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Mondelez WTR Celebrates Global Customer Engagement Excellence as it Receives Remarkable #1 Overall Rank in Global Travel Retail Advantage Report

October 23, 2023 -- Mondelez World Travel Retail (WTR) is celebrating global customer engagement excellence after a highly successful week in Cannes and an extraordinary recognition from industry partners through the latest [Advantage Report](#) insights, which rank the confectionery leader as the overall #1 performing supplier in global travel retail.

Advantage Report is a performance benchmarking methodology designed to help brand owners globally understand and improve their customer engagement in key business areas. The travel retail report combines extensive quantitative data with qualitative feedback from 35 duty free retailers. Then, independent B2B relationship company, Advantage Group, takes the findings and creates the report. This year, retailers and distributors rated the performance of suppliers on a range of four critical engagement drivers of high performing partnerships:

- Partnership: How they do things
- Execution: What they do
- Reputation: Who they are
- Vision: Where they are going

Mondelez WTR not only ranked #1 in overall performance but came in top of the class in the confectionery category as well, two momentous milestones speaking to the category leader's commitment to constantly leading breakthrough innovations, and putting the traveler at the center of everything that they do. Mondelez WTR notably outperformed the competition in every engagement driver category, and intends to leverage this accomplishment by further investing in

partnerships and maintaining their position as a driving force for growth in the wider travel retail channel.

With the industry's biggest event of the year in the rear-view mirror, Mondelez WTR reflects on the incredible connections, conversations and commitments created at the Tax Free World Association (TFWA) World Exhibition and Conference 2023. This year, the channel showed up in numbers with 7,385 visitors attending, up +23% year-on-year, according to TFWA, creating a global platform for Mondelez WTR to further build on their high-ranking partnership capabilities in the industry and beyond.

As a champion of collaboration, the confectionery leader extends its thanks and gratitude to the industry for showing up in incredible numbers to collectively work together to enhance the travel retail experience. Powerful partnerships are synonymous with Mondelez WTR and its latest recognition by the Advantage Group highlights its dedication to leading the way in industry growth for the greater good of the category and channel.

The confectionery leader's presence at TFWA Cannes 2023 was marked significantly by the unveiling of its premium Toblerone pralines, which was introduced to industry peers, media outlets and partners at a cocktail launch event. Toblerone pralines marks Mondelez WTR's continued advancement into the premium category whilst also highlighting its commitment to driving product innovation to increase penetration and conversion - to bring more shoppers, more spend, more often into stores to grow the confectionery basket. Looking ahead, Mondelez WTR is excited to work with retailers and airports to spotlight Toblerone pralines, delighting travelers with a dose of delicious originality.

Clive Jones, President Central Europe, EU Central Sales and Global Licensing at Mondelēz International, said: *"We very much appreciate this positive feedback, recognising how Mondelez strives for in-store excellence, product innovation and productive business partnerships. We are proud of our leading position in the market and the strong reputation built over many years, but success can only be delivered through the collective effort, trust and strength of relationship with our industry partners."*

Jaya Singh, Managing Director at Mondelez World Travel Retail, said: *"I'm proud to announce that Mondelez World Travel Retail has been ranked as the industry leader, acknowledged*

by the No.1 position in overall performance across all suppliers in this year's Advantage Report for Global Travel Retail as well as No.1 in confectionery. The results of this survey clearly demonstrate who we are, what we do and how we do it - a fantastic milestone for the Mondelez WTR team and one they can be very proud of. This wouldn't have been possible without our ongoing commitment to increasing category growth through penetration and conversion, driving more shoppers, more spend and more often."

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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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