025, and we're already at around 94%.

Around a 5th of our packaging is plastic. But only 21% of that packaging is recycled in practice and at scale. We're working on it.

All our paper and carton board, and some rigid plastics and flexible plastic films are already designed to be recycled.

Flexibles keep snacks safe and fresh. They are light, meaning shipping costs and emissions from transport are lower.

From 2021, our Philadelphia tubs in Europe will use recycled plastic content, reducing waste and need for virgin plastics.

**BUT PLASTICS CHALLENGES REMAIN...**

- PROCESS:** Flexible plastics films are difficult to collect, sort and reprocess because they are lightweight, formed from multiple materials, and infrastructure is lacking.
- POLICY:** There is a lack of adequate, harmonized policy frameworks and incentives for profitable investment in infrastructure for their collection, sorting and reprocessing.
- PERCEPTION:** Consumers are confused about recycling including restrictions on plastic film, even when the infrastructure to collect and recycle them is in place.

**STRATEGY AND PARTNERSHIPS**

**OUR PACKAGING STRATEGY:** Our sustainable packaging strategy tackles the issue of plastics recyclability proactively with three key interventions designed to close the gap and help to create a more circular plastics economy.

- INNOVATE DESIGN:** Innovate to enable recycling packaging to be recycled, as well as optimizing packs to reduce excess packaging.  
**KEY ACTIONS:** Eliminating unnecessary plastic where climate change impact is favorable while delivering product safety and quality.  
**2025 GOAL:** 100% PACKAGING DESIGNED TO BE RECYCLED
- ENABLE RECYCLING:** Enable the recycling of materials, particularly flexibles, by improving infrastructure for collection and recycling.  
**KEY ACTIONS:** Investing in waste management and increase post-consumer recycled material in our plastic packaging.  
**2025 GOAL:** 5% RECYCLED CONTENT IN OUR PLASTIC PACKAGING
- ENGAGE CONSUMERS:** Enable the recycling of materials, particularly flexibles, by improving infrastructure for collection and recycling.  
**KEY ACTIONS:** Advancing local and global plastics pacts and treaties to reform effective policy frameworks and placing guidance on pack.  
**2025 GOAL:** RECYCLING LABELLING ON ALL PACTS

**SCALING UP SOLUTIONS WITH GLOBAL AND LOCAL PARTNERS**

We are advancing public and private partnerships, recycling programs and our advocacy efforts to build better infrastructure so that these materials are not only designed to be recycled, but actually *get recycled*.

**US PLASTICS PACT** | **NEW PLASTICS ECONOMY** | **THE UK PLASTICS PACT**

Packaging 2020

[www.twitter.com/MDLZ](http://www.twitter.com/MDLZ).

#### **Forward-Looking Statements**

This press release contains a number of forward-looking statements. Words, and variations of words, such as “will,” “may,” “expect,” and similar expressions are intended to identify Mondelēz International’s forward-looking statements, including, but not limited to, statements about the company’s packaging and recycling strategies, goals and initiatives. These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond the Mondelēz International’s control, which could cause the company’s actual results to differ materially from those indicated in its forward-looking statements. Please see Mondelēz International’s risk factors, as they may be amended from time to time, set forth in its filings with the U.S. Securities and Exchange Commission, including Mondelēz International’s most recently filed Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. Mondelēz 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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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/733adf5c-5466-4935-b6eb-b77f51c054fd>