

THE RIGHT SNACK, FOR THE RIGHT MOMENT, MADE THE RIGHT WAY.

This is what guides and galvanizes us, and how we live up to our Environmental, Social and Governance (ESG) responsibilities. At Mondelez International, we are committed to focusing where we can make the biggest difference and deliver the greatest long-term positive impact.

We are happy to be signatories to the EU Code of Conduct on Responsible Food Business and Marketing Practices and to contribute with our existing commitments to the aspirations in this Code in support of the path towards sustainable food systems.



#EUGREENDEAL

MONDELEZ INTERNATIONAL COMMITMENTS

THEME & CONCRETE TOPICS	MDLZ PROGRAM/ ACTION	DETAILS WITH IMPACT ON EU	GOALS	ADDITIONAL INFORMATION	MONITORING/ KPI'S
ASPIRATIONAL OBJECTIVE 1: HEALTHY, BALANCED AND SUSTAINABLE DIETS FOR ALL EUROPEAN CONSUMERS					
ENGAGING CONSUMERS	MINDFUL SNACKING We want to inspire mindful snacking behaviors, so the consumers we care about can savor each bite and experience more satisfaction from the brands we and our consumers love.	Snacking mindfully involves a few simple steps that add up to fully enjoying the snacking experience. <ul style="list-style-type: none"> Know what you want Be aware of portion and moderate it Be present in the moment Enjoy and appreciate the snacks with all your senses Be aware of your hunger, fullness and satisfaction level Reflect on your whole eating experience THE BENEFITS <ul style="list-style-type: none"> A positive relationship with food by making deliberate and conscious food choices More satisfaction and pleasure from the food by savoring with all the senses Less likely to overeat and lose control by paying attention to hunger and fullness feelings 	By the end of December 2020, 14% of packs globally included the Mindful Snacking icon. We also plan to invest in a digital consumer education campaign to reach even more people with practical tips and tools to help them snack mindfully. By 2025 snack mindfully icon with portion guidance and tips on all packs.	On pack already in Southeast Asia (Indonesia, Thailand, Philippines, Malaysia, Vietnam): Eg: Ritz, Cadbury, Oreo, Halls We set up Digital platforms in EU: <ul style="list-style-type: none"> A dedicated consumer website www.snackmindful.com which includes a consumer fact sheet LinkedIn Podcast March 2021: https://www.mynewsdesk.com/uk/mondelez-uk/news/celebrating-women-423040 A dedicated healthcare professional website https://www.health-pro.snackmindful.com/ Partnerships with both the British Dietetic Association and British Nutrition Foundation Pilot of unbranded Mindful Eating fact sheets and learning resources for schools (UK). YouTube videos https://www.youtube.com/watch?v=12UII8TUVyQ 	KPI'S: Number of products in EU with mindful snacking logo and /or education campaigns with eating tips. We will share in our MDLZ yearly ESG reporting.
PRODUCT PORTFOLIO Portion control	To help people enjoy their snacks mindfully we focus on enhancing our portion control options.	Portion control are snacks that are 200 calories or less and are individually wrapped. Portion control is recognized as one effective way to help people manage their calorie intake. Individually wrapped products enable people to enjoy the treats they love, become more mindful when they eat, and help manage their calories.	We continue to focus on expanding our range of portion control options. At 16%, we are on track to reach our 2025 goal of 20% of global snacks net revenues from portion control products.	We are mindful of balancing our growth in portion control with our commitment to reducing waste and plastic packaging. We focus on optimizing and reducing packaging as well as using post-consumer materials wherever possible and enabling recycling.	Percentage of snacks net revenue in portion control options, yearly reporting in MDLZ Snacking Made Right ESG progress report
RESPONSIBLE MARKETING TO CHILDREN	We want to make sure that our marketing not only complies with all regulations and standards but also helps our consumers snack right.	No advertising in any media primarily directed to children under 13. 30% audience threshold. No marketing in primary & secondary schools. All of our communications on packaging and in-store materials directed to adults, with guidelines on use of premiums and on-pack promotions.	From July 1, 2021: age threshold will be shifted to "under 13" and audience threshold will move to 30%.	We work with others across the industry to support responsible marketing. We are, for example, a founding member of the International Food & Beverage Alliance. Along with other members, we made a global commitment to the World Health Organization to either not advertise products to children under age 13 or only advertise products that meet specific nutrition criteria to children under age 13 and to monitor those efforts.	The whole process is supported by an internal audit program. In addition, third-party monitoring is conducted to assess compliance with our global IFBA pledge and regional pledges, such as the EU Pledge.
ASPIRATIONAL OBJECTIVE 3: A CLIMATE NEUTRAL FOOD CHAIN IN EUROPE BY 2050					
CLIMATE Reduction of greenhouse gas emissions	We take an end-to-end approach to reducing our CO2 emissions both in our own operations (Scope 1 and 2) and in our value chain (scope 3) including the sourcing of our key raw materials and our packaging.	We draw on our Lifecycle Assessment (LCA) to help us better understand where our key carbon impacts are and prioritize our reduction efforts where it matters the most and where we have the biggest impact. Our Company Carbon Footprint shows our biggest CO2-e emission source is the sourcing of or raw materials, which includes Land Use Change, with first Cocoa and then Dairy and Wheat. We therefore focus our efforts on reducing our CO2-e emissions in raw materials, including actions to prevent deforestation in cocoa, dairy, wheat and palm oil, in manufacturing (energy efficiency and deployment of renewable electricity), packaging and parts of our logistics.	In February 2020 we set a new ambitious company-wide target to reduce absolute end-to-end greenhouse gas emissions by 10% by 2025, compared to a 2018 baseline, validated by the Science Based Target initiative. This is in line with reductions in emissions necessary to keep global warming well below 2 degrees Celsius and an important milestone in our work towards creating a sustainable future for snacking.		We report progress towards our goals annually in our ESG report Snacking Made Right and through the CDP (ex-Carbon Disclosure Project) yearly, which is publicly available.
ASPIRATIONAL OBJECTIVE 4: AN OPTIMIZED CIRCULAR AND RESOURCE-EFFICIENT FOOD CHAIN IN EUROPE					
PLASTIC PACKAGING	We are committed to sustainable packaging that keeps our products safe to enjoy, delights our consumers, and does not harm the environment.	We make efforts to eliminate, reduce, replace and recycle plastic packaging across our portfolio	By 2025 100% of our packaging designed to be recycled ready. Another 2025 Goal is to use 5% recycled content across all our plastic packaging.	We are at 94% in 2020: All our paper and carton board, some rigid plastic and flexible plastic films are designed to be recycled ready. In EU: from end 2022 Philadelphia cream cheese tubs across Europe will use recycled plastic.	We report progress towards our goals annually in our ESG report Snacking Made Right. In addition, as one of the signatories, MDLZ is reporting through the Ellen Macarthur Foundation.
VIRGIN PLASTIC	We are committed to sustainable packaging that keeps our products safe to enjoy, delights our consumers, and does not harm the environment.		We set a virgin plastic reduction target for 2025 that will result in a 5% absolute reduction in virgin plastic use in overall plastic packaging relative to 2020, including a 25% cut in virgin plastic in its rigid plastic packaging. These actions are expected to result in a 10,000 ton reduction of virgin plastic packaging in five years.	The virgin plastic use reduction target will be achieved through a combination of measures including elimination of plastic material, increased use of recycled content and the adoption of reuse models for the company's portfolio where it makes sense to do so.	We report progress towards our goals annually in our ESG report Snacking Made Right.
ASPIRATIONAL OBJECTIVE 6: SUSTAINABLE VALUE CREATION IN THE EUROPEAN FOOD SUPPLY CHAIN THROUGH PARTNERSHIP					
CAGE FREE EGGS	Eggs and egg derivatives are used as ingredients in a range of our chocolate and biscuit brands. We recognize concerns for the welfare of laying hens and we've taken a number of steps to switch to cage-free supplies.	On Supplier engagement: We currently use 100% cage-free eggs in our U.S. and Canada brands, as well as all of our European chocolate brands as well as in our biscuit products sold in Belgium and the Netherlands. We're working with suppliers to incentivise cage-free egg production.	We strive for 100% of our hens egg supply globally to be cage-free. By the end of 2020, our entire egg supply for U.S. and Canada was cage free and 17% of our global eggs sourced were cage-free. By 2025, our hens egg supply for the EU will be cage free.	We want all hens eggs ultimately to be produced cage-free. We are encouraged by reports that major egg buyers have started the transition to cage-free. We hope this will lead to a general transformation in the market, so that cage-free eggs become the mainstream option. We are pleased to lend our support.	We report progress towards our goals annually in our ESG report Snacking Made Right.
ASPIRATIONAL OBJECTIVE 7: SUSTAINABLE SOURCING IN FOOD SUPPLY CHAINS					
WHEAT Protection and promotion of biodiversity, sustainable agricultural practices: limit fertilizers and pesticides use, crop rotation, reduction in carbon emissions, water conservation	HARMONY Sustainable ingredient sourcing in EU. Living up to our responsibilities as the world's largest biscuit baker, we want to ensure wheat is grown sustainably. Our Lifecycle Assessment (LCA) confirms that sustainably sourcing this ingredient presents the single biggest opportunity to deliver against our carbon emission reduction targets to combat climate change and minimize our impact on the environment.	CHANGING THE WAY EUROPEAN WHEAT IS GROWN. We work with European farmers to grow wheat in a way that helps conserve water, cares for the soil, protects and promotes biodiversity, and reduces carbon emissions. We also engage with local governments and NGOs.	At the end of 2020, 76% of the volume of wheat needed to produce our biscuits across our EU business unit was grown under the Harmony Charter. Our goal is to reach 100% by 2022.	We monitor and measure the environmental and economic impact of Harmony practices. Each year, 10% of farmers, all our storage bodies and all our millers are audited by independent organizations to ensure compliance with the Harmony Charter. To date, more than 1,600 farmers have joined the program. In 2020, 215,330 tons of wheat flour was produced by our 17 millers and 26 cooperatives.	KPI'S: Number of farmers, storage bodies and millers involved in the Harmony Wheat Initiative, number of countries with Harmony farmers, wheat surface
COCOA Farmer productivity and resilience, empowering communities, conserving and restoring forests	COCOA LIFE MDLZ signature global cocoa sustainability program. Investment of \$400 million over ten years. Informed by our Lifecycle Assessment, guided by our end-to-end science-based targets for reducing carbon emissions and as one of the world's leading chocolate makers, we have a responsibility to pave the way in building a thriving cocoa sector – for our business, for cocoa farming communities and for our consumers.	Cocoa Life holistically tackles the root causes of the complex challenges cocoa farmers and their communities face, including climate change, deforestation, gender inequality, poverty and child labor. We work on the ground, hand-in hand with the men and women who make their living from cocoa, focusing on where we can make the biggest difference in three critical areas of intervention: making cocoa farming a sustainable business, creating empowered cocoa communities, and conserving and restoring forests.	In 2020 68% of cocoa volume needed for our chocolate brands is sourced through Cocoa Life, compared to 63% in 2019. 100% of cocoa volume needed for our chocolate brands sourced through Cocoa Life by 2025.	Our European brands Cadbury Dairy Milk, Cote d'Or, Milka, Freia, Daim, Suchard, Marabou, Toblerone, Green & Black's Velvet sustainably sourced in 2020 their cocoa through Cocoa Life.	% of cocoa volume needed for our chocolate brands sourced through Cocoa Life
CHILD LABOR Social sustainability	Forced and child labor are critical issues in our sector and we are addressing them head on.	Our European brands Cadbury Dairy Milk, Cote d'Or, Milka, Freia, Daim, Suchard, Marabou, Toblerone, Green&Black's Velvet sustainably sourced in 2020 their cocoa through Cocoa Life.	Commitment to 100% coverage of Cocoa Life communities in West Africa with Child Labor Monitoring & Remediation Systems (CLMRS) by 2025 As of the end of 2020, 28% have coverage across 28 of total communities in West Africa.	SUPPORTING MANDATORY DUE DILIGENCE Recognizing the need for everyone involved to work together to tackle human rights issues in global supply chains, we support legislative efforts to enable practical, proactive, ongoing human rights due diligence.	We follow the United Nations Guiding Principles on Business and Human Rights as a framework to guide our approach to identify and address risks, and to disclose our progress. We work with a range of expert external advisors to help us assess and strengthen our approach, including TwentyFifty, Embode and our Cocoa Life External Advisory Board.

