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Mondelez International Joins Chocolate Industry's 'CocoaAction' Through World Cocoa Foundation

- Coordinates Support from 12 Largest Global Cocoa Companies**
- Focuses on Boosting Supply Chain Productivity and Community Development**
- Complements Mondelez International's \$400 Million Cocoa Life Sustainability Initiative**

DEERFIELD, Ill., May 23, 2014 /PRNewswire/ -- Mondelez International, the world's largest chocolate company and a proud member of the World Cocoa Foundation since 2004, is lending its support for the chocolate industry's "CocoaAction" sustainability strategy announced earlier this week during the visit by its board of directors in West Africa. CocoaAction brings together 12 of the largest companies in the cocoa industry under the World Cocoa Foundation to voluntarily coordinate and align their sustainability efforts, boost their impact and contribute to building a rejuvenated and economically viable cocoa sector.

"As a founding member of the World Cocoa Foundation, we're proud to have played an active role in shaping CocoaAction," said Bharat Puri, President, Global Chocolate, Gum and Candy. "We believe in the power of major chocolate and cocoa companies working together to maximize the industry's ability to create thriving cocoa communities and help secure the future of the cocoa industry. We're pleased our signature Cocoa Life program, launched in 2012, aligns with the CocoaAction strategy, and we welcome the support from the governments of Ghana and Cote d'Ivoire for CocoaAction."

Mondelez International will continue to expand its Cocoa Life sustainability program, a \$400 million, 10-year effort plan based on its successful Cadbury Cocoa Partnership in Ghana, which has promoted gender equality in cocoa production since 2008. The company has consistently advocated that a more holistic approach is needed to transform the cocoa supply chain - one that combines better agricultural practices and community empowerment, including a focus on women and young people.

Earlier this month, Mondelez International unveiled plans to help advance the rights of female cocoa farmers in Ghana and Cote d'Ivoire. The action plans respond to new third-party assessments by Harvard University and CARE International, which revealed striking gaps in income and opportunities for female cocoa farmers and will improve women's training, access to finance and women's role in decision-making. For more information on Cocoa Life and the action plan, please visit www.cocoalife.org/progress.

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 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 and www.facebook.com/mondelezinternational.

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