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Mondelēz International Launches Strategic E-Commerce Partnership with Alibaba Group

Partnership will accelerate company's online snacking growth in the fast-growing Chinese market

DEERFIELD, Ill., April 07, 2016 (GLOBE NEWSWIRE) -- Today, Mondelēz International announced the launch of a strategic e-commerce partnership with Alibaba Group, the largest online and mobile commerce company in the world. The collaboration enables Mondelēz International to further tap into the potential of e-commerce by expanding its reach and deepening its penetration in the Chinese market.

A photo accompanying this announcement is available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/bc93dff-d28c4-4bc7-aa9c-f6d972b326d1>

Chinese consumers will now be able to purchase a fuller range of Mondelēz International products, including *Oreo*, *Chips Ahoy!*, *belVita*, *Toblerone*, *Cadbury* and *Trident*, through [its flagship store on Alibaba's Tmall.com platform](#), China's largest third-party business-to-consumer e-commerce platform for brands and retailers. Mondelēz International will also increase its investment in Tmall.com by launching exclusive products to expand consumer reach and accelerate growth, starting with *Oreo Colorfilled* in May, which was exclusively developed for Tmall.com's consumers. Initially piloted in the United States in November 2015, *Oreo Colorfilled* will enable consumers across China to design their very own *Oreo* packaging.

Under this strategic partnership, the two companies will work closely to further advance Mondelēz International's business strategy in China by leveraging Alibaba Group's comprehensive e-commerce ecosystem. Key areas of collaboration include consumer insight, cloud computing, branding and advertising solutions, product innovations and expansion of sales and distribution channels.

"This partnership with Alibaba is a significant step toward our goal of generating e-commerce revenues of at least \$1 billion by 2020," said Tim Cofer, Chief Growth Officer, Mondelēz International. "Snacking is a fast-growing sector for the e-commerce market in China and Alibaba is a powerful partner to help us capture our share of that growth by expanding our distribution channels and improving our brands' accessibility in both rural and urban Chinese markets."

"Alibaba Group enables brands to accelerate and elevate their entire business in China by helping them to engage in meaningful connections with consumers as well as creating more efficient supply chain management and distribution channels," said Jet Jing, Vice President of Alibaba Group. "We look forward to helping Mondelēz International fully utilize our e-commerce ecosystem and technology infrastructure to successfully build their brands and effectively reach the 407 million annual active buyers on our China retail marketplaces who are looking for quality international products that Mondelēz International provides."

About Mondelēz International

Mondelēz International, Inc. (NASDAQ:MDLZ) is a global snacking powerhouse, with 2015 net revenues of approximately \$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; 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 or follow us on Twitter at www.twitter.com/MDLZ.

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