



Contact:

Michael Mitchell (Media)
+1 847 943 5678
news@mdlz.com

Shep Dunlap (Investors)
+1 847 943 5454
ir@mdlz.com

Milka Chocolate Joins Cocoa Life Sustainable Sourcing Program

***Milka* tablets begin displaying Cocoa Life logo on pack in August; entire *Milka* chocolate European portfolio in program by year-end 2019**

BERLIN – April 24, 2018 – Mondelēz International announced today that its iconic chocolate brand *Milka* will join Cocoa Life, the company’s industry-leading sustainable cocoa sourcing program, as part of the company’s commitment to source all its cocoa sustainably over time.

Milka tablets across Europe will feature a new packaging design displaying the Cocoa Life logo starting in August 2018. By the end of 2019, the company expects to have the entire *Milka* chocolate portfolio in Europe join the program. *Milka* follows other Mondelēz International brands that are sustainably sourced through the Cocoa Life program, including *Cadbury Dairy Milk* in Australia, Canada, New Zealand, the U.K. and Ireland, *Côte d’Or* in Belgium, the Netherlands and France, *Freia* and *Marabou* in the Nordics and *Oreo* cookies across Europe.

"We’re extremely proud to see *Milka*, our largest chocolate brand in Europe, join Cocoa Life," said Hubert Weber, Executive Vice President and President, Mondelēz Europe. "We’re seeing great success with the program and, with this move, we’re taking another big step toward our goal of reaching 200,000 farmers and one million people by 2022."

Milka stands for quality chocolate and the use of the highest quality ingredients such as Alpine milk. This brand promise is now supported by joining the Cocoa Life program as well as ensuring that no artificial flavors, colors or preservatives are used in the chocolate used in *Milka* products.

Cocoa Life’s mission is to create a strong cocoa supply chain while transforming lives and livelihoods, addressing deforestation and building resilience to climate change across six cocoa origin countries: Ghana, Côte d’Ivoire, Indonesia, Dominican Republic, India and Brazil. By the end of 2017, the program reached 120,500 farmers in 1,085 communities, and distributed more than one million shade trees as part of a global effort on climate change. Through Cocoa Life, the company also increased its sourcing of sustainable cocoa to 35 percent, up 14 percentage points from 2016.

Independent verification has shown that in Indonesia’s Cocoa Life communities, farmers’ annual income increased 37 percent and cocoa yield 10 percent.

“As one of the world’s largest chocolate manufacturers, we reach millions of consumers with brands such as *Milka*,” said Weber. “We want to use this scale to drive positive change for the communities on which we depend, and to work with farmers so we can continue to build strong relationships for the long term. Now more than ever, our consumers care about their food and want to know that what they’re eating is sustainable.”

For more information, see the most recent Cocoa Life Progress Report at <https://www.cocoalife.org/progress/cocoa-life-progress-report-2017>.

About Cocoa Life

Cocoa Life aims to create empowered and thriving cocoa farming communities by reaching more than 200,000 farmers across six countries and benefiting more than a million people by 2022. Mondelez International’s ultimate goal is to sustainably source all the company’s cocoa supply, mainly via Cocoa Life. By working in partnership with farmers, NGOs, suppliers and government institutions, Cocoa Life is part of Mondelez International’s Impact For Growth – a commitment to driving business growth with positive change in the world. Follow our progress on www.cocoalife.org/progress.

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is building the best snacking company in the world, with 2017 net revenues of approximately \$26 billion. Creating more moments of joy in approximately 160 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, featuring global Power Brands such as *Oreo* and *beVita* biscuits; *Cadbury Dairy Milk* and *Milka* chocolate; 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 or follow the company on Twitter at www.twitter.com/MDLZ.

