



Contacts:

Richard Buino
Mondelēz International
news@mdlz.com
847-943-5678

Alan Keane
Weber Shandwick
akeane2@webershandwick.com
212-445-8410

America's No. 1 Cookie, OREO, Launches Direct-to-Consumer Gifting Site for the Holidays

Supports Mondelēz International's Global eCommerce Strategy to Grow Revenues to at Least \$1 Billion by 2020

EAST HANOVER, N.J. – Dec. 5, 2016 – Just in time for the busiest shopping season of the year, OREO is introducing gifts.oreo.com, a totally new online gifting experience for consumers featuring festive OREO tins filled with White Fudge Covered OREO cookies, a seasonal favorite. The new eCommerce pilot program will allow Mondelēz International to further build its direct-to-consumer credentials and is the latest initiative in the company's global e-commerce strategy, which aims to grow revenues to at least \$1 billion by 2020.

"OREO cookies have been part of people's holiday shopping and snacking for generations. And a key part of our eCommerce strategy is to offer unique gifting opportunities for our fans while ensuring a seamless shopping experience from start to finish," said Jennifer Hull, Global e-commerce Marketing Platforms Lead.

OREO fans who visit gifts.oreo.com can actually send gifts without knowing the recipient's address, using only their e-mail address or mobile phone number. Recipients can then "open" the gift online and confirm shipping details to send the OREO gift to the location of their choice.

"Our goal is to become the leader in eCommerce snacking by providing the best product assortment, value and convenience for consumers," said Neil Ackerman, Global Director, eCommerce. "We're piloting a more flexible, agile supply chain model that will allow us to have a more direct interaction with shoppers during a time of year when they're increasingly turning to online sources to research gift ideas and complete purchases."

While this direct-to-consumer pilot is for a limited time in the U.S., Mondelēz International will use the insights and knowledge from gifts.oreo.com to launch more eCommerce programs in other markets around the world.

Each of the festive *OREO* tins filled with White Fudge Covered *OREO* cookies are priced at \$19.99 and includes free shipping, while supplies last. To give the gift of *OREO* this holiday season, go to gifts.oreo.com.

About *OREO*

OREO is the world's favorite cookie, enjoyed by families and friends in more than 100 countries around the world. *OREO* is the best-selling biscuit of the 21st century with more than \$2 billion in global annual revenues. The *OREO* cookie twist, lick and dunk ritual has become the signature way to enjoy this iconic cookie for many different cultures around the world. *OREO* has a Facebook community of more than 42 million *OREO* lovers around the globe, representing 200+ countries and dozens of different languages. *OREO* celebrated its 100th birthday on March 6, 2012. Visit www.OREO.com for more information. *OREO* is one of Mondelēz International's billion-dollar brands.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ:MDLZ) is a global snacking powerhouse, with 2015 net revenues of approximately \$30 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands, such as *OREO*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; and *Trident* gum. Mondelēz 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 us on Twitter at www.twitter.com/MDLZ.