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Travel Retail Made Right: Mondelez WTR rallies the industry with latest sustainability campaign in partnership with The Moodie Davitt Report

June 5, 2023 - Mondelez World Travel Retail (WTR) in partnership with The Moodie Davitt Report is rallying the travel retail industry to put its best sustainable foot forward as it launches a month-long campaign to raise awareness and funds for Mondelez WTR's 'The Bag That Gives Back' project. The campaign will run throughout the month of June on The Moodie Davitt Report website to mark World Environment Day on the 5th of June, providing the perfect backdrop for this initiative.

The entire travel retail industry is invited to snap a picture of the everyday practices they follow to help promote a more sustainable global impact and submit the images to The Moodie Davitt Report. From reusable water bottles to cycling to work to using a metal straw, participants are encouraged to be creative and confident in their submissions to stand a chance to win. The fitting prize is a 4000 Euro donation made in the winner's name, which covers a new tricycle, and a Mondelez hamper.

'The Bag that Gives Back' is a collaboration between Mondelez WTR, Cocoa Life, and Child Rights International. It centers on providing tricycles for local Ghanaian cocoa communities with the aim of enhancing mobility for children and small businesses. The campaign is part of the confectionery leader's Travel Retail Made Right agenda, applied across the industry to promote sustainable practices and products. This latest collaboration with travel retail's leading media outlet The Moodie Davitt Report seeks to bring greater awareness and positive change to the channel through a powerful partnership.

Cocoa Life is Mondelez International's cocoa sustainability program focusing on making cocoa sourcing more sustainable in key cocoa-producing countries. Cocoa Life aims to help lift the

people and protect the landscapes it reaches and bring dynamic change to the communities and forests where the cocoa bean grows before it becomes the snacks consumers love.

Child Rights International is a non-profit organization committed to ensuring that children's voices and contributions are recognized and valued in society, and reaffirming children's faith in a better and brighter future.

Jaya Singh, at Mondelez WTR said: "At Mondelez WTR, whatever we do, we do for the greater good of people and planet, especially that which positively impacts lives. An advancement for us is an advancement for all and with that in mind, I am pleased to announce the collaborative campaign we are hosting with our partners at The Moodie Davitt Report. This sustainable campaign champions our Travel Retail Made Right agenda but more than that, it speaks to the commitment the industry is collectively making to implement sustainable practices and products in the channel and beyond. I'm excited to see the submissions for this campaign and more importantly, I'm looking forward to presenting this incredible prize to the winner, a donation in their name to a meaningful Cocoa Life program that is at the core of Mondelez WTR's sustainable strategy."

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About Mondelēz International Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2022 net revenues of approximately \$31 billion, MDLZ is leading the future of snacking with iconic global and local brands such as Oreo, Ritz, LU, Clif Bar and Tate's Bake Shop biscuits and baked snacks, as well as Cadbury Dairy Milk, Milka and Toblerone chocolate. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at <https://www.twitter.com/MDLZ>.

About Mondelēz World Travel Retail

Mondelēz World Travel Retail, a member of the Mondelēz International family, is the leading confectionery manufacturer in travel retail that makes every traveler's journey delicious in airports, ferries, airlines, and border stores across the globe. Its portfolio covers all main confectionery categories, chocolate, biscuit, gum and candy, with beloved brands such as Toblerone, Milka, Cadbury, Oreo, Daim, Côte d'Or, Mirabell, Marabou, Freia, Trident, Stimorol and Bassett's. Visit www.mwtr.com.

