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Mondelez encourages the youth to help themselves to great choices – and a better future

- Encourage the youth to create their own delicious moment of joy
- Enterprise Development project funded by Mondelez changes lives

JOHANNESBURG – June 2, 2014 – Bringing more delicious moments of joy to the lives of young entrepreneurs is the goal of the small-business development programme funded by Mondelez South Africa, part of one of the world’s largest snacking companies.

“We want to help energize young South Africans’ future and we realize we can contribute to helping entrepreneurship take root at local level,” says Navisha Bechan-Sewkuran, Manager, Corporate and Government Affairs, Southern, Central and Eastern Africa. “Mondelēz International is the world’s pre-eminent maker of snacks, with leading market shares in most categories in which we compete. We want to help young business enjoy that thrill of successful growth and share in their way in our dream of creating delicious moments of joy in everything we do.”

In coming years, the company will invest a significant amount of resources towards a range of community partnership programmes, promoting nutrition education, active lifestyles and access to fresh foods. In the search for innovative solutions, it plans to leverage its global reach to partner with experts to bring together powerful ideas and help execute them at the local level, says Bechan-Sewkuran.

The company has invested about R4.5 million in its flagship Tembisa Enterprise Development Project since its launch in October 2011. The project aims to empower unemployed community members with income-generating skills through small and medium-sized enterprise development. Initially, about 30 unemployed community members were identified to participate in the enterprise development project, which comprised skills training in baking, sewing, nappy-making and vegetable gardening enterprises. Funding also helped buy extra equipment, including a motor vehicle for distribution of products; build new administration offices; and install an irrigated vegetable garden.

Participants received skills and business training over a 12-month period and planned enterprises were monitored and evaluated to ensure viability. They also received psychological support where necessary to build confidence to overcome their backgrounds of hardship and disadvantage. A year after its launch, the participants graduated with certificates of achievement and competence. Certification was based, among other factors, on their level of technical skill, personal development, marketing and sales knowledge, and financial management.

Beaming with excitement, 31-year-old mother of three, Nonhlanhla Maphuthi, who now runs her own sewing business, explains how the project has changed her life and the lives of those around her.

“I was unemployed for a year when the project started and saw it as a wonderful opportunity – but I didn’t realise just how much it would change my life. I live with my mom and children – her pensioner’s grant would not be enough to sustain our lives. I am so much more confident now with all the skills I have learnt and all the expertise I was exposed to. The income I generate from my sewing business has also funded my younger sisters’ high school and college education as well as provided for our family.”

The project has been designed as a self-perpetuating training cycle that will continue creating further employment opportunities in the community, with an important aspect being skills training transfer to other community members. Depending on the volume of orders, extra recruits are brought in and trained on the various processes.

“Through ploughing skills back into the lives of many young South Africans, we aim to make a positive impact on society in general and believe this will ultimately reflect positively on the company’s financial well-being as well,” says Bechan-Sewkuran.

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 and www.facebook.com/mondelezinternational.

About Mondelez South Africa

Mondelez South Africa is the largest confectionery business in South Africa, enjoying market leadership in the chocolate, chewing gum and bubble-gum categories. The company's portfolio includes some of the largest snacking brands in the world, such as *Cadbury Dairy Milk*, *Jacobs* coffee, *Halls*, *Oreo* and *Trident/Stimorol* gum. In addition, Mondelez SA is also the custodian of iconic and well-loved local brands such as *Chappies* bubble gum, *Lunch Bar*, *Dentyne* chewing gum and *Royal Baking Powder*. The company has a presence in 18 countries in Southern, Central and Eastern Africa where it invests in growing these markets.

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