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Mondelez WTR delights summer travelers with Toblerone Sleeve Printer in Barcelona in Partnership with Dufry.

August X, 2023 - Mondelez World Travel Retail (WTR) welcomed summer travelers in sunny Barcelona with its latest iteration of the Toblerone Sleeve Printer 2.0 activation in partnership with Dufry. The popularity of the ongoing campaign, which has been met with resounding success around the world, unlocked a prime activation space at Barcelona El Prat Airport in Terminal 1. With this hot spot location, Mondelez WTR aims to enhance its winning portfolio, whilst delivering a unique personalized experience for travelers to remember long after their journey is complete.

Mondelez WTR's unveiling of the Toblerone Sleeve Printer 2.0 in Barcelona adds yet another airport to the growing list of locations where the campaign is rolled out worldwide. Capitalizing on the high influx of summer travelers, the activation will run throughout Europe's summer season from July 1st to August 31st, impressing consumers with a wide variety of Toblerone bars available in all flavors and Toblerone Tinys. In addition, travelers can shop the vibrant Spain Sense of Place Toblerone collection to commemorate their trip or take back home as a gift.

The activation's location in the 'La Lagrima' area places it in a high-traffic section of Barcelona El Prat Airport. Passengers passing by can browse the delicious selection of chocolate and personalize their Toblerone bars using the advanced Sleeve Printer 2.0, allowing them to create a truly unique souvenir or a special gift for a loved one. To sweeten the deal, Mondelez WTR and Dufry are running several promotions where consumers can spend less and get more on Toblerone Bars and Toblerone Tiny pouches.

Beatriz de Otto, Head of Customer Marketing said: "There is nothing sweeter than a European summer experience, and we are thrilled to enhance the journey of travelers with our widely successful

Toblerone Sleeve Printer 2.0. With our valued partners at Dufry, we are delighting traveling customers with our cutting-edge technology, allowing them to create a truly unique gift or souvenir to take back home. It's through the innovative differentiation displayed in campaigns like these that we are able to unlock more incredible spaces, highlight our winning portfolio and deliver unique Mondelez WTR moments."

Philippe Moryl, Global Category Management Head for Confectionery & Food at Dufry said:

"At Dufry, we are thrilled to bring the popular Toblerone Sleeve Printer to life by giving it a space worthy of its fame. Through our powerful partnership with Mondelez WTR, we are committed to delivering exclusivity, driving differentiation, and enhancing the customer journey. With summer here, we want as many travelers as possible to experience this innovative campaign, and we are sure our customers will enjoy and remember this special moment at Barcelona Airport."

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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.



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