

At Mondelez International, our Call For Well-being focuses on four areas where we believe we can make the greatest difference: Mindful Snacking, Sustainability, Safety and Communities. In each of these areas, we outlined specific goals to which we hold ourselves accountable. We've made good progress and continue to work with our partners to achieve our commitments to make impactful change.

MINDFUL SNACKING | Empowering consumers to snack mindfully.

Transform portfolio by offering more nutritious choices

GOALS*

PROGRESS BY END OF 2013

HIGHLIGHTS

Deliver 25% of revenue from Better Choices by 2020

On Target

In 2013, **22% of our revenue** was from our Better Choices products.

Increase individually-wrapped portion control options 25% by 2020

On Target

Since 2012, Mindful Portion products **grew by 7%**. Examples include new *Club Social* sandwich crackers, *Chips Ahoy!* and *OREO* cookies individual packs, and *Cadbury Crispello*.

Reduce saturated fat 10% by 2020

On Target

Reduced saturated fat in our *OREO* sold in the UK by **24%**. Since 2009, **reduced saturated fat by 50%** across our *beVita* Crunchy Biscuit range.

Reduce sodium 10% by 2020

On Target

Completed our 10% sodium reduction efforts in Latin America in 2013, **removing approximately 1 million pounds of salt** from our biscuit and cheese products. In the UK, our *Ritz* crackers now have **58% less salt**; and our regular *Philadelphia* Cream Cheese has **20% less salt**.

Increase whole grains 25% by 2020

On Target

In Europe we offer over **150 whole grain biscuits**, delivering 17,000 tonnes of whole grain ingredients. In the US, our portfolio provides an estimated **5.5 billion servings of whole grain a year**.

Front of pack calorie labeling globally by end of 2016

On Target

By the end of 2013, an estimated **43% of portfolio was covered**.



Improve Current Portfolio

*based on 2012 baseline

SUSTAINABILITY | Securing sustainable agricultural supplies and reducing our environmental footprint.



GOALS	PROGRESS BY END OF 2013	HIGHLIGHTS
Sustainable agriculture	All cocoa will ultimately be sustainably sourced	On Target In 2013, 10% of our cocoa was sustainably sourced , much through existing certification partnerships. Cocoa Life, the foundation of our long-term strategy, will reach around 38,000 farmers / 500 communities by end-2014.
	70% of global coffee will be sustainably sourced by 2015	On Target As of 2013, 56% of our coffee is sustainably sourced.
	75% of Western European biscuits volume made with Harmony wheat by 2015	On Target In 2013, 44% of our West European biscuits were made with Harmony wheat.
	Palm oil: 100% RSPO by 2015	Goal Achieved Since 2013, 100% of our palm oil is RSPO —two years ahead of our commitment.
Environmental footprint	Reduce water in manufacturing 15% by 2015*	On Target Reduced our use of water by 11% per tonne and will drive further through a new global partnership with EcoLab®.
	Reduce waste in manufacturing 15% by 2015*	Goal Achieved Reduced net waste by 46% per tonne through innovative solutions and partnerships in facilities worldwide.
	Reduce energy in manufacturing 15% by 2015*	More Needed Achieved 6% reduction in energy per tonne at our sites worldwide and continue to evaluate how we can improve upon this goal.
	Reduce greenhouse gases from manufacturing 15% by 2015*	On Target Reduced emissions by 9% per tonne through energy saving projects and renewable energy sources.
	60% production from Zero Waste to Landfill sites by 2015*	On Target 31% of production from Zero Waste to landfill sites as of 2013.
	Eliminate 50 million pounds (22,500 metric tonnes) of packaging by 2015	On Target By 2013, eliminated 48 million pounds of packaging.

*measured per tonne of production

SAFETY | Keeping our employees and consumers safe.



GOALS

PROGRESS BY END OF 2013

HIGHLIGHTS

Achieve world-class safety performance

🎯 On Target

In 2013, we saw a **36% year-on-year reduction in lost time injury frequency rate (LTIFR) for contractors** and a **16% decrease in LTIFR** across all of our **direct and temporary employees**.

Achieve third-party food safety certification against the FSSC 22000 GFSI-benchmarked scheme for all internal manufacturing facilities by 2015

🎯 On Target

By the end of 2013, 126 out of our 168 manufacturing sites – or **75%**–are now FSSC 22000 certified.

COMMUNITIES | Partnering with communities to promote healthy lifestyles.



GOAL

PROGRESS BY END OF 2013

HIGHLIGHTS

Invest \$50 million USD into healthy lifestyle community partnerships

🎯 On Target

In 2013, allocated **50% of our \$50 million USD** multi-year commitment, covering 10 countries.