

AIPIA CHALLENGE BRIEF

Mondelēz
International
SNACKING MADE RIGHT

ACTIVE & INTELLIGENT
PACKAGING

Summit Americas
June 3 - 4, 2019 | Jersey City

presented by AIPIA

EMPOWERING PEOPLE TO SNACK RIGHT

Mondelēz International is excited to participate in the 2019 AIPIA Summit Americas Challenge. The following brief invites active and intelligent packaging developers to propose solutions that can help us deliver on our company mission; Lead the future of snacking around the world by offering the right snack at the right moment made the right way. We would like to explore opportunities to incorporate Active and Intelligent packaging technologies across our broad portfolio of brands.

Company Background:

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right, with 2018 net revenues of approximately \$26 billion. Our purpose and vision is to lead the future of snacking around the world by offering the right snack, for the right moment, made the right way. Over 80,000 employees support this effort by manufacturing and marketing delicious food and beverage products for consumers in approximately 150 countries around the world. We are a world leader in biscuits, chocolate, gum, candy and powdered beverages. We hold the No. 1 position* globally in biscuits, candy, and chocolate as well as the No. 2 position in gum. About 85 percent of our annual revenue is generated in attractive snacks categories, and nearly three-quarters of our sales come from outside of North America.

Building positive impact for people and our planet is at the core of who we are. We call this Impact For Growth – our commitment to driving business growth with positive change in the world. Guided by integrity and transparency, we're focused on making an impact across four areas: Being the leader in Well-being snacks, Safety, Sustainability, and benefiting the communities in which we live and work.



*2018 category position. Source: Euromonitor

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As we look to grow our impact in the aforementioned focus areas, we recognize that there are developing packaging technologies in the digital realm that can help us deliver on our mission. For the purpose of this brief we have selected two of our impact areas in which we believe active and intelligent packaging can increase engagement and connectivity with consumers through our packaging. We would like to explore the possibility to utilize Active and Intelligent packaging in our portfolio in the following areas:

Safety - Our growth depends on supporting our colleagues' safety and ensuring the foods we make are safe to eat. We work tirelessly to achieve world-class safety standards for the foods we sell and the environment in which our people work.

- Technologies that allow us to demonstrate the authenticity and safety of our products through tamper evidence.
- Packaging features that can act as a PIF (packaging integrity feature).
- Technologies that ensure the inner or primary package and contents matches the outer or secondary package.

Sustainability - Mondelez International has announced packaging sustainability goals of making 100% of our packaging recyclable by 2025 and to provide recycling information in markets around the world by 2025.

- What technologies/communication channels can help consumers better understand how to recycle our products?
- What connected platforms can we utilize to incentivize consumers to recycle?
- Are there technologies/infrastructure that allow for better sorting at MRF's (Material Recovery Facilities) and can help us to drive up recycling rates for our packaging?



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The Challenge Pitch can be directed to a singular brand or larger portfolio of products. Some of our larger brands and our website have been included on the next page for reference. Potential solutions should be tailored toward our brands and include our brand imaging/identity and be relevant to our mission as previously outlined. Technologies presented should keep recyclability of the final packaging materials into consideration and also consider current and proposed COG's. We welcome prototypes and renderings to help illustrate the benefits of the proposed technologies, which can be in physical or digital form.

After the pitches are presented, we will follow-up with individual participants to more thoroughly scope potential solutions if we deem applicable. It should be noted that this challenge is not intended to commit any party to do any future business with the other and such business, if any, will be at the discretion of each party.

Mondelēz International is excited to participate in the AIPIA Summit Americas Challenge and we look forward to learning about technologies that can help us accomplish our mission; Lead the future of snacking around the world by offering the right snack at the right moment made the right way. We look forward to seeing you at the AIPIA Summit Americas in June.

For any questions on this brief, please direct them to Eef De Ferrante, Managing Director, AIPIA.



*2017 category position. Source: Euromonitor

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OUR BRANDS

