



MONDELĒZ INTERNATIONAL ACQUIRES AUSTRALIAN PREMIUM CRACKER MANUFACTURER GOURMET FOOD HOLDINGS

Strengthens Mondelēz International's commitment to Australian-made snacks anchored in health and wellbeing



Melbourne, 10 March 2021: Mondelēz International, maker of Cadbury Dairy Milk, Oreo and Philadelphia, today announced the acquisition of Gourmet Food Holdings Pty Ltd, one of Australia's leading food manufacturers, and home to some of the country's favourite premium-cracker brands. This acquisition provides Mondelēz International an entry into a whole new snacking occasion, anchored in health and wellness.

Founded in 2015, Gourmet Food has set a new benchmark on innovation, quality and flavour. Its prominent brands, OB Finest, Olina's Bakehouse and Crispbic, are category leaders in Australia and New Zealand, offering consumers a diverse range of premium crackers in delis, supermarkets and health food aisles.

Maurizio Brusadelli, EVP & President, Asia Pacific, Middle East and Africa, Mondelēz International said, "Our company has been a proud supporter of the Australian food manufacturing industry for almost 100 years and we bring Australian consumers some of their most loved brands. Gourmet

Food will help us grow our portfolio in the premium cracker category with a focus on health and wellbeing – offering our consumers more of what they want by leveraging the strengths of both businesses to accelerate growth.”

Darren O’Brien, President Mondelēz International Australia, New Zealand and Japan said, “Gourmet Food has become a category leader locally, through an innovative, agile and consumer centric approach. Complemented with our geographic scale and coverage, it’s our ambition to build their portfolio of brands for more consumers in Australia and around the world.”

Gourmet Food’s brand-new, state-of-the-art cracker production facility in Dandenong, Victoria, will add to Mondelez International’s six manufacturing facilities across the country.

“We’re excited about the prospect of further investment to support growth, expansion and exports. Together with Gourmet Food’s deep local cracker knowledge, we will continue to grow and deliver the best snacking products for consumers here and overseas,” said O’Brien.

Mondelēz International will operate Gourmet Food as a separate business, fostering its innovative, agile and consumer centric approach, and will provide resources to accelerate Gourmet Food’s growth. Oliver Flint, the current Chief Operating Officer of Gourmet Food, has been appointed as Gourmet Food’s Managing Director, while co-founder and CEO Todd Wilson will remain with the business in an advisory capacity.

“Five years ago, we manufactured our first batch of premium-style crackers, and since then we’ve grown rapidly, becoming leaders across several categories and channels,” said Todd Wilson. “We’re so excited to be joining Mondelēz International and their family of brands. They’re on a mission to lead the future of snacking and we can’t wait to join them.”

Included in the transaction is Gourmet Food’s prepackaged seafood business including the Ocean Blue brand. The financial terms of the acquisition were not disclosed, and there are no closing conditions.

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About Mondelēz International:

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2020 net revenues of approximately \$27 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO*, *beVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy 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 or follow the company on [Twitter](https://twitter.com/mondelezint).

About Gourmet Food Holdings:

Gourmet Food is the leading manufacturer and distributor of premium entertaining food products. It is one of the fastest growing food businesses in Australia and is the market leader across its core categories. Gourmet Food operates from Melbourne, Australia, manufacturing one of the largest and most diverse range of premium cracker products under one roof. Visit gourmetfood.com.au

Forward-Looking Statements:

This press release contains forward-looking statements. Words, and variations of words, such as “will,” “may,” “expect” and similar expressions are intended to identify these forward-looking statements, including, but not limited to, statements about the transaction, the expected results of the transaction and the future prospects for the Gourmet Food business. These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond Mondelez International’s control, which could cause Mondelez International’s actual results to differ materially from those indicated in these forward-looking statements. Please also see Mondelez International’s risk factors, as they may be amended from time to time, set forth in its filings with the U.S. Securities and Exchange Commission, including its most recently filed Annual Report on Form 10-K. Mondelez International disclaims and does not undertake any obligation to update or revise any forward-looking statement in this press release, except as required by applicable law or regulation.