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## **Travel Retail Made Right: Mondelez WTR celebrates a momentous one million tree milestone**

**March 28, 2023** - Mondelez World Travel Retail (WTR) is celebrating the remarkable milestone of one million trees planted by environmental non-profit organization, One Tree Planted. More than a 10<sup>th</sup> of the total trees planted by the organization were contributed by the confectionery leader through Toblerone's campaign with One Tree Planted, which used different strategies to achieve this, including a pledge to plant one tree for every Toblerone purchased at select stores in duty free worldwide.

The campaign launched in October 2021 across Europe in key hubs like Zurich and London, before expanding across the globe in 2022 appearing in major airports like Dubai and Doha. By leveraging Toblerone's popularity as the leading chocolate brand in travel retail, Mondelez WTR made significant contributions to the important work One Tree Planted does in reinvigorating forest ecosystems and providing lasting social impact. In doing so, the category leader also implemented its broad sustainability roadmap known as 'Travel Retail Made Right', an agenda that seeks to inspire and lead the way towards a more sustainable travel retail industry.

The campaign implemented ethical promotion strategies to deliver a more sustainable shopping experience for consumers, inviting them into the fold of Mondelez WTR's Travel Retail Made Right agenda. Travelers could marvel at activations, product displays and shelving units made from repurposed, reclaimed or recycled materials. Consumers could enjoy sustainable activations and QR code gift tags which, when scanned, took a user to a microsite with more information about the campaign. This, along with a high-profile digital advertising campaign, resulted in Mondelez WTR raising funds to plant over 100,000 trees, exceeding their initial goal of 50,000 and standing as testament to their commitment to advancing sustainable practices in the industry.

Toblerone's expansive campaign with One Tree Planted is one of many Mondelez WTR examples that bring the 'Travel Retail Made Right' agenda to life, aligning with key pillars of the brand's innovative sustainable framework, which focuses on ethical promotions, products and packaging, and industry-leading actions. The confectionery category leader aims to use sustainably sourced cocoa for 100% of their chocolate by 2025 and ensure that all their packaging is recyclable. Sustainable innovations in ethical promotions are evident through the contribution to One Tree Planted, which has planted one million trees in one of the world's longest mountain ranges – the Andes. In their latest report, the organization outlined innumerable environmental and social impacts the project achieved, including 1313 farming families benefitting, over 25 tree species planted, and more than 500 hectares of land restored.

**Beatriz De Otto, Head of Customer Marketing at Mondelez WTR**, said: "At the heart of this campaign was the fact that a Toblerone bar purchased in London or Barcelona could have a far-reaching and long-lasting positive impact halfway across the world in the Andes. And that speaks to the core of our commitment to sustainability. Mondelez WTR is dedicated to delivering holistic and meaningful initiatives to benefit people and planet whilst inspiring more sustainable processes and promotions in the travel retail industry. It is testament to our incredible global partnerships that we were able to contribute to the amazing milestone of one million trees."

**ENDS**

**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](http://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](http://www.mwtr.com).

