



May 12, 2014

Mondelez International Launches Mobile Futures in Australia

After Successful Rollout in the U.S. and Brazil, Incubator Will Shape the Future of Mobile Marketing in Australia

DEERFIELD, Ill., May 12, 2014 /PRNewswire/ -- Mondelez International, the world's pre-eminent maker of chocolate, biscuits, gum and candy, today announced the launch of *Mobile Futures* in Australia. The initiative, already successfully launched in the U.S. and Brazil, 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.



The program will pair five of Australia's biggest and most loved brands - *Cadbury Dairy Milk*, *Marvellous Creations* and *Cadbury Favourites* chocolate, *Philadelphia* cream cheese and *belVita* biscuits - with five startups to accelerate and scale existing mobile innovations in just 90 days.

"The *Mobile Futures* program has been an extraordinary experience for us and we're thrilled to expand to Australia as our third market," said Bonin Bough, Vice President of Global Media and Consumer Engagement at Mondelez International. "In Australia, around half of consumers' online activity takes place on a mobile phone or tablet. This is driving us at Mondelez International to think differently about consumer engagement and path to purchase. Our goal is to become one of the top mobile marketers in the world, and the further expansion of *Mobile Futures* to Australia demonstrates our commitment to get there."

For the U.S. edition, Mondelez International selected nine startups in the areas of social TV, mobile at retail and SoLoMo (social/location/mobile). As a result, eight new mobile pilots were launched into market in just 90 days with Power Brands like *Oreo* and *Chips Ahoy!* biscuits as well as *Trident* and *Stride* gum.

As part of *Mobile Futures* U.S., the company also teamed up with Prehype, a venture development firm, to launch two startups, *Prankstr* and *Betabox*, that are meant to be operated as standalone companies if seed funding is secured. *Prankstr* allows users to prank their friends and share the experience through social networks and *Betabox* distributes product samples through e-commerce companies.

For *Mobile Futures* Brasil, launched in June 2013, the company partnered five startups with some of the largest brands in Brazil such as *Bis* chocolate, *Club Social* crackers, *Tang* powdered beverages, *Halls* candy and *Trident* gum. The upcoming pilots will be focusing on the crucial areas of SMS, Mobile at Retail, Social and Apps.

Mobile Futures Australia - Shaping the Future of Mobile in 90 Days

Selected startups will work with the five brand teams to accelerate existing mobile platforms and activate pilots within 90 days.

The pilots will focus on the crucial area of mobile at retail. Brands will start by spending one week working side-by-side with their startups at their headquarters, immersing the company's marketers into startup culture.

"*Mobile Futures* is so exciting for us, because it will step-change our thinking around how we engage with consumers in the mobile world that we live in," said Amanda Banfield, Managing Director Snacking Australia, Mondelez International. "It will encourage all of us to adapt our daily marketing responsibilities to be more entrepreneurial - resulting in better, faster and more efficient decisions for our brands.

"It isn't just about launching pilots. The biggest area of focus for us is the cultural change we're creating within our organization," Banfield added.

Open Call to Startups

In launch events across Melbourne and Sydney during May, the company is issuing an open call to startups solving in-store business and marketing challenges with mobile technology solutions. Startups are encouraged to apply online now at www.mobilefutures.com.au. The application process will remain open until June 1, 2014.

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2013 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*, *Oreo*, *LU* and *Nabisco* 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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