

October 2012

MDLZ

Rang the bell at the **NASDAQ Global Select Market** on October 1, launching MDLZ.

110,000
EMPLOYEES

\$35B
IN REVENUE

165
COUNTRIES

9
BILLION-DOLLAR BRANDS

November 2012

Launched **Cocoa Life** and **Coffee Made Happy**—our \$600 million 10-year commitment to benefit more than **a million** farmers and their families.



December 2012

China became our ninth and latest market with annual revenues above

\$1 BILLION

January 2013

Selected **9** U.S. start-ups to participate in *Mobile Futures*, reflecting our commitment to invest 10% of our marketing budget in mobile.



February 2013

Became **100% owners** of biscuit maker BIMO, multiplying the size of our Moroccan business.

100%

March 2013

Our Asia Pacific sales team was joined by **4,500** colleagues for the "Go Out! Sell Out" sales day that covered nearly 4,000 stores.



April 2013

Invested more than **\$100 million** in our 1,000-employee chocolate and biscuit plant in Vitória de Santo Antão, Pernambuco, Brazil.



May 2013

Baked our first **Oreo** made in the UK after investing \$9.5 million in our Sheffield plant in the north of England.



June 2013

Celebrated our **50th** anniversary in the Philippines with our 450-strong workforce.

July 2013

Won **13** Cannes Lions awards for marketing out of 34,000 entries worldwide.



August 2013

1,000,000,000
Sold our **billionth** *belVita* biscuit in the U.S.



September 2013

Our **Tang** brand in the Middle East set a world record for donating **30,000 toys to charity in 24 hours**.



October 2013

Thousands of employees in more than 70 countries **celebrate our first anniversary** by volunteering and joining in other fun activities.

1 YEAR

