



Contacts: Lumka Nofemele
+27765465220
lumka@filtrqingwa.com

Toblerone Tops Pre-Covid Growth: Championing Confectionery Category Recovery in Dubai

May 17, 2022 – Mondelez World Travel Retail (WTR) and Dubai Duty Free (DDF) have driven the rejuvenation of the confectionery category in the region by leveraging the channel's leading chocolate brand, Toblerone, and tapping into increasing consumer demand for sustainable products and ethical promotions.

Since last year October, Mondelez WTR has collaborated with non-profit organization One Tree Planted to help fund the reforestation of the Andes Mountains in South America through Toblerone sales, as well as to empower traveling consumers in making more sustainable choices when they shop. Recognizing consumer needs in the region, Mondelez WTR and DDF celebrated Earth Month by bringing the Toblerone and One Tree Planted campaign to Dubai.

The DDF collaboration generously contributed over 5,000 trees to the initiative during the month of April. Supported by the campaign sales, Toblerone enjoyed a high double-digit uplift during the activation period versus the same period in 2019, leading the recovery of the category in the region. Sales of the iconic 360g bars increased significantly versus 2019 levels as well.

The campaign's main activations engaged travelers across Dubai International Airport's Concourse A and D as well as various secondary spaces across all terminals and was supported by dedicated digital advertising on Dubai Duty Free's e-commerce and social media pages.

Carlos Granados, Head of Global Sales, at Mondelez WTR, said: "Restoring the confectionery category to growth through close collaboration with our retail partners has remained at the top of our agenda at Mondelez World Travel Retail, and key to our strategy has been demonstrating that we are listening to our traveling consumers' needs. Our long-standing partners at Dubai Duty Free have always shared our commitment to the category, and also recognize the importance of sustainability for travelers.

This achievement underlines the power of Toblerone as an icon in travel retail and a brand with real purpose, but more importantly, what we can achieve through our dedicated partnerships. We're looking forward to seizing more opportunities to drive growth for the channel - together."

Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free, added: "It has been very rewarding to observe the customer response to the Toblerone initiative and the One Tree Planted campaign, which not only welcomes travelers back with a familiar and trusted brand, but supported them in giving back to the environment. We're proud to champion such impactful sustainability initiatives as we enter an era of renewed growth and purpose for travel retail."

ENDS

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, belVita 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 at www.twitter.com/MDLZ.

About Mondelez World Travel Retail

Mondelez World Travel Retail, a member of the Mondelēz International family, is the leading confectionery manufacturer in travel retail that makes every traveler's journey delicious in airports, ferries, airlines, and border stores across the globe. Its portfolio covers all main confectionery categories, chocolate, biscuit, gum and candy, with beloved brands such as Toblerone, Milka, Cadbury, Oreo, Daim, Côte d'Or, Mirabell, Marabou, Freia, Trident, Stimorol and Bassett's. Visit www.mwtr.com.

