



## **Kinh Do Corporation Welcomes Global Snacking Leader Mondelēz International in Landmark Investment**

- *Transaction heralds new phase for Vietnam's snacks giant, Kinh Do, its employees, partners and consumers*
- *Transaction leverages the rich histories of both companies in building and nurturing successful businesses and iconic brands*
- *Kinh Do Corporation's Board of Directors proposes VND7.846 trillion transaction (approximately US\$370 million) to shareholders*
- *Transaction is subject to Kinh Do Corporation shareholders' and regulatory approval*

**Ho Chi Minh City, Vietnam, 11<sup>th</sup> November, 2014** – Today, Kinh Do Corporation announced that Mondelēz International will invest in BKD, Kinh Do Corporation's category-leading snacks business, subject to the approval of Kinh Do Corporation shareholders. A milestone in Vietnam's fast-moving consumer goods industry, the transaction will leverage Kinh Do's manufacturing capabilities, comprehensive distribution network and some of the best Vietnamese talent in the industry. Combined with Mondelēz International's marketing expertise, innovation platforms and global resources, the proposed investment is expected to create new opportunities for Kinh Do's leading brands, employees and introduce new choices, flavors and moments of joy for consumers in Vietnam.

Prior to the investment by Mondelēz International, Kinh Do Corporation will complete its previously announced restructuring to consolidate its snacks division (except for the Kido ice cream and dairy division and its retail bakeries) into one business entity, BKD. Under the proposed transaction, Mondelēz International will make an investment of VND7.846 trillion (approximately US\$370 million) in exchange for 80 per cent of the shares of the restructured snacks business.

Kinh Do Corporation's Board of Directors will propose the VND7.846 trillion transaction (approximately US\$370 million) to shareholders at the Kinh Do Corporation Extraordinary General Meeting scheduled on 1 December 2014.

Kinh Do Corporation's Chairman, Mr Tran Kim Thanh, said, "The love and trust of customers along with the efforts of our employees over the past two decades have made Kinh Do's brands what they are today. We are proud to be able to bring Kinh Do to the next level of growth and to offer new tastes to consumers not only in Vietnam but the world."

"Today's announcement is also a firm recognition of Kinh Do as a well-loved brand that has earned the trust of consumers over the years. The proposed transaction is aligned to our business direction and will help us to successfully deliver our new strategy," said Mr Tran.

"Our significant investment in Kinh Do and Vietnam is a perfect fit for our growth strategy in Asia Pacific, strengthening our core snacking categories in a high-growth dynamic market," said Mr. Tim Cofer, Executive Vice President and President, Asia Pacific and Eastern Europe, Middle East & Africa for Mondelēz International.

"Kinh Do is a successful Vietnamese business with decades of heritage. Its deep understanding of local consumers, the commercial environment and complex routes to market



in Vietnam, provide a strong foundation to grow the business. Our companies share a passion for making brands people love, so I'm tremendously excited about what our businesses can achieve together," said Mr Cofer.

Mondelēz International is one of the world's leading snacks companies, with iconic brands including *Oreo* cookies, *Ritz* crackers and *Cadbury* chocolate.

The proposed transaction is also expected to result in additional investment behind Kinh Do's well-loved brands, including *Cosy*, *Solite* and *AFC* to bring them to a new generation of consumers, while recognising the heritage that consumers know and trust. Mondelēz International will explore opportunities to offer Vietnamese consumers broader access to brands from its global pantry.

The proposed transaction is expected to close in the second quarter of 2015, subject to approval at the Kinh Do Corporation Extraordinary General Meeting and certain other conditions.

#### **About Kinh Do Corporation**

Kinh Do Corporation (KDC) is Vietnam's leading confectionary company with a diversified portfolio of category leading brands, built over the past 21 years. Throughout its extensive history, KDC has built a market leading presence in a wide range of confectionary products, cakes, buns, moon cakes, cookies and ice cream. As part of its Food & Flavor strategy, coupled with the company's strength in distribution, production, marketing and sales, Kinh Do aims to continue to be a market leading food company.

#### **About Mondelez Asia Pacific**

Mondelez Asia Pacific is part of Mondelēz International, Inc. (NASDAQ: MDLZ). A global snacking powerhouse and a world leader in chocolate, biscuit, gum, candy, coffee and powdered beverages; a combined net revenue of over US\$5 billion for the region. Headquartered in Singapore, Mondelez in Asia Pacific operates in over 14 countries such as Australia, China, Hong Kong, Indonesia, India, Japan, Malaysia, New Zealand, Philippines, Taiwan and Vietnam. Across the region, Mondelēz Asia Pacific has 16,000+ employees, over 30 manufacturing plants and 10 R&D Centers. Mondelez in Asia Pacific is the proud maker of global and local iconic brands such as *Oreo* and *Tiger Biskuat* biscuits, *Kraft Cheese*, *Cadbury Dairy Milk* and *Toblerone* chocolate, *Hall's* candy, *Stride* gum, and *Vegemite*. As the world's largest chocolate company and second largest coffee company, Mondelēz International is committed to contributing to society by investing in sustainable agriculture, eliminating waste, and promoting healthy lifestyles. For further information, please visit [ap-mondelezinternational.com](http://ap-mondelezinternational.com) and [www.facebook.com/mondelezinternational](http://www.facebook.com/mondelezinternational).

#### **Forward-Looking Statements**

This press release contains forward-looking statements. Words, and variations of words, such as "will," "expect" and similar expressions are intended to identify these forward-looking statements, including, but not limited to, statements about the transaction, the expected results of the transaction and the timing for closing the transaction. These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond Mondelēz International's control, which could cause actual results to differ materially from those indicated in these forward-looking statements. Please also see Mondelēz International's risk factors, as they may be amended from time to time, set forth in its filings with the U.S. Securities and Exchange Commission, including its most recently filed Annual Report on Form 10-K. Mondelez International disclaims and does not undertake any obligation to update or revise any forward-looking statement in this press release, except as required by applicable law or regulation.

#### **Media contact:**

Pham Ngoc Anh, AVC Edelman

Email: [anh.pham@avcedelman.com](mailto:anh.pham@avcedelman.com)

Mobile phone: +84 914 735 599