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Mondelēz International Launches One of the First Sponsored SmartLabel™ Apps
Provides U.S. Consumers Easy Access to Detailed Facts about Their Favorite Snacks

East Hanover, N.J. – February 15, 2017 – Mondelēz International has launched one of the first sponsored SmartLabel™ apps, making in-store, on-the-spot access to detailed product information for many of its U.S. snacking products possible from smartphones. More than 1,100 products across the U.S. snack product portfolio – biscuits, crackers, cookies, chocolate, gum and candy – are now searchable through the new “SmartLabel™ Sponsored by Mondelēz International” app as well as online at www.smartlabel.org.

The new “SmartLabel™ Sponsored by Mondelēz International” app is part of the company’s ongoing commitment to the SmartLabel™ initiative with the Grocery Manufacturers Association (GMA), the trade organization representing the world’s leading food, beverage and consumer products companies and associated partners. The app enables consumers to quickly scan a product’s QR code or UPC code and go directly to a database of product pages that contain detailed information – including ingredients, nutrition facts, allergens and more. The app is free and can be downloaded from the iOS and Android app stores.

“With SmartLabel™, Mondelēz International is demonstrating our commitment to consumers’ focus on well-being,” said Naomi Rosenfeld, Marketing Director Well-being Strategy, North America. “We moved quickly to bring our SmartLabel™ app to market to help empower consumers to make better, more informed choices. We’ve made great strides in product renovation and innovation that offers consumers better ingredients and more clarity about the foods they enjoy. SmartLabel™ gives us an opportunity to meet consumers’ desire for clear access to information about the products we sell.”

The company’s products across many of its U.S. snack brands feature SmartLabel™ – from *OREO* and *CHIPS AHOY!* cookies to *RITZ* and *TRISCUIT* crackers, *beVita* breakfast biscuits, *GREEN & BLACK’S* chocolate and *TRIDENT* gum.

Mondelēz International is one of the first companies that signed on to the SmartLabel™ initiative following its launch in December 2015 and is now one of the first companies to launch a sponsored SmartLabel™ app.

For more information about the company, visit www.mondelezinternational.com. For information about SmartLabel™, visit www.smartlabel.org.

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About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is building the best snacking company in the world, with 2016 net revenues of approximately \$26 billion. Creating more moments of joy in approximately 165 countries, Mondelēz 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. 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 the company on Twitter at www.twitter.com/MDLZ.