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## **Mondelez International Launches "Shopper Futures," the Next Generation of Successful "Mobile Futures" Program**

**Mondelez International and its portfolio of world-famous snack brands are re-defining the shopping experience by turning to some of the most innovative thinkers -- startups**

NEW YORK and TORONTO, June 3, 2015 /PRNewswire/ -- Mondelez International today announced a breakthrough mobile marketing initiative, *Shopper Futures*, which brings together ambitious entrepreneurs and retailers to help transform the consumer retail experience. The program will pair Mondelez International's brands with entrepreneurs from the U.S. and Canada who are developing the technology and mobile solutions to solve pressing retail challenges.



*Shopper Futures* will be announced at launch events in New York City on June 3 and Toronto on June 4. The program builds on the aim of its original mobile counterpart, *Mobile Futures*, a successful Mondelez International initiative from 2012 that paired its brands with select startups to accelerate existing mobile innovations and incubate new ventures.

"Technology has had an undeniable impact on the consumer path to purchase," said Laura Henderson, Head of U.S. Media & Communications at Mondelez International. "Through *Shopper Futures*, we're collaborating with the brightest minds in the industry and startup world to shape the future of retail, both in-store and online. This time around, we're focused on solving real shopper challenges in our snacking categories and unlocking new opportunities for growth."

### **Shopper Futures - Redefining Retail in 90 Days**

*Shopper Futures* harnesses the startup entrepreneurial spirit to discover technology solutions for real business challenges. Mondelez International will identify early-stage innovators to learn from them, and in turn give the startups an opportunity to collaborate with brands and retailers on in-market case studies.

On August 5 and 6, Mondelez International will host a pitch day with top startups in East Hanover, N.J. Nine final startups will receive funding to work one-on-one with a team of marketers from US and Canadian brands such as *Oreo*, *Halls*, *Ritz* and *Cadbury*, and a retailer. The teams will then collaborate to design a 90 day pilot execution.

"We're excited to approach *Shopper Futures* from a North American perspective and to offer startups the potential for immediate exposure and access across our region," said Kristi Karens, Director of Media and Consumer Engagement at Mondelez International, Canada. "This next phase of our Futures-focused programming promises to be extremely interesting, not just for the participating brands, startups and retailers, but for the e-commerce and retail industries in general. We're looking forward to seeing the great innovations that will come to market."

## Open Call to Startups

Mondelez International is issuing an open call to startups that are disrupting the retail space. Interested startups must be based in either the U.S. or Canada, less than four years old and with technology that is at a stage where it could be live in market. Startups are encouraged to [apply online](#) from June 3 to June 27, 2015.

## About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2014 revenue of \$34 billion. Creating delicious moments of joy in 165 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy, coffee and powdered beverages, with billion-dollar brands such as *Oreo*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; *Trident* gum; *Jacobs* coffee 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) and [www.facebook.com/mondelezinternational](https://www.facebook.com/mondelezinternational).

## 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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