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## **Mondelēz International Sends Employees on Mission to Cocoa Communities in Ghana**

**Nine “Joy Ambassadors” from Seven Countries Debut Skills-Exchange Program**

DEERFIELD, Ill. – Oct. 10, 2013 – Mondelēz International, the world's pre-eminent maker of chocolate, biscuits, gum, candy, coffee and powdered beverages, is sending nine employees from around the world to learn and serve in cocoa-farming communities in Ghana. The pilot Joy Ambassadors program gathers employees from seven countries – Brazil, China, the U.S., the U.K., Russia, Sweden and Switzerland – to learn directly from cocoa communities about their successes and challenges, while sharing employees' diverse business skills.

Mondelēz International's first Joy Ambassadors represent each of the regions where the company operates, and they offer a wide range of skills, from agronomy and research and development to operations, procurement, marketing and law. The project is funded by the Mondelēz International Foundation through a partnership with VSO – Voluntary Service Overseas – an international development organization that brings people together to share skills and knowledge. The Joy Ambassadors program aims to go beyond traditional volunteering by directly sharing relevant business know-how with cocoa farmers and communities. The project will be based in one of more than 200 Ghanaian communities participating in Cocoa Life, Mondelēz International's 10-year, \$400 million cocoa sustainability commitment.

“Our first Joy Ambassadors mission is sure to be a transformative experience for our employees,” said Nicole Robinson, President of the Mondelēz International Foundation and Senior Director for Corporate Community Involvement. “This is a unique learning experience, and it's also a prime opportunity for our people to add value to Cocoa Life communities through mentoring, tutoring and coaching. Working together, they'll accelerate the impact of Cocoa Life to create empowered, thriving communities in a once-in-a-lifetime development experience.”

In Ghana, the Joy Ambassadors will be part of innovations taking place every day in Cocoa Life communities. Cocoa Life's direct investment is central to the future of cocoa, and through the program, farming families are using community and business development to create thriving cocoa communities. The Joy Ambassadors will share their own experiences on [www.cocoalife.org](http://www.cocoalife.org) and [www.mondlezinternational.com/facebook](http://www.mondlezinternational.com/facebook) during and after the trip. For biographical information on the Joy Ambassadors, please see the related infographic.

The first group of Mondelēz International's Joy Ambassadors includes:

- Hilda Björkman, Marketing Manager – Sweden
- Samuel Chow, Senior Manager, Research, Development & Quality – China
- Miles Eddowes, Associate Director, Research, Development & Quality – U.K.
- Elena Golubeva, Director, Sales Strategy & Operations – Russia
- Jens Hammer, Associate Principal Scientist – Brazil
- Ritoo Jain, Deputy Chief Counsel – U.K.
- Sarah McCann, Senior Director, Human Resources – U.K.
- Eileen McShane, Associate Director, Information Systems – U.S.
- Philipp Wallisch, Senior Manager, Innovation - Austria

## Company Dedicates October to Volunteering

The Joy Ambassadors program debut coincides with Mondelēz International's first anniversary as a new company. Around the world, employees are taking time to give back to their communities. Partnering with leading global and local nonprofit organizations, such as Save the Children, INMED Partnerships for Children and Klasse2000, more than 16,000 employees will roll up their sleeves to volunteer in more than 80 countries.

Employees play a vital role in their communities all year long, and this month of service simply carries on a rich tradition of volunteerism from Mondelēz International's legacy companies. This year, the volunteering has been expanded from one week to an entire month, so employees can make an even bigger impact. From planting school vegetable gardens in Egypt and running nutrition workshops in the U.S. to packing food parcels for needy families in Japan and organizing sports for children in China and India, employees are using their skills to help protect the well-being of the planet. For a month-by-month review of Mondelēz International's highlights and fun facts, please see the related infographic:

<http://bit.ly/1e9qlwh>.

## About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2012 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages, with billion-dollar brands such as *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate, *Jacobs* coffee, *LU*, *Nabisco* and *Oreo* biscuits, *Tang* powdered beverages and *Trident* gum. 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) and [www.facebook.com/mondelezinternational](https://www.facebook.com/mondelezinternational).





# OUR 2013 JOY AMBASSADORS



**Hilda Björkman**

Nationality: Swedish  
Position: Marketing Manager

**"Cocoa is the magic that brings MARABOU chocolate to life. I love my brand and look forward to falling in love with Ghana."**

**Samuel Chow**

Nationality: Chinese  
Position: Senior Manager,  
Research, Development & Quality

**"I look forward to the learning opportunity in Ghana... bringing best practices home as we prepare for our wheat program in China"**



**Miles Eddowes**

Nationality: British  
Position: Associate Director,  
Research Development & Quality

**"I've always wanted to find an opportunity to be involved in volunteering at some point in my career. I'm very excited to be doing this on such an important project for our company."**



**Elena Golubeva**

Nationality: Russian  
Position: Director Sales Strategy and  
Operations

**"I'm excited to see how cacao is grown and experience one of the biggest adventures of my life."**



**Jens Hammer**

Nationality: Brazilian/German  
Position: Associate Principal  
Scientist

**"I've been waiting for an opportunity like this my entire career."**



**Ritoo Jain**

Nationality: British  
Position: Deputy Chief Counsel

**"This is a great opportunity to experience another culture by working closely with the farming communities."**



**Sarah McCann**

Nationality: British  
Position: Senior Director, Human  
Resources

**"Being able to roll-up my sleeves and make a difference to the Cocoa Life Program Managers, the cocoa farmers, women and their families is a fantastic opportunity I feel honored to be part of."**



**Eileen McShane**

Nationality: American  
Position: Associate Director,  
Information Systems

**"I hope to learn more about Cocoa Life and the ways we can add real value to the program... how we can secure our raw material supply and at the same time ensure Ghanaian farmers can improve their lives."**



**Philipp Wallisch**

Nationality: Austrian  
Position: Senior Manager,  
Innovation

**"This is one of those rare occasions in life when you can actually give back."**

