



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

A new era of gifting: Mondelez WTR champions personalization with Toblerone in Istanbul

April 20, 2023 – Mondelez World Travel Retail (WTR) is unlocking fresh gifting opportunities for traveling consumers with pioneering advancements in personalization via a brand new activation featuring the channel’s number one chocolate brand, Toblerone. Decked throughout with Toblerone’s iconic design, the activation unveiled in partnership with Gebr. Heinemann and their Turkish partner Unifree at Istanbul Airport, intends to disrupt travelers in the busy airport environment through exciting and interactive digital elements, underlining the confectionery category leader’s commitment to delivering unique experiences and digital innovation.

The space introduces the latest Toblerone 2.0 sleeve printer, the first of its kind to be installed in travel retail, which allows travelers to add a name or message to sleeves. First launched in travel retail in Istanbul in 2019, the new advanced sleeve printer functions much faster than its predecessor, shortening wait times for shoppers, making for a more seamless experience. Travelers can also enjoy a glimpse of the new Toblerone brand identity with the dynamic new POS suite, specifically designed in innovative 3D shapes and colors to disrupt the passenger and bring their attention to this well-loved brand.

To further encourage spend, shoppers who purchase three 360g bars enjoy the opportunity to personalize the sleeves, making for a truly unique gift or keepsake. Travelers can also include complimentary custom gifting ribbons to their chocolate bars, driving the brand’s ambition to offer more personalized confectionery products and inspire the desire to gift.

A new digital 4D Toblerone photo box is another one of the key digital elements of the animation. With this ‘phygital’ tool, users can take photos and have them printed instantly for no charge, inviting travelers to interact with the brand while waiting for their flights. The wide range of

in-store engagement technologies aim to push the envelope for Toblerone offerings, elevating the brand both in confectionery and across the wider channel.

Beatriz De Otto, Head of Customer Marketing at Mondelez WTR, said: “We are delighted to be back in Istanbul with a more premium, exciting, and engaging activation anchored in our commitment to digital innovation, while continuing our personalization journey with Toblerone. The activation positions confectionery with the visibility that the category deserves to accelerate conversion in-store, while the launch of our newest printer and the incorporation of digital elements like the photo box inspire travelers to engage with the brand and create custom gifts via new means. We are very proud to deliver such an unparalleled and memorable retail experience for a new generation of travelers alongside our partners at Gebr. Heinemann.”

Jens Peter Peuckert, Director Marketing at Gebr. Heinemann, said: “Our ambition is to create unforgettable experiences to attract travelers’ attention - for higher category penetration and conversion. In this light we are pleased to offer shoppers this engaging and surprising way of personalization together with Mondelez WTR – as a result of a close and evolving partnership with aligned goals. Mondelez WTR’s evolved digital offering will appeal to discerning travelers seeking rich, individual retail experiences that they can connect with.”

Ceren Tonguç, Chief Commercial Officer, Unifree, said: "We always strive to provide an unforgettable duty-free experience for our customers. We are pleased to announce that we are hosting Toblerone in Istanbul Airport for the second time. Our guests can now customize and personalize their chocolate bars and create memories that will be remembered forever with our dedicated photo shooting area."

Mondelez WTR first pioneered personalization in the confectionery category in 2017 with Toblerone Messages for the iconic 360g bar. Since then, the category leader has continuously evolved with the trend to keep the offering relevant and exciting, from ribbon printers with personalized messages to the highly popular Toblerone sleeve printer for the 360g bar.

The activation will run until the end of April 2023.

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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.

