



Contact: Verena Sabrani, Corporate and Government Affairs
Mondelēz Indonesia
62-21-79198822
Verena.sabrani@mdlz.com

Mondelēz International to Lead Private Sector to Combat Deforestation in Cocoa Production

- *Partnership with UNDP integrates action to combat deforestation into Cocoa Life sustainability program in Indonesia*
- *Builds on commitment to participate in Cote d'Ivoire REDD+ program supported by the World Bank*

Jakarta, 18 January 2016 – Mondelēz International has announced its strategy to tackle deforestation and support sustainable cocoa production in Indonesia through its Cocoa Life program.

This follows the company's recent commitment to lead private sector action as part of Côte d'Ivoire's national program to combat deforestation. The commitment was made at the COP21 climate talks in Paris and will contribute to the company's recently announced sustainability goals for 2020. The goals include an ambitious end-to-end approach to reduce its carbon footprint through actions to reduce deforestation in its agricultural supply chain, as well as to cut carbon dioxide emissions from manufacturing by an absolute 15%, in line with science-based targets.

"Partnering with governments, Mondelēz International will have a greater impact on protecting forest areas more effectively than any one actor could on its own," said Hubert Weber, Executive Vice President and President Mondelēz Europe, at the Lima-Paris Action Agenda (LPAA) High-Level Event for Forests. "I call to the private sector to step up and to embrace the opportunity to work with governments in forested countries, including Indonesia, to produce raw materials in a way that tackles rural poverty while reducing emissions from deforestation."

As the world's largest chocolate company, Mondelēz International has seized the opportunity to lead transformative change in the cocoa supply chain with Cocoa Life, a \$400 million investment to empower 200,000 smallholder farmers and create thriving cocoa communities in six cocoa origins – with the success of the Cocoa Life program in Indonesia making headway in the third-largest cocoa-producing country in the world and the biggest in Asia.

In November 2015, Cocoa Life sponsored a two-day workshop on how to address environmental challenges for sustainable cocoa development in Indonesia, which was attended by 70 people from 45 different organizations.

Mondelēz Indonesia brought together government officials, academics and researchers, the United Nations Development Programme (UNDP) and representatives from local and international NGOs (including Swisscontact, and the World Agroforestry Centre) to exchange ideas and views on the sustainability of Indonesia's cocoa industry and environmental protection.

"As the world's largest snack company, we shared our success stories in other cocoa origin countries to spark the change in Indonesia's cocoa industry," said Andi Sitti Asmayanti, the Southeast Asia Director



for Cocoa Life. “One of the most valuable discussions was about how to improve productivity while still protecting the environment.”

With 93 percent of the country’s cocoa produced on small farms, there still exists a lack of awareness and access to knowledge amongst smallholder farmers on best farming practices. As a solution, the Cocoa Life program will play a critical role in educating cocoa farmers about soil management, fertilizers, the challenges presented by climate change, and how to promote biodiversity and avoid deforestation.

Tomoyuki Uno, Green Commodities Programme Asia Manager at UNDP, shared, “It is important to have continuous dialogue and to collaborate with all stakeholders to ensure the success in establishing sustainable cocoa development and managing climate change in Indonesia. Cocoa Life from Mondelez is a good example of this positive collaboration, and we hope others from private sectors would follow.”

Through Cocoa Life, Mondelez Indonesia currently works with 8,100 smallholder Indonesian cocoa farmers to increase farmers’ productivity, so they can increase their incomes without expanding into the forest. By 2022, this program plans to provide training for 50,000 farmers who will ultimately provide benefits for 200,000 people in the local community, promoting women’s empowerment and education for children to secure the welfare of the future generations of cocoa farmers.

These commitments are a part of Mondelēz International's Call for Well-being, a call to action focused on four areas that are critical to the well-being of the world and where the company can make the greatest impact: sustainability, mindful snacking, communities, and safety.

#

About Mondelēz Indonesia

Mondelēz Indonesia is part of Mondelēz International, Inc. (NASDAQ: MDLZ); a global leader in chocolate, biscuit, gum, candy and powdered drink products. With around 2,600 employees and production facilities in Karawang, Cikarang and Bandung; Mondelēz Indonesia has become part of the Indonesian people. Mondelēz Indonesia is proud to have global, iconic brands such as *Oreo*, *Kraft Cheese*, *Cadbury Dairy Milk*, and *Toblerone*; as well as *Biskuat* as its local innovative jewel brand. As the world’s largest chocolate company, Mondelēz is committed to contributing to society by investing in sustainable agriculture, eliminating waste, and promoting healthy lifestyles. Since October 2012, Cocoa Life initiatives have been started to build sustainable supplies and thriving communities in chocolate key countries, including Indonesia.

Website : www.mondelezinternational.com
Facebook : www.facebook.com/mondelezinternational
Twitter : www.twitter.com/MDLZ

About Cocoa Life

Cocoa Life aims to reach more than 200,000 farmers across six countries, benefitting more than a million people. 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 answers Mondelez International's Call For Well-being, which urges employees, suppliers and community partners to join together to develop new approaches that can have a positive impact on the planet and its people. The Call For Well-being focuses on four key areas where the company can make the greatest impact: mindful snacking, sustainability, community and safety. Follow our progress at www.cocoalife.org/progress.

About United Nations Development Programme (UNDP)

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in more than 170 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations. Through the Green Commodities Programme, we are working with the public and private sectors in 14 countries to change the way highly-traded agricultural commodities are produced and traded. We bring government officials, smallholder



farmers, company and civil society representatives around the same table. Together they identify problems and work on solutions to protect the environment and improve livelihoods.

Website: <http://bit.ly/1mdOY9U>

Twitter: <https://twitter.com/UNDPcommodities>