

FACT SHEET

Building a global powerhouse



Our Global Reach

- World's second-largest food company
- Approximately \$50 billion in revenues
- Sales in approximately 160 countries
- 25%+ of global revenue from emerging markets
- #1 in global confectionery
- #1 in global biscuits
- More than 50% of global revenue from snacks and confectionery

Together, more delicious than ever



Brand Portfolio

- Eleven \$1 billion brands
- 70+ \$100 million+ brands
- 80% revenue from #1 share positions

The Best of Both Companies

- Building on the diverse global team at Kraft Foods:
 - 34% women in middle/senior management
 - 10 nationalities represented within top 30 leaders
 - 64% of Kraft Executive Team new to Kraft Foods in last 5 years
- And combining with Cadbury's entrepreneurial, international talent:
 - 25% women in leadership teams
 - 8 nationalities represented in top 16 leaders
 - 19 nationalities in the top 90 leaders
 - 43% of the Cadbury Executive Team with significant emerging market experience



Our Compatible Values and Approaches to Social Responsibility

Kraft Foods

- We inspire trust.
- We act like owners.
- We keep it simple.
- We are open and inclusive.
- We tell it like it is.
- We lead from the head *and* the heart.
- We discuss. We decide. We deliver.

Cadbury

- Performance
- Quality
- Integrity
- Respect
- Responsibility

Trust and Integrity



Community Involvement/Philanthropy



Environment and Sustainability



Sensible Consumption & Balanced Lifestyles

