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## **Mondelēz International Collaborates With Cutting-Edge Startups & Leading Retailers to Help Redefine Retail in 90 Days**

### **Shopper Futures Program Pairs Mondelēz International's Power Brands With Retailers and Startups to Create Innovative Solutions for Consumers**

NEW YORK and TORONTO, Aug. 31, 2015 (GLOBE NEWSWIRE) -- Mondelēz International today announced the eight startups selected to participate in the company's *Shopper Futures* program. *Shopper Futures*, Mondelēz International's breakthrough innovation initiative, brings together leading retailers, ambitious entrepreneurs, and its own Power Brands to help transform the consumer retail experience.

The company received hundreds of applications from startups across the U.S. and Canada. After a rigorous evaluation process, 18 startups were invited to a Pitch Day to present and meet with participating retailers and brand intrapreneurs. The eight selected startups will now work with major retailers in collaboration with Mondelēz International brands to bring in-market pilots to life over the next 90 days. Those collaborations are:

- [Sampler](#) collaborating with Albertsons & RITZ brand, U.S.
- [Shelfbucks](#) collaborating with Meijer & OREO brand, U.S.
- [Shelfbucks](#) collaborating with Wakefern & HALLS brand, U.S.
- [Freckle IoT](#) collaborating with 7-Eleven & OREO/belVita brands, U.S.
- [Strap](#) collaborating with Kum & Go & TRIDENT brand, U.S.
- [Turnstyle Solutions](#) collaborating with QuickChek & SWEDISH FISH brand, U.S.
- [Turnstyle Solutions](#) collaborating with Mac's Convenience Stores (Ontario Division) & CADBURY brand, Canada
- [Aislelabs](#) collaborating with Metro & TRISCUIT brand, Canada
- [Earshot](#) collaborating with 7-Eleven Canada & DENTYNE brand, Canada
- [Aisle411](#) collaborating with HALLS brand, Canada

"We're thrilled to be working with some of the most ambitious entrepreneurs and retailers across North America, to help shape the future of retail both in-store and online," said Kim Yansen, Director of Field Shopper Marketing. "The caliber of participating startups is truly incredible. Through our 90-day collaboration process, we're looking forward to putting real solutions in market to solve pressing retail challenges and help unlock growth for our retailers and categories."

*Shopper Futures* is the fourth global iteration in the *Futures* series, building on the success of *Mobile Futures*, a Mondelēz International initiative launched in 2012 that paired its brands with select startups to accelerate existing mobile innovations and incubate new ventures.

#### **What's Next for *Shopper Futures***

Kicked off by several days of "Immersion" at each startup's headquarters, the teams will work together to build programs to pilot within 90 days. By harnessing each startup's entrepreneurial spirit, the retailers' commitment to testing innovative ideas, and Mondelēz International's brand and shopper marketing expertise, the goal of *Shopper Futures* is to develop scalable shopper learnings and solutions by the end of 2015 - all while continuing to infuse a spirit of intrapreneurship internally at Mondelēz International.

"The traditional consumer path to purchase has been completely disrupted by technology," said Kristi Karens, Director of Media and Consumer Engagement, Canada. "Through *Shopper Futures*, we're looking to scale ideas quickly and to turn the store environment into a media opportunity where we can engage with active audiences."

Following the launch of each pilot, Mondelēz International will study both the tactical and cultural success metrics from each pilot, and identify potential collaborations for scale.

#### **About Mondelēz International**

Mondelēz International, Inc. (NASDAQ:MDLZ) is a global snacking powerhouse, with pro forma 2014 revenue of more than \$30 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum,

candy and powdered beverages, with billion-dollar brands such as *Oreo*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; *Trident* gum and *Tang* powdered beverages. 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) or follow us on Twitter at [www.twitter.com/MDLZ](https://www.twitter.com/MDLZ).

### **The *Shopper Futures* Network**

Mondelez International has amassed a broad collaborator network for Shopper Futures among the media, technology and startup industries, whose knowledge and experience will be key to the success of the program. Twitter will serve as the official media partner for the program, offering technical and editorial support. The network also features some of the leading organizations in the tech startup ecosystem, including incubators, accelerators and shared work spaces. This collaboration will link the program to the most talented technologists and entrepreneurs in North America to establish relationships and source startup applications. Members include Evol8tion, INcubes, 500 Startups, Entrepreneurs Roundtable Accelerator, MaRS, Velocity, 1871 and Innovation Endeavors.

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