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Mondelez International Launches Major Coffee Expansion in the Netherlands, Australia & Spain

ZURICH, Oct. 4, 2013 /PRNewswire/ -- Mondelez International, the world's second largest coffee company, will expand its global coffee footprint, entering the Dutch and Australian markets through the *CARTE NOIRE* and *VELOURS NOIR* brands. In addition, the company will further expand its new Nespresso®[1]-compatible espresso capsule offering to Spain.

(Logo: http://photos.prnewswire.com/prnh/20121003/MM86695LOGO)

In the Netherlands, Mondelez International will launch a full range of coffee products, including roast & ground, wholebeans, pods and Nespresso®[1]-compatible espresso capsules under the V*ELOURS NOIR brand*, part of the fast-growing *CARTE NOIRE* brand. The company has partnered with the leading retailer Albert Heijn, and the full range will be available from Oct. 7, 2013. The Netherlands represents a significant opportunity for Mondelez International and ranks second globally in the amount of coffee cups drunk per capita[2], with a coffee market in retail worth €739 million per annum[3].

In addition, Mondelez International's coffee products will go on sale in Australia for the first time under the *CARTE NOIRE* brand. The Australian coffee market is estimated to be worth AU$875 million[4]. *CARTE NOIRE* products will include its *MILLICANO* Wholebean Instant and premium freeze-dried ranges.

"Our decision to expand into Australia and the Netherlands underlines our ambition to grow our share of the global coffee market and build *CARTE NOIRE* into a billion dollar brand," said Roland Weening, President, Coffee. "The global coffee market, which is growing at 10 per cent per annum offers Mondelez International good prospects for profitable growth. With strong innovation and brand power, geographic expansion, investment in sustainability and a continued commitment to product quality, we're well-placed to win in this attractive category."

Mondelez International will launch *CARTE NOIRE* Nespresso®[1]-compatible espresso capsules in Spain from mid-October, joining previously announced launch markets Germany, France, Austria and Switzerland. This addition further supports Mondelez International's ambition to grow its share of Europe's $2.9 billion[5] single-serve category.

Mondelez International's range of coffee products includes roast & ground, single-serve and instant coffee under leading brands such as *JACOBS, CARTE NOIRE, TASSIMO* and *KENCO*.

In October 2012, Mondelez International announced its Coffee Made Happy program, which aims to inspire, innovate and change the way coffee companies do business sustainably. The approach reflects the company's core values and practices and is driven by the need to make farming a more attractive profession. Through Coffee Made Happy, Mondelez International has committed at least $200 million to empower one million coffee farming entrepreneurs by 2020. The program will focus on the next generation of farmers — through training to boost their agriculture and business skills, tools and know-how to increase their growing capacity, and programs to improve the livelihoods of coffee-growing communities.

About Mondelez International:
Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2012 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, *LU, Nabisco* and *Oreo* 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.

About *CARTE NOIRE*
CARTE NOIRE is made with beans that are expertly selected to create a deeply aromatic blend that arouses the senses and provides an intense moment of rich flavour. Created in 1978 by René Monnier, the *CARTE NOIRE* blend has always embodied the finer things in life and a more sensual coffee experience. For the coffee consumer who demands quality, *CARTE NOIRE* provides the ultimate coffee pleasure as a result of its coffee perfection.

Forward-Looking Statements
This press release contains forward-looking statements. Words, and variations of words, such as "will," "grow," "build," "commit"

and similar expressions are intended to identify our forward-looking statements, including, but not limited to, statements about the success of our coffee expansion plans and about our future growth and share performance. These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond our control, which could cause our actual results to differ materially from those indicated in our forward-looking statements. Such factors include, but are not limited to, continued volatility of commodity and other input costs, pricing actions, continued global economic weakness, risks from operating globally and competition. Please also see our risk factors, as they may be amended from time to time, set forth in our filings with the SEC, including our most recently filed Annual Report on Form 10-K. Mondelez International disclaims and does not undertake any obligation to update or revise any forward-looking statement in this press release, except as required by applicable law or regulation.

[1] Nespresso® is a registered trademark of a third party without any link with Mondelez International group

[2] Euromonitor International, *Hot Drinks*, 2012

[3] Nielsen, Total Coffee MAT ending week 36 2013*

[4] Nielsen, Total Coffee MAT, June 2013*

[5] Nielsen, Total grocery market, MAT ending P7 2013*

Please note: *Mondelez International calculation is based on Nielsen USD (000) sales information for the total grocery market (please see the above references for applicable periods). Details available on request.*

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