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Mondelez International Partners with Facebook

Collaboration Focuses on Social and Mobile Brand-Building across the Consumer Journey

DEERFIELD, Ill., March 6, 2014 /PRNewswire/ -- Mondelez International today announced a global strategic partnership with Facebook, as the company continues to shift more media spending to digital, especially social and mobile, across the entire consumer journey. The partnership leverages the scale of both businesses to deliver overall competitive advantage via step-change brand-building, ground-breaking innovation and access to research, training and capabilities.



"Our recent campaigns with brands like *Cadbury Creme Egg*, *Milka* and *Nilla Wafers* demonstrated that Facebook can drive business growth, and this made us rethink our media approach," said Bonin Bough, Vice President of Global Media and Consumer Engagement, Mondelez International. "For the first time, we'll be able to incorporate Facebook at the core of our media investment plans. This isn't just about having a social media strategy; it's about digitizing our entire approach to communications."

"As an industry, we're shifting back to a more personal way of marketing, leveraging technology to bring a personal touch to business with the scale and efficiency of mass media," said Carolyn Everson, VP Global Marketing Solutions, Facebook. "Every day, people spend more of their time on mobile and on Facebook, which is built around people and the things they care about. We're excited to team up with Mondelez International to make marketing personal again."

Brokered in conjunction with Aegis Media, the agreement covers 52 countries, including the UK, the United States, France, Brazil, India, Indonesia and the Gulf States. Going beyond a traditional media buy, the partnership also includes a joint commitment to innovation, opportunities to opt into Facebook's beta-testing programs, access to research and capability building through immersion days in priority markets.

"Social and mobile is now an integral part of the consumer's journey - before and after making a purchase," said Gerry D'Angelo, European Media Director, Mondelez International. "Therefore, it makes business sense to partner with Facebook at a global level to leverage their capacity to engage with consumers at these critical points of the consumer journey to accelerate our growth."

"We offer a proven platform for building brands," said Will Platt-Higgins, Director Global Partnerships, Facebook. "We're thrilled to become a business partner with Mondelez International to help increase growth of their iconic brands."

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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