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Mobile Futures Pilots Launch into Market in 90 Days

Mondelez International Brands Partner with Start-Ups to Activate New Mobile Technologies and Ignite Cultural Change

DEERFIELD, Ill., April 15, 2013 /PRNewswire/ -- Mondelez International, Inc. (NASDAQ: MDLZ), the world's pre-eminent maker of chocolate, biscuits, gum and candy, today announced that its *Mobile Futures* program has put into market seven new mobile pilots in just 90 days and is looking to launch two additional ones in the next month. A first of its kind program, *Mobile Futures* paired nine start-up companies with power brand teams to accelerate and scale existing mobile innovations in this first phase of the initiative.

(Logo: <http://photos.prnewswire.com/prnh/20121003/MM86695LOGO>)

"The *Mobile Futures* program has been an extraordinary experience for all of us at Mondelez International. It has given us the opportunity to work with and learn from leading mobile innovators to enhance how we engage with our consumers," said Bonin Bough, Vice President of Global Media and Consumer Engagement at Mondelez International. "Working with our start-up partners, we were able to successfully launch new mobile pilots in just 90 days — something we would never have imagined for a company of our size."

Brands and start-ups worked together as follows:

- *Trident* & Lisnr (Cincinnati, OH) and Roximity (Denver, CO)
- *Stride* & Waze (Palo Alto, CA)
- *Chips Ahoy!* & Shelby.tv (New York, NY)
- *Halls* & Dailybreak (Boston, MA)
- *beVita* & inMarket (Venice, CA)
- Multi-brand portfolio program & Endorse (San Mateo, CA)
- *Sour Patch Kids* & Kiip (San Francisco, CA)
- *OREO* & banjo (Redwood City, CA)

Bringing Mobile Pilots to Market

The pilots, which use mobile-at-retail, social TV and/or SoLoMo (social/location/mobile) technology to enhance consumer experiences and drive impulse purchases, include the following:

- **Stride** gum and **Waze**, a crowd-sourced traffic and navigation app, were the first to launch a pilot in February 2013, bringing users unexpected coupons for *Stride* gum at nearby retailers while on the go. Early results were very positive, indicating that the mobile integration leads to increased store traffic. *Stride* gum and *Waze* have two additional initiatives already underway and will continue to expand the partnership throughout the year as *Waze* brings new tools and services to its user base.
"Our team has had a wonderful experience working with *Waze*. Our similar thinking and complementary skill sets enabled us to quickly and effectively activate a test pilot that has already shown huge success," said Kathryn Sheaffer, Senior Associate Brand Manager, *Stride*, at Mondelez International.
- **Chips Ahoy!** and social video start-up **Shelby.tv** launched the first ever brand page on the platform, <http://chipsahoy.tv>. Centered on March Madness, the Sweetest Bracket program allowed college students to see March Madness through the eyes of *Chips Ahoy!*. The brand leveraged Shelby's unique video curation engine and video content from Tongal, a social content development start-up, to bring together the hottest March Madness footage in a custom and interactive *Chips Ahoy!* environment.
- **Nabisco's Wheat Thins, Ritz, Chips Ahoy!**, and **Oreo** all partnered with **Endorse**, an iOS and Android application that brings consumers a daily flow of offers that deliver them cash back on their favorite products. The partnership has allowed the brands to leverage the loyalty inherent to the *Endorse* platform and incentivize purchase during the NCAA® March Madness® tournament.
- **HALLS** partnered with **Dailybreak** to create a custom gaming challenge, while introducing consumers to the suite of *HALLS* products and their cooling benefits. The brand will continue to update their challenge throughout the year, including an in-store component that will see users completing mobile challenges at shelf.
"We're excited and honored to launch our mobile app with an iconic and innovative brand partner like *HALLS*," said John Federman, Dailybreak's CEO. "*HALLS* will be the very first brand featured on the Dailybreak mobile channel and will be able to reach and interact with consumers on the go."
- **Trident** gum is leveraging **Roximity's** place-based proximity notification technology and database to drive impulse purchases of *Trident*. When consumers enter a radius of certain stores, they will receive a notification with a *Trident*

offer either via SMS, mobile application or in their Ford SYNC AppLink equipped vehicles. Consumers can then redeem the offer on their mobile device with a personalized barcode for *Trident* products.

- **Trident** gum is also working with **Lisnr** to give consumers exclusive music content via both TV and social media. Lisnr identifies inaudible sound frequencies and compares them to a custom content management system (CMS) for delivery — creating a passive second-screen experience. *Trident's* social media followers will receive push notifications with music content simply by downloading Lisnr and viewing *Trident* brand's online music content.
- **Sour Patch Kids** and **Kiip**, a prominent mobile network that enables brands to reward in-app achievements, is bringing rewards to consumers in places and moments unique to Sour Patch Kids and Kiip. Given the brand's unique and quirky equity, consumers can expect to be surprised and delighted with the creative integration. The brand will also be testing out some leading-edge integrations with iOS tools as part of Kiip's innovation roadmap.
- **Oreo** is working with **Banjo**, a SoLoMo app that curates social feeds based on location to create streams of real time, social content. Tapping into events most relevant to their consumers, as well as events that *Oreo* sponsors, the brand will provide unique, real-time content to enhance the event experience via the Banjo platform.
- **beVita Breakfast Biscuits** partnered with **inMarket**, a leading startup in developing mobile applications used in store and at the shelf, to understand the impact of mobile technology on shopping conversion. Through its CheckPoints mobile application, inMarket will allow *beVita* to incentivize shoppers to find and interact with the product and learn if the interactions ultimately drive to a sale.

Next Steps for Mobile Futures — Brands to Ideate New Mobile Ventures

During phase two of the program, the brand teams and their start-up partners will work together again to ideate around broader business challenges. Based on the outcome of the ideation process, Mondelez International can select the best ideas for incubation by the teams, with the hope of securing seed funding from angel investors and venture capitalists after 90 days.

"*Mobile Futures* is a truly unique opportunity to infuse the start-up entrepreneurial spirit into our organization. With this second phase, we're going beyond launching pilots to create entirely new mobile ventures," continued Bough. "This is where our brand teams get to truly act like start-ups and help deliver on our mobile-first strategy."

The Mobile Futures Network

The *Mobile Futures* Network members include: convenience store retailers Quick Chek and Kum & Go; Viacom and AT&T AdWorks; incubator partners Prehype, Kicklabs, Sandbox Industries and TechStars Chicago; angel and venture capital investors First Round Capital, New World Ventures, Commerce Ventures, OCA Ventures, Intel Capital, BlueRun Ventures and Transmedia Capital; the Mobile Marketing Association and Location-Based Marketing Association; the Boston Consulting Group; and agency partners Ruder Finn, Evol8tion and MediaVest. For more information on *Mobile Futures*, please visit www.mobilefutures.com.

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.

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