



**Press release:**

## **INTRODUCING MONDELEZ KINH DO**

- *Mondelēz International completes acquisition of majority stake in Kinh Do snacks business to help accelerate growth strategy in Asia Pacific*
- *Creates a powerful combination of snacking leaders on the Vietnamese market*

**Ho Chi Minh City, Vietnam – 15<sup>th</sup> July, 2015** – Mondelēz International and Kido Group (previously known as Kinh Đô Group) today announced the launch of Mondelez Kinh Do, a powerful combination of snacking leaders making much-loved brands for the next generation of Vietnamese consumers.

The launch of Mondelez Kinh Do follows the completion of Mondelēz International's acquisition of an 80 per cent stake in Kinh Do, Kido Group's category-leading snacking business. The business will have a combined portfolio of leading snacks brands from Vietnam and around the world, including *Kinh Do* mooncakes and biscuits, *Cosy* biscuits, *Solite* soft cakes, *AFC* crackers, *Oreo* cookies, *Ritz* crackers and *Cadbury* chocolate.

Announced in November 2014, this acquisition combines Kinh Do's deep understanding of Vietnam's local consumers and routes to market with Mondelēz International's world-class innovation, marketing and people development experience to create a business that is better together.

"We're proud to welcome Kinh Do to the Mondelēz International family. We have a shared passion for creating brands people love. With the same great team and the same great brands now backed by global knowledge and resources, the future is bright for Mondelez Kinh Do," said Mr Stephane Gripon, Managing Director, Mondelez Kinh Do.

Mr Gripon continued: "I'm excited to lead the talented team at Mondelez Kinh Do. Vietnam is a fast-growing market that is home to over 90 million increasingly sophisticated consumers looking for high-quality snacking products. Mondelez Kinh Do is the right business, with the right products and right people to make the most of this unique opportunity. We are proud to be the guardians some of Vietnam's best-loved brands and look forward to growing them in Vietnam and abroad."

The acquisition strengthens Mondelēz International's operations in Vietnam and across Asia Pacific. "The addition of Kinh Do's talented team and local manufacturing facilities enhances our capabilities in the region, particularly in soft cakes, special occasions and gifting. Combined with our global manufacturing, food safety and quality standards, we believe we'll be better together," said Mr Gripon.



### **About Mondelēz Asia Pacific**

Mondelēz Asia Pacific Pte Ltd is part of Mondelēz International, Inc. (NASDAQ: MDLZ). A global snacking powerhouse and a world leader in chocolate, biscuits, gum, candy, and powdered beverages; Headquartered in Singapore, Mondelez in Asia Pacific has a combined net revenue of over US\$5 billion for the region and operates in 14 countries including Australia, China, Hong Kong, Indonesia, India, Japan, Malaysia, New Zealand, Philippines, Taiwan and Vietnam. Across the region, Mondelēz Asia Pacific has 20,000 employees, over 30 manufacturing plants and 10 R&D Centers. Mondelēz in Asia Pacific is the proud maker of global and local iconic brands such as *Oreo* and *Tiger Biskuat* biscuits, *Cadbury Dairy Milk* and *Toblerone* chocolate, *Hall's* candy, *Stride* gum, *Tang* powdered beverages and *Vegemite*. 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](https://www.facebook.com/mondelezinternational) or follow us on Twitter at [www.twitter.com/MDLZ](https://www.twitter.com/MDLZ).

### **About Kido Group**

**Kido Group** is Vietnam's leading food company with a diversified portfolio of category leading brands, built over the past 21 years. Throughout its extensive history, Kido Group 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, Kido Group has expanded its presence into instant noodles, edible oils and seasoning under the brand Dai Gia Dinh.

### **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. Mondelēz 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.

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