

MONDELEZ
LATIN AMERICA
MEXICO SPOTLIGHT

May 2024



## FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements. All statements other than statements of historical fact are "forward-looking statements" for purposes of federal and state securities laws. Words, and variations of words, such as "will," "may," "expect," "would," "could," "might," "intend," "plan," "believe," "likely," "estimate," "anticipate," "objective," "project," "forject," "drive," "seek," "aim," "target," "potential," "commitment," "outlook," "continue" or any other similar words are intended to identify our forward-looking statements. Although we believe that the expectations reflected in any of our forward-looking statements are reasonable, actual results or outcomes could differ materially from those projected or assumed in any of our forward-looking statements. Our future financial condition and results of operations, as well as any forward-looking statements, are subject to change and to inherent risks and uncertainties, many of which are beyond our control, which could cause our actual results to differ materially from those indicated in these forward-looking statements. We disclaim and do not undertake any obligation to update or revise any forward-looking statement in this presentation except as required by applicable law or regulation. In addition, historical, current and forward-looking sustainability-related statements may be based on standards for measuring progress that are still developing, internal controls and processes that continue to evolve, and assumptions that are subject to change in the future. For important information on forward-looking statements, please see our earnings release for Q1 2024 on our investor website at https://www.mondelezinternational.com/investors.

# **NON-GAAP FINANCIAL MEASURES**

All results shared with this presentation are non-GAAP unless noted as "reported," "net revenue," "net revenues" or when reporting absolute revenue numbers, in which case we are referring to our results on a GAAP basis. Please see GAAP to non-GAAP reconciliations at the end of this presentation for comparable GAAP measures. Refer to the definitions of these measures in our earnings release for Q1 2024 on our investor website at www.mondelezinternational.com/investors.



# AGENDA DELIVERING GROWTH TODAY, POSITIONED FOR MORE TOMORROW

- Latin America is an attractive and diversified growth engine
- Mexico is a priority market with large growth opportunity
- Mondelēz has the scale, capabilities, & leadership to deliver growth agenda
- Ricolino adds significant value and integration is on track





# LATIN AMERICA - DIVERSE REGION WITH ATTRACTIVE GROWTH POTENTIAL LA



## LA Region at a glance

Countries served

22+

**Population** 

- ~650 M
- 2023 Net Revenues
- \$5.0 B

# of Sites

11

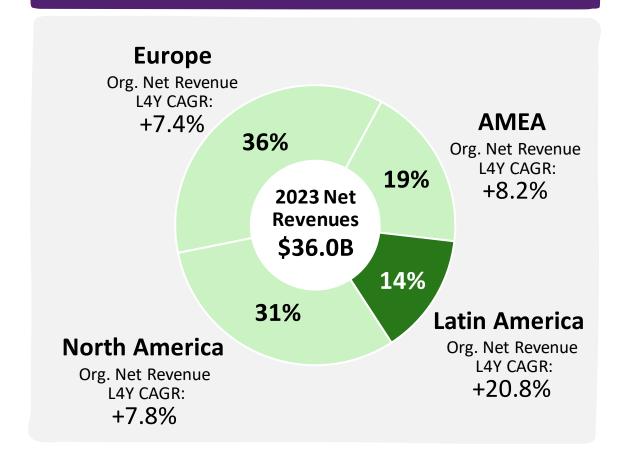
Priority Snacks<sup>1</sup>

~80%

Colleagues

~20,000

## LA is a growth engine for the company





## WELL ESTABLISHED HISTORY THROUGH ICONIC AND HERITAGE BRANDS









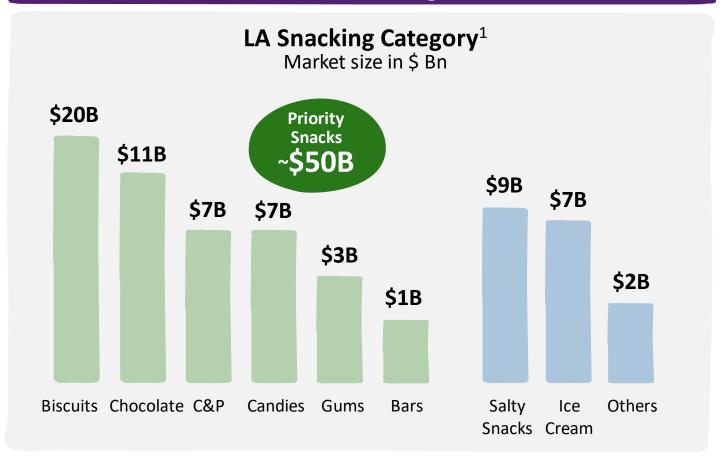




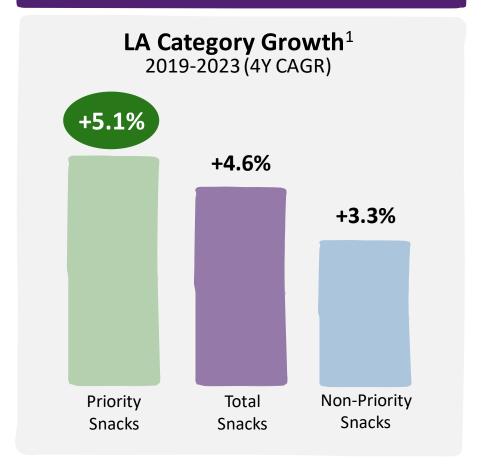
# WELL-POSITIONED IN LARGE, ATTRACTIVE AND RESILIENT CATEGORIES



# Large opportunity in a ~\$68B Snacking Market



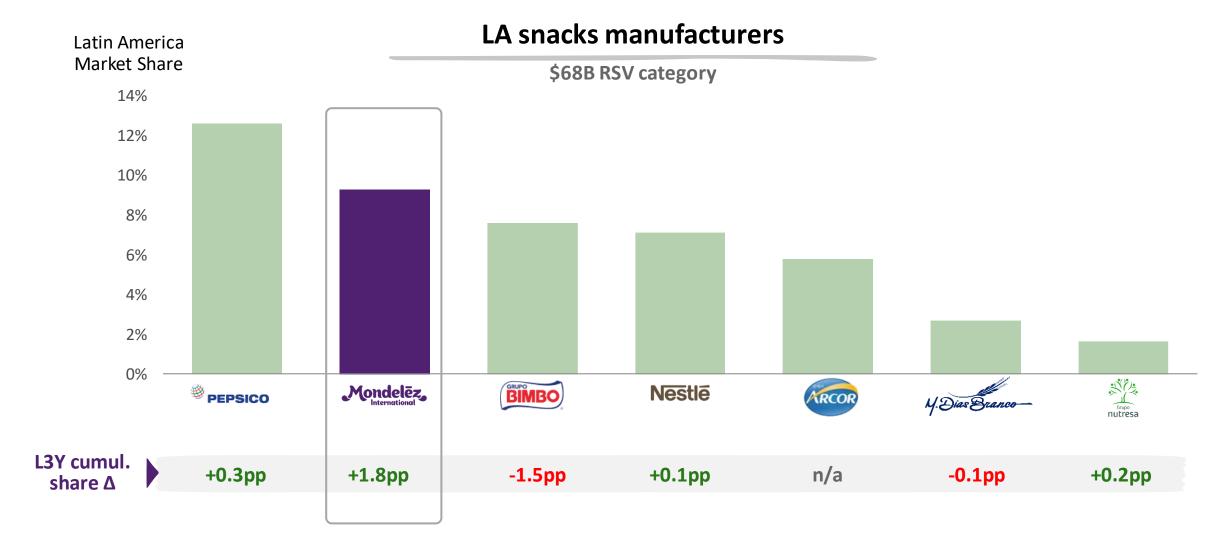
# **Priority Snacks growing Faster than total snacks**





# STRONG #2 POSITION IN TOTAL SNACKS AND GROWING MARKET SHARE







# PORTFOLIO FOCUSED ON THE CORE WITH ICONIC AND BELOVED BRANDS

# Balanced Portfolio<sup>1</sup> (80% Core Snacks)



**CHOCOLATE** 

\$1.4B



**BISCUITS** 

\$1.2B



**GUM&CANDY** 

\$1.5B



**BEVERAGES** 

\$0.4B



**MEALS** 

\$0.5B

**\$500M+** Brands<sup>1</sup>



\$200M+ Brands<sup>1</sup>





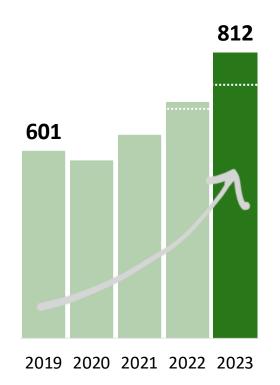
## LA REGION - STRONG PERFORMANCE WITH SIGNIFICANT REINVESTMENT

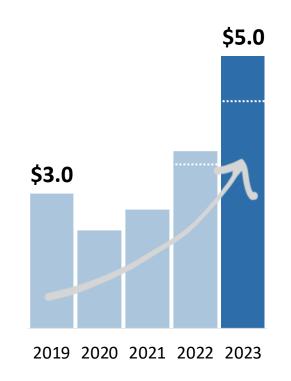


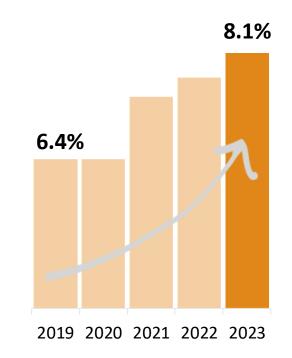


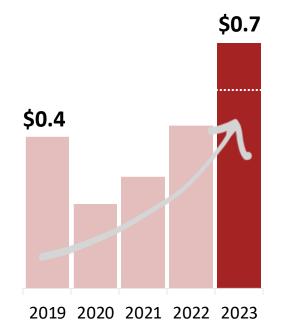
NET REVENUE
in \$ B

A&C SPEND in % of NR<sup>1</sup> ADJUSTED OI in \$ B











# CONSISTENT DELIVERY AGAINST LT ALGO SINCE 2018 STRATEGY LA



Key performance Metric	<b>2018 - 2023</b> <sup>1</sup>	Consistent with LT Algo
Volume Growth <sup>2</sup>	+2.4%	
<b>Organic Net Revenue Growth</b> <sup>3</sup>	+17.9%	
A&C Change in Spend <sup>4</sup>	+22.8%	
Adj. OI Growth at cst. fx	+14.4%	
Adj. OI Growth at rpt. fx	+4.9%	







## SUCCESSFUL SHIFTS ON THE BUSINESS HAS DRIVEN GROWTH



#### FROM

Top line growth driven by pricing

TO

Volume driven profitable growth and reinvesting



**Brands and Portfolio** 

**Growth Algorithm** 

Power brands focus-cross category

Core Snacking categories-global & local brands



**Sales Execution** 

Sell in driven, operational focus

End to end executional excellence, sell out -led



Manufacturing

Optimization and cost efficiencies

Planning for Growth & Cost Efficiencies



**Key Capabilities** 

Cost & Efficiencies management

Digital and growth mindset

# CLEAR INITIATIVES TO DRIVE SIGNIFICANT LONG-TERM GROWTH

## BECOMING THE UNDISPUTABLE SNACKING LEADER

## **BISCUITS #1**



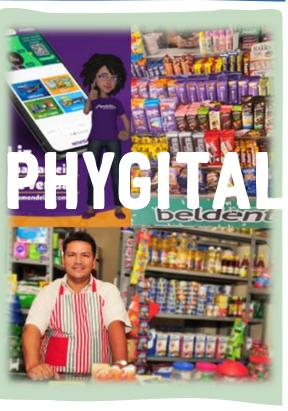
## ACCELERATE CHOCOLATES



# ENTRY CAKES & PASTRIES



# E@RTM TRANSFORMATION



# LATIN AMERICA POSITIONED AND EQUIPPED FOR GROWTH ACCELERATION



LA well positioned in a growing snacking market



Strong Growth agenda +HSD



Strong brands, leading portfolio, broad RTM



Powerful performance driving reinvestment



Ambitious strategy to become #1 Snacking Leader





# AGENDA DELIVERING GROWTH TODAY, POSITIONED FOR MORE TOMORROW

- 1 Latin America is an attractive and diversified growth engine
- Mexico is a priority market with large growth opportunity
- Mondelēz has the scale, capabilities, & leadership to deliver growth agenda
- Ricolino adds significant value and integration is on track





# MEXICO: SOLID ECONOMY FUNDAMENTALS WITH A BRIGHT OUTLOOK



## Solid economic fundamentals



## **Bright Outlook 2030**





# MEXICANS ARE HEAVY SNACKERS: FREQUENT & IRRESISTIBLE PLEASURE

95%

of Mexican consumers snack at least once per day<sup>1</sup>

2.5

snacks per day consumed by average Mexican<sup>1</sup>



76%

report longtime loyalty to specific snacks or brands<sup>1</sup>

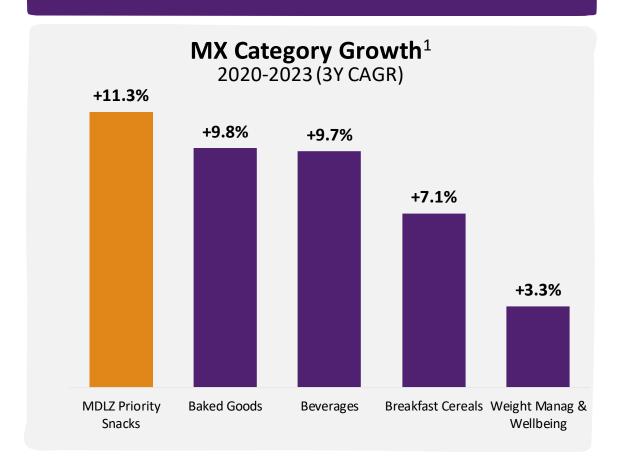
~80%

replace at least 1 meal each day with a snack<sup>1</sup>

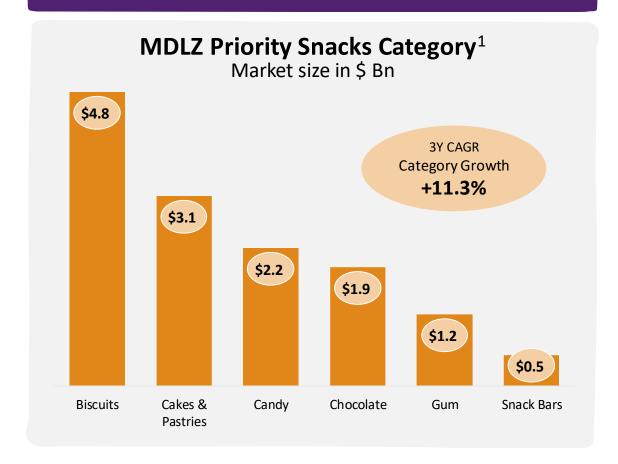


# MONDELEZ POSITIONED IN LARGE, ATTRACTIVE AND RESILIENT CATEGORIES

## **Our Priority Snacks are Growth Leaders**



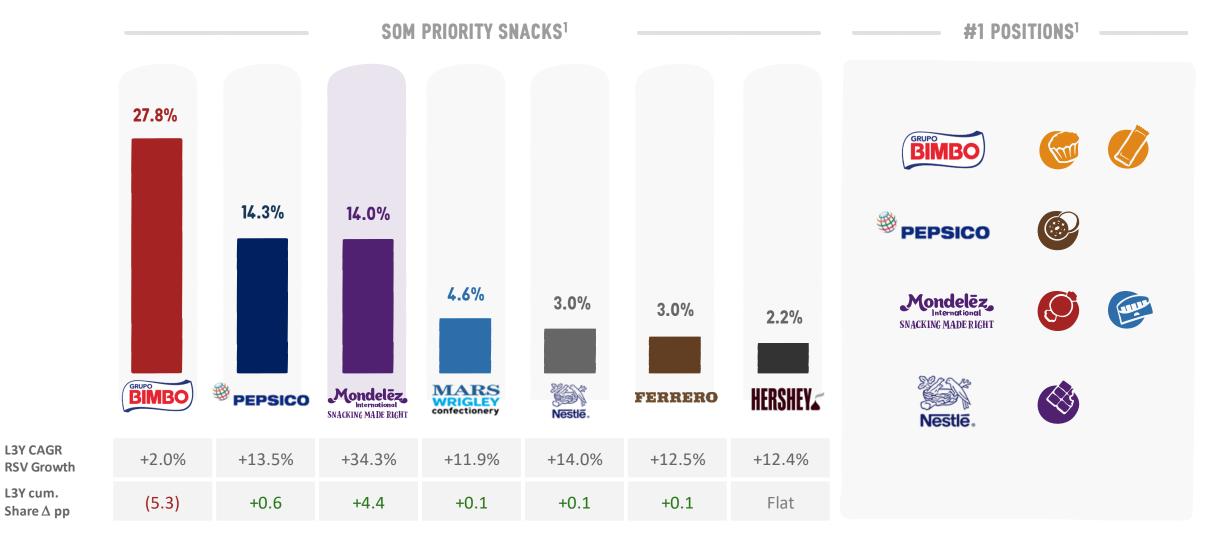
## **Large Opportunity in \$14B Market**





# MONDELEZ MEXICO TARGETING #2 IN PRIORITY SNACKS







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# MONDELEZ LEADERSHIP POSITIONS WITH A WIDE FOOTPRINT



## Leading positions with significant headroom



## Wide country footprint





# MASSIVE TRANSFORMATION (ORGANIC AND M&A) SINCE 2021



## **Doubled the business**



## **Tripled the profits**



# Strong earnings growth and reinvestments

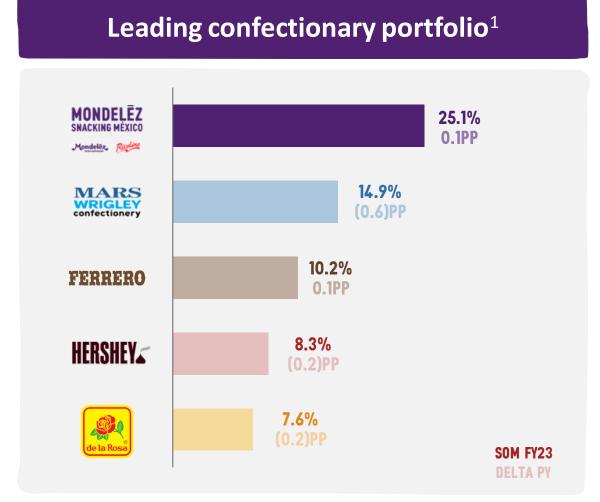




# WITH A DEEP CONSUMER REACH THRU BRANDS AND PORTFOLIO





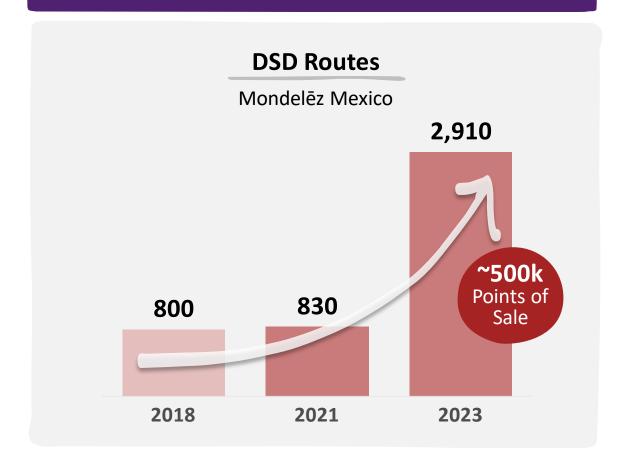




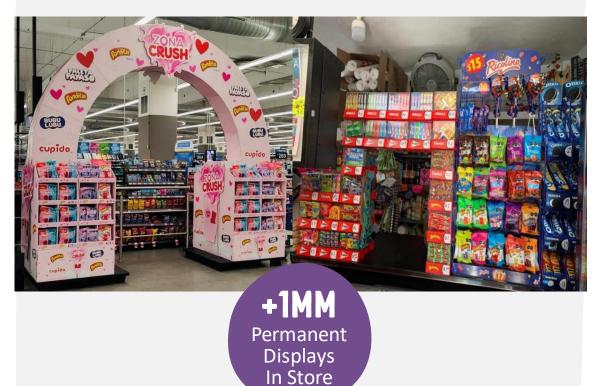
# AND A WIDE PRESENCE IN THE TRADE



## DSD as our competitive advantage



## With strong execution at POS





## WITH STRONG PILLARS OF GROWTH TOWARDS 2030





- Recruit gen Alpha and gen Z with right innovation propositions
- Candy powerhouse: cover all segments with broad portfolio
- Cross-fertilization across legacies
- Expand seasonals



OREO #1 BISCUIT

- Oreo obsessed: mental availability ~ love brand
- Oreo everywhere: physical availability ~2x coverage
- Oreo for all: be present in 65% households (+15pp)



**CHOCOLATE BIG PLAY** 

- Physical availability: expand portfolio to Modern Trade
- Brand building: equity upgrade behind acquired brands
- Think BIG: launch of global brand to fulfill V2030 ambition



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# RICOLINO ADDED STRATEGIC VALUE



~\$1.7B NR Critical mass



#### MONDELEZ SNACKING MÉXICO



- 3x NR pre pandemic times
- Amongst Top 5 Mondelez BU
- PNL strength to fuel endeavors

**Leadership Joyful candy** <sup>2</sup>





- #1 confectionary player MX
- **#1 lollipops:** 1.5B units / year
- **#1 gummy:** 1.4B units / year



3

### 12% SOM Chocolates 1







- Brands, SoM and production
- #1 chocolate marshmallow
- Basis for expansion (global brand)



**500k direct Point of sales** 



- 3x coverage expansion
- Basis for Biscuits expansion
- Driver for execution in G&C





# WITH A BIG INTEGRATION CHALLENGE ATTACHED



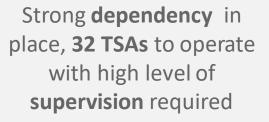
#### **Carve out Bimbo**

### ~6,500 employees

#### **Sales Centers**

## **Systems**







**3x** employees... massive onboarding effort



Exit of Bimbo network, required opening own sales centers network



Different **ERP** (Oracle), sales tools (Ivy, Salesforce) and **185** satellite apps proprietary of Bimbo



# BIG MILESTONES DELIVERED, NOW OPERATING AS ONE COMPANY



## **ONE** company

# Cathury belvia IACIA Milka

- One legal entity
- End of TSAs

#### **ONE** workforce



- One payroll
- Renewed CBAs

#### **ONE** distribution



- 116 sales centers
- 3,000 routes w/ new tools and procedures

### **ONE** system



- One ERP = SAP
- One sales tool = MC1



# A MEXICAN LEGACY WITH POTENTIAL TO REACH THE AMERICAS



## **WACAM** takeover



## Ricolino US



### **South America roll out**





# MEXICO POSITIONED FOR CONTINUED ACCELERATION & VALUE CREATION





MDLZ, well positioned in a top snacking market



Ambition to double the business



Strong brands, leading portfolio, broad RTM



Ricolino added strategic value and potential



Integration on track, (over) delivering BP





# Mondelez, International SNACKING MADE RIGHT

#### **Net Revenues to Organic Net Revenues**

		Latin nerica		AMEA		urope	North America		
For the Twelve Months Ended December 31, 2023									
Reported (GAAP)	\$	5,006	\$	7,075	\$	12,857	\$	11,078	
Divestitures Short-term distributor agreements		-		-		(174) (22)		(310)	
Acquisitions		(507)				(22)		(529)	
Currency		363		486		216		31	
Organic (Non-GAAP)	\$	4,862	\$	7,561	\$	12,877	\$	10,270	
For the Twelve Months Ended December 31, 2022	-								
Reported (GAAP)	\$	3,629	\$	6,767	\$	11,420	\$	9,680	
Divestitures	_	(22)	_	<del></del>	_	(178)		(298)	
Organic (Non-GAAP)	\$	3,607	\$	6,767	\$	11,242	\$	9,382	
% Change - Reported (GAAP)		37.9 %		4.6 %		12.6 %		14.4 %	
% Change - Organic (Non-GAAP)		34.8 %		11.7 %		14.5 %		9.5 %	
For the Twelve Months Ended December 31, 2022									
Reported (GAAP)	\$	3,629	\$	6,767	\$	11,420	\$	9,680	
Divestitures		(22)		-		(178)		(298)	
Acquisitions		(98)		(15)		(707)		(396)	
Currency	_	123	_	483	_	1,241	_	35	
Organic (Non-GAAP)	\$	3,632	\$	7,235	\$	11,776	\$	9,021	
For the Twelve Months Ended December 31, 2021 Reported (GAAP)	\$	2.797	\$	6.465	\$	11,156	\$	8,302	
Divestitures	φ	(43)	Þ	(35)	ş	(179)	φ	(276)	
Organic (Non-GAAP)	\$	2,754	\$	6,430	\$	10,977	\$	8,026	
% Change - Reported (GAAP)		29.7 %		4.7 %		2.4 %		16.6 %	
% Change - Organic (Non-GAAP)		31.9 %		12.5 %		7.3 %		12.4 %	
		01.0 70		12.0 70					
For the Twelve Months Ended December 31, 2021									
Reported (GAAP)	\$	2,797	\$	6,465	\$	11,156	\$	8,302	
Divestitures Acquisitions		(43)		(35) (47)		(179) (63)		(276) (144)	
Currency		176		(222)		(370)		(48)	
Organic (Non-GAAP)	\$	2,930	\$	6,161	\$	10,544	\$	7,834	
For the Twelve Months Ended December 31, 2020									
Reported (GAAP)	\$	2,477	\$	5,740	\$	10,207	\$	8,157	
Divestitures		(32)				(180)		(270)	
Organic (Non-GAAP)	\$	2,445	\$	5,740	\$	10,027	\$	7,887	
% Change - Reported (GAAP)		12.9 %		12.6 %		9.3 %		1.8 %	
% Change - Organic (Non-GAAP)		19.8 %		7.3 %		5.2 %		(0.7)%	
For the Twelve Months Ended December 31, 2020									
Reported (GAAP)	\$	2,477	\$	5,740	\$	10,207	\$	8,157	
Divestitures		(32)				(180)		(270)	
Acquisitions		-		-		-		(445)	
Currency		536		70		17		7	
Organic (Non-GAAP)	\$	2,981	\$	5,810	\$	10,044	\$	7,449	
For the Twelve Months Ended December 31, 2019	\$	0.046	•	F 776		0.070		7.400	
Reported (GAAP)	\$	3,018	\$	5,770	\$	9,972	\$	7,108	
Divestitures Organic (Non-GAAP)	\$	(36) <b>2,982</b>	\$	(55) <b>5,715</b>	\$	(221) 9,751	\$	(355) <b>6,753</b>	
	<u> </u>		Ť		Ţ		<u> </u>		
% Change - Reported (GAAP) % Change - Organic (Non-GAAP)		(17.9)% 0.0 %		(0.5)% 1.7 %		2.4 % 3.0 %		14.8 % 10.3 %	
// Unange - Organic (Non-OAAF)		0.0 /0		1.7 /0		J.U /0		10.3 /0	
4 Year CAGR									
% Change - Reported (GAAP)		13.5 %		5.2 %		6.6 %		11.7 %	
% Change - Organic (Non-GAAP)		20.8 %		8.2 %		7.4 %		7.8 %	



## **Net Revenues to Organic Net Revenues**

	Latin America												
For the Twelve Months Ended December 31,		2019				2021		2022		2023	5 Year CAGR		
Reported (GAAP)	\$	3,018	\$	2,477	\$	2,797	\$	3,629	\$	5,006			
Divestitures		(36)		(32)		(43)		(22)		-			
Acquisitions		-		-		-		(98)		(507)			
Currency		407		536		176		123		363			
Organic (Non-GAAP)	\$	3,389	\$	2,981	\$	2,930	\$	3,632	\$	4,862			
For the Twelve Months Ended December 31,	2018		2019		2020		2021		2022				
Reported (GAAP)	\$	3,202	\$	3,018	\$	2,477	\$	2,797	\$	3,629			
Divestitures		(39)		(36)		(32)		(43)		(22)			
Organic (Non-GAAP)	\$	3,163	\$	2,982	\$	2,445	\$	2,754	\$	3,607			
% Change - Reported (GAAP)		(5.7)%		(17.9)%		12.9 %		29.7 %		37.9 %	9.3 %		
% Change - Organic (Non-GAAP)		7.1 %		0.0 %		19.8 %		31.9 %		34.8 %	17.9 %		



#### Net Revenues to Organic Net Revenues

		Latin			Latin America			
	A	nerica	Ar	gentina	ex. Argentina			
For the Twelve Months Ended December 31, 2023								
Reported (GAAP)	\$	5,006	\$	574	\$	4,432		
Acquisitions		(507)		-		(507)		
Currency		363		626		(263)		
Organic (Non-GAAP)	\$	4,862	\$	1,200	\$	3,662		
For the Twelve Months Ended December 31, 2022								
Reported (GAAP)	\$	3,629	\$	518	\$	3,111		
Divestitures		(22)		(13)		(9)		
Organic (Non-GAAP)	\$	3,607	\$	505	\$	3,102		
% Change - Reported (GAAP)		37.9 %		10.8 %		42.5 %		
% Change - Organic (Non-GAAP)		34.8 %		137.6 %		18.1 %		
For the Twelve Months Ended December 31, 2022								
Reported (GAAP)	\$	3,629	\$	518	\$	3,111		
Divestitures		(22)		(13)		(9)		
Acquisitions		(98)		-		(98)		
Currency	_	123	_	181		(58)		
Organic (Non-GAAP)	\$	3,632	\$	686	\$	2,946		
For the Twelve Months Ended December 31, 2021								
Reported (GAAP)	\$	2,797	\$	401	\$	2,396		
Divestitures	_	(43)	_	(31)		(12)		
Organic (Non-GAAP)	\$	2,754	\$	370	\$	2,384		
% Change - Reported (GAAP)		29.7 %		29.2 %		29.8 %		
% Change - Organic (Non-GAAP)		31.9 %		85.4 %		23.6 %		
For the Twelve Months Ended December 31, 2021	_		_					
Reported (GAAP)	\$	2,797	\$	401	\$	2,396		
Divestitures		(43)		(31)		(12)		
Currency	_	176	_	130	_	46		
Organic (Non-GAAP)	\$	2,930	\$	500	\$	2,430		
For the Twelve Months Ended December 31, 2020	_		_					
Reported (GAAP)	\$	2,477	\$	335	\$	2,142		
Divestitures	\$	(32)	_	(21)	\$	(11)		
Organic (Non-GAAP)	<u>\$</u>	2,445	\$	314	<u> </u>	2,131		
		12.9 %		19.7 %		11.9 %		
% Change - Reported (GAAP)						14.0 %		
% Change - Reported (GAAP) % Change - Organic (Non-GAAP)		19.8 %		59.2 %		1 1.0 70		
% Change - Organic (Non-GAAP)		19.8 %		59.2 %				
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020								
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP)	 \$	2,477	\$	335	\$	2,142		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures	<b></b>	<b>2,477</b> (32)	\$	335 (21)	\$	<b>2,142</b> (11)		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency		<b>2,477</b> (32) 536	_	335 (21) 154		<b>2,142</b> (11) 382		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP)	\$	<b>2,477</b> (32)	\$	335 (21)	\$	<b>2,142</b> (11)		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019	\$	2,477 (32) 536 2,981	\$	335 (21) 154 468	\$	2,142 (11) 382 2,513		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP)		2,477 (32) 536 2,981 3,018	_	335 (21) 154 468 382		2,142 (11) 382 2,513 2,636		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures	\$	2,477 (32) 536 2,981 3,018 (36)	\$	335 (21) 154 468 382 (23)	\$	2,142 (11) 382 2,513 2,636 (13)		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP)	\$	2,477 (32) 536 2,981 3,018 (36) 2,982	\$	335 (21) 154 468 382 (23) 359	\$	2,142 (11) 382 2,513 2,636 (13) 2,623		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP)	\$	2,477 (32) 536 2,981 3,018 (36) 2,982 (17.9)%	\$	335 (21) 154 468 382 (23) 359 (12.3)%	\$	2,142 (11) 382 2,513 2,636 (13) 2,623 (18.7)%		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP)	\$	2,477 (32) 536 2,981 3,018 (36) 2,982	\$	335 (21) 154 468 382 (23) 359	\$	2,142 (11) 382 2,513 2,636 (13) 2,623		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP) % Change - Organic (Non-GAAP)	\$	2,477 (32) 536 2,981 3,018 (36) 2,982 (17.9)%	\$	335 (21) 154 468 382 (23) 359 (12.3)%	\$	2,142 (11) 382 2,513 2,636 (13) 2,623 (18.7)%		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP) % Change - Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019	\$ \$	2,477 (32) 536 2,981 3,018 (36) 2,982 (17.9)% 0.0 %	\$ \$	335 (21) 154 468 382 (23) 359 (12.3)% 30.4 %	\$ \$	2,142 (11) 382 2,513 2,636 (13) 2,623 (18.7)% (4.2)%		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP) % Change - Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP)	\$	2,477 (32) 536 2,981 3,018 (36) 2,982 (17.9)% 0.0 %	\$	335 (21) 154 468 382 (23) 359 (12.3)% 30.4 %	\$	2,142 (11) 382 2,513 2,636 (13) 2,623 (18.7)% (4.2)%		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP) % Change - Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) % Change - Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures	\$ \$	2,477 (32) 536 2,981 3,018 (36) 2,982 (17.9)% 0.0 % 3,018 (36)	\$ \$	335 (21) 154 468 382 (23) 359 (12.3)% 30.4 %	\$ \$	2,142 (11) 382 2,513  2,636 (13) 2,623 (18.7)% (4.2)%		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures  Currency  Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures  Organic (Non-GAAP)  % Change - Reported (GAAP) % Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures  Currency	\$ \$ \$	2,477 (32) 536 2,981 3,018 (36) 2,982 (17.9)% 0.0 %	\$ \$	335 (21) 154 468 382 (23) 359 (12.3)% 30.4 %	\$ \$ \$	2,142 (11) 382 2,513 2,636 (13) 2,623 (18.7)% (4.2)%		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP) % Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Currency Organic (Non-GAAP)	\$ \$	2,477 (32) 536 2,981 3,018 (36) 2,982 (17.9)% 0.0 % 3,018 (36) 407	\$ \$	335 (21) 154 468 382 (23) 359 (12.3)% 30.4 %	\$ \$	2,142 (11) 382 2,513 2,636 (13) 2,623 (18.7)% (4.2)% 2,636 (13) 143		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP) % Change - Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2018	\$ \$ \$	2,477 (32) 536 2,981 3,018 (36) 2,982 (17.9)% 0.0 % 3,018 (36) 407	\$ \$	335 (21) 154 468 382 (23) 359 (12.3)% 30.4 %	\$ \$ \$	2,142 (11) 382 2,513 2,636 (13) 2,623 (18.7)% (4.2)% 2,636 (13) 143		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP) % Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2018 Reported (GAAP)	\$ \$ \$	2,477 (32) 536 2,981  3,018 (36) 2,982 (17.9)% 0.0 %  3,018 (36) 407 3,389  3,202	\$ \$	335 (21) 154 468 382 (23) 359 (12.3)% 30.4 % 382 (23) 264 623	\$ \$ \$	2,142 (11) 382 2,513 2,636 (13) 2,623 (18.7)% (4.2)% 2,636 (13) 143 2,766		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP) % Change - Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2018	\$ \$ \$	2,477 (32) 536 2,981  3,018 (36) 2,982 (17.9)% 0.0 %  3,018 (36) 407 3,389	\$ \$	335 (21) 154 468 382 (23) 359 (12.3)% 30.4 % 382 (23) 264 623	\$ \$ \$	2,142 (11) 382 2,513 2,636 (13) 2,623 (18.7)% (4.2)% 2,636 (13) 143 2,766		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP) % Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP) For the Twelve Months Ended December 31, 2018 Reported (GAAP) Divestitures Organic (Non-GAAP)	\$ \$ \$ \$	2,477 (32) 536 2,981 3,018 (36) 2,982 (17.9)% 0.0 % 3,018 (36) 407 3,389 3,202 (39) 3,163	\$ \$ \$ \$	335 (21) 154 468 382 (23) 359 (12.3)% 30.4 % 382 (23) 264 623 469 (27) 442	\$ \$ \$	2,142 (11) 382 2,513 2,636 (13) 2,623 (18.7)% (4.2)% 2,636 (13) 143 2,766 2,733 (12) 2,721		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP) % Change - Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2018 Reported (GAAP) Divestitures Organic (Non-GAAP) For the Twelve Months Ended December 31, 2018 Reported (GAAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP)	\$ \$ \$ \$	2,477 (32) 536 2,981 3,018 (36) 2,982 (17.9)% 0.0 % 3,018 (36) 407 3,389 3,202 (39) 3,163 (5.7)%	\$ \$ \$ \$	335 (21) 154 468 382 (23) 359 (12.3)% 30.4 % 382 (23) 264 623 469 (27) 442 (18.6)%	\$ \$ \$	2,142 (11) 382 2,513 2,636 (13) 2,623 (18.7)% (4.2)% 2,636 (13) 143 2,766 2,733 (12) 2,721 (3.5)%		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP) % Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP) For the Twelve Months Ended December 31, 2018 Reported (GAAP) Divestitures Organic (Non-GAAP)	\$ \$ \$ \$	2,477 (32) 536 2,981 3,018 (36) 2,982 (17.9)% 0.0 % 3,018 (36) 407 3,389 3,202 (39) 3,163	\$ \$ \$ \$	335 (21) 154 468 382 (23) 359 (12.3)% 30.4 % 382 (23) 264 623 469 (27) 442	\$ \$ \$	2,142 (11) 382 2,513 2,636 (13) 2,623 (18.7)% (4.2)% 2,636 (13) 143 2,766 2,733 (12) 2,721		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP) % Change - Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2018 Reported (GAAP) Divestitures Organic (Non-GAAP) For the Twelve Months Ended December 31, 2018 Reported (GAAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP)	\$ \$ \$ \$	2,477 (32) 536 2,981 3,018 (36) 2,982 (17.9)% 0.0 % 3,018 (36) 407 3,389 3,202 (39) 3,163 (5.7)%	\$ \$ \$ \$	335 (21) 154 468 382 (23) 359 (12.3)% 30.4 % 382 (23) 264 623 469 (27) 442 (18.6)%	\$ \$ \$	2,142 (11) 382 2,513 2,636 (13) 2,623 (18.7)% (4.2)% 2,636 (13) 143 2,766 2,733 (12) 2,721 (3.5)%		
% Change - Organic (Non-GAAP)  For the Twelve Months Ended December 31, 2020 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP) % Change - Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2019 Reported (GAAP) Divestitures Currency Organic (Non-GAAP) For the Twelve Months Ended December 31, 2018 Reported (GAAP) Divestitures Organic (Non-GAAP) % Change - Reported (GAAP) % Change - Reported (GAAP) % Change - Reported (GAAP) % Change - Organic (Non-GAAP)	\$ \$ \$ \$	2,477 (32) 536 2,981 3,018 (36) 2,982 (17.9)% 0.0 % 3,018 (36) 407 3,389 3,202 (39) 3,163 (5.7)%	\$ \$ \$ \$	335 (21) 154 468 382 (23) 359 (12.3)% 30.4 % 382 (23) 264 623 469 (27) 442 (18.6)%	\$ \$ \$	2,142 (11) 382 2,513 2,636 (13) 2,623 (18.7)% (4.2)% 2,636 (13) 143 2,766 2,733 (12) 2,721 (3.5)%		



## Advertising and Consumer Promotions To Adjusted Advertising and Consumer Promotions

	Latin America										
For the Twelve Months Ended December 31.	2019			2020		2021		2022		2023	5 Year CAGR
Reported (GAAP)	\$	193	\$	159	\$	206	\$	280	\$	405	
Operating results from divestitures				(1)				-		_	
Adjusted (Non-GAAP)	\$	193	\$	158	\$	206	\$	280	\$	405	
Currency		22		31		8		7		4	
Adjusted @ Constant FX (Non-GAAP)	\$	215	\$	189	\$	214	\$	287	\$	409	
For the Twelve Months Ended December 31,	2	2018	2019		2020		2021		2022		
Reported (GAAP)	\$	208	\$	193	\$	159	\$	206	\$	280	
Operating results from divestitures						(1)					
Adjusted (Non-GAAP)	\$	208	\$	193	\$	158	\$	206	\$	280	
% Change - Reported (GAAP)		(7.2)%		(17.6)%		29.6 %		35.9 %		44.6 %	14.3 %
% Change - Adjusted (Non-GAAP)		(7.2)%		(18.1)%		30.4 %		35.9 %		44.6 %	14.3 %
% Change - Adjusted @ Constant FX (Non-GAAP)		3.4 %		(2.1)%		35.4 %		39.3 %		46.1 %	22.8 %



## **Operating Income to Adjusted Operating Income**

Latin America											
For the Twelve Months Ended December 31,	2019			2020		2021		2022	2023		5 Year CAGR
Reported (GAAP)	\$	341	\$	189	\$	261	\$	388	\$	529	<u> </u>
Simplify to Grow Program	Ψ	74	Ψ	48	Ψ	16	Ψ	1	Ψ	(2)	
Intangible asset impairment charges		3		3		-		-		( <del>-</del> )	
Acquisition integration costs and contingent consideration adjustments		-		-		_		11		50	
Inventory step-up		_		_		_		5		-	
Divestiture-related costs		_		_		22		3		_	
Operating results from divestitures		(7)		(2)		(10)		(4)		-	
2017 Malware incident net recoveries		-		-		-		2		-	
Remeasurement of net monetary position		(4)		9		13		39		79	
Impact from resolution of tax matters		(2)		(20)		(5)		-		-	
Adjusted (Non-GAAP)	\$	405	\$	227	\$	297	\$	445	\$	656	
Currency		75		49		21		(4)		5	
Adjusted @ Constant FX (Non-GAAP)	\$	480	\$	276	\$	318	\$	441	\$	661	
For the Twelve Months Ended December 31,	2	2018		2019		2020		2021	;	2022	
Reported (GAAP)	\$	410	\$	341	\$	189	\$	261	\$	388	
Simplify to Grow Program	,	130	•	74	·	48	•	16	•	1	
Intangible asset impairment charges		-		3		3		-		-	
Acquisition integration costs and contingent consideration adjustments		-		-		-		-		11	
Inventory step-up		-		-		-		-		5	
Divestiture-related costs		-		-		-		22		3	
Operating results from divestitures		(9)		(7)		(2)		(10)		(4)	
2017 Malware incident net recoveries		-		-		-		-		2	
Remeasurement of net monetary position		11		(4)		9		13		39	
Impact from resolution of tax matters		(26)		(2)		(20)		(5)			
Adjusted (Non-GAAP)	\$	516	\$	405	\$	227	\$	297	\$	445	
% Change - Reported (GAAP)		(16.8)%		(44.6)%		38.1 %		48.7 %		36.3 %	5.2 %
% Change - Adjusted (Non-GAAP)		(21.5)%		(44.0)%		30.8 %		49.8 %		47.4 %	4.9 %
% Change - Adjusted @ Constant FX (Non-GAAP)		(7.0)%		(31.9)%		40.1 %		48.5 %		48.5 %	14.4 %

