

New marketing head for Cadbury

Mondelēz International appoints Paul Chatfield as Director, Marketing Chocolate Australia and New Zealand

Mondelēz International has appointed Paul Chatfield to the role of Director, Marketing Chocolate Australia and New Zealand.

Paul brings over 18 years' marketing experience to the role, having started with Mondelēz International in 2012 as Category Head of Seasonal, to his most recent role of Associate Director, Everyday Chocolate. Prior to this, Paul has had extensive experience working in a breadth of sales and marketing roles with Vitasoy, Heinz and Arnott's.

"We're delighted to be promoting Paul into this role given our commitment to growing great internal talent and his fantastic track record over the last six years with us," said Amanda Banfield, Area Vice President Australia, New Zealand and Japan.

"With experience across the full chocolate portfolio, Paul has most recently been leading the Cadbury Dairy Milk brand, launched Cadbury Dark Milk (the first country in the world to bring this new chocolate taste to the market), led the relaunch of Marvellous Creations and spear-headed a new approach to brand sponsorships."

On his new role, Paul said: "With such a rich history in Australia and New Zealand, it is both a privilege and exciting to lead such an iconic and much-loved portfolio of brands into the next chapter of growth, building on such a successful history.

"We have one of the strongest brand marketing teams in the industry and with them, I look forward to delighting our consumers with the best Cadbury chocolate experiences every day, through a relentless focus on quality, communication that connects and entertains, and unexpected innovation that exceeds Australian and New Zealanders expectations."

Paul succeeds Kjetil Undhjem who is returning to Europe with the business.

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About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2017 net revenues of approximately US\$26 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in chocolate, candy, biscuits and gum. As one of the largest food manufacturers in Australia and New Zealand, our iconic brands include *Cadbury*, *Oreo*, *The Natural Confectionery Company* and *BelVita*. Mondelēz International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit au.mondelezinternational.com or follow us on Twitter @MDLZ.

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