

CA-1 COMMUNICATION WITH GROUPS/PEOPLE OUTSIDE OF THE COMPANY	
Policy Sponsor/Function:	EVP & Chief Marketing Officer
Policy Owner:	VP Corporate Communications
Effective Date:	October 1, 2012
Supersedes:	New

I. Policy Purpose and Scope

This policy is designed to establish standards for how the Company and its employees communicate with members of the media and investors.

This policy applies to all employees around the world.

II. Policy Content

Each of us is responsible for managing the reputation of Mondelez – in our conversations with business partners, customers and consumers.

Promoting the Company through presentations, conversations or other communication methods is a great way to build the company’s reputation. In most cases, good judgment and the company’s Code of Conduct are the best guides for what you should and shouldn’t communicate.

However, in certain cases – such as communicating to the media and shareholders or sharing financial information – it’s important to the company’s reputation and even legal standing to work with the appropriate experts within Mondelez.

All communication with media representatives – reporters for television or radio stations, print publication and web-based news outlets – must come from or be facilitated by Corporate Affairs.

If you are contacted by a member of the media, please do not answer any questions. Direct them to your local Corporate Affairs representative as soon as possible (if you are not certain who to contact, please check the [Corporate Affairs intranet site](#)).

Mondelez does not allow any photography in company facilities without clearance from the Corporate Affairs Department. Any outside photographer must always be accompanied by a member of the Corporate Affairs Department while on company property.

If a shareholder, investor or financial analyst contacts you, please direct them to the Investor Relations team at (847) 646-5494 or IR@kraft.com. Only authorized employees may speak to shareholders, investors or analysts on behalf of Mondelez.

When communicating with the public -- whether informally or as part of a formal presentation -- you should always let good judgment and the Mondelez Code of Conduct be your guides. If you have any questions or need specific guidance, check with your manager or the Corporate Affairs staff person assigned to your business unit or function. Here are some general guidelines:



Ask yourself: What's the business benefit for Mondelez?

Use only the most current company information -- check your information against the Corporate Fact Sheet.

Don't share proprietary information.

Make a clear distinction in your communication whether you are representing the company's views or your own personal perspectives.