



Contacts: Tasmiyah Randeree
+27607083754
tasmiyah@we-purple.com

Mondelez WTR Partners with Dufry to Drive Sustainability in the Levant with First Ever Sustainability Activation at Queen Alia International Airport

October 16, 2023 – Mondelez World Travel Retail (WTR) is expanding its Travel Retail Made Right agenda with its first ever sustainability activation in the Levant region. In partnership with Dufry, the confectionery leader is bringing its popular Ghana Mobility Initiative to Queen Alia International Airport (QAIA) in Amman Jordan, with Toblerone’s the Bag That Gives Back campaign. This marks the first time a sustainability activation has ever been hosted at the airport. The campaign spotlights an ongoing initiative to help give back to cocoa communities in Ghana in partnership with Child Rights International and the Cocoa Life Program. It centers on providing tricycles for local Ghanaian cocoa communities with the aim of enhancing mobility for children and small businesses.

Mondelez WTR is making its sustainable mark in Amman as the first ever confectionery brand to host a sustainability activation at QAIA. The campaign began in September and will run until the end of November, giving travelers the opportunity to engage with the Ghana Mobility Initiative and the Bag That Gives Back campaign. The global expansion of these activations is testament to Mondelez WTR’s and partners’ dedication to delivering unique experiences and advancing the wider Travel Retail Made Right agenda. This activation reflects the company’s evolved category vision that focuses on driving greater penetration and accelerated conversion within the confectionery category.

The campaign’s popularity rides on its interactive element – a life-size wooden tricycle that allows travelers to better understand the mechanics of the initiative, whilst giving them an opportunity to contribute. For every KM cycled on the tricycle, a donation is made towards the campaign that provides tricycles to Ghanaian cocoa communities. Customers can also make a positive contribution by purchasing an activation-exclusive Bag That Gives Back tote bag with proceeds going to the project.

Mondelez WTR's groundbreaking presence at QAIA aligns with the wider values presented by its retail partner Dufry, who recently unveiled a shop in shop concept called mind. body. soul. at QAIA, meeting the increasing customer interest in purchasing more sustainable products. This latest iteration of Toblerone's Bag That Gives Back campaign drives forward the shared interest in advancing sustainability within travel retail and beyond.

Beatriz de Otto, Head of Customer Marketing said: "Witnessing the growth of the Bag That Gives Back campaign has been a feat for Mondelez WTR. Now, we are proud to build on that success by expanding our sustainability agenda into a new region. Our latest activation in Amman speaks to our commitment to advance the Travel Retail Made Right agenda. We are proud to partner with Dufry who not only share the same values but have also trusted us to bring sustainability to Queen Alia International Airport for the first time."

Philippe Moryl, Global Category Management Head for Confectionery & Food at Dufry said: "Dufry is committed to meeting and exceeding customer expectations. When travelers walk through our airport, we want them to have an unparalleled experience, part of that means delivering products, services and activations that they are interested in. Sustainability is now a compulsory aspect of the traveler journey, we are thrilled to bring sustainability to Queen Alia International Airport with its first ever activation hosted by Mondelez WTR. The Bag That Gives Back promises engagement, delicious chocolate and an emphasis on our collective commitment to advancing sustainability within travel retail."

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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.

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