

## Distribution of Kraft Foods Group, Inc. Common Stock

### Mondelēz International, Inc. Shareholder Tax Basis Information

If you did not receive the Distribution (as defined below) of Kraft Foods Group, Inc. common stock on October 1, 2012, you may disregard this notice. Additionally, this notice does not apply to shares of Kraft Foods Inc. common stock sold, exchanged or otherwise disposed of prior to the time of the Distribution.

On October 1, 2012, Kraft Foods Inc., a Virginia corporation (“Kraft”), distributed (the “Distribution”) its outstanding shares of common stock of Kraft Foods Group, Inc., a Virginia corporation (“KFG”), to the holders of record of Kraft common stock that were issued and outstanding as of 5:00 p.m. Eastern Time on September 19, 2012 (each a “Kraft Shareholder”). Kraft Shareholders will also receive cash in lieu of any fractional share of KFG common stock resulting from the Distribution.

After the effective time of the Distribution, but prior to the opening of the market on October 2, 2012, Kraft changed its name to Mondelēz International, Inc. (“Mondelēz International”). Prior to the name change, shares of Kraft common stock traded under the ticker symbol “KFT,” but following the name change such securities began to trade under the ticker symbol “MDLZ.” Shares of KFG common stock trade under the ticker symbol “KRFT.”

Kraft Shareholders will be required to allocate the aggregate tax basis in their Kraft common stock held immediately prior to the Distribution among the shares of KFG common stock received (including the fractional share for which cash was received) in the Distribution and their shares of Mondelēz International common stock. The excess of the cash received in lieu of a fraction of a share of KFG common stock over the basis allocable to such fractional share will be treated as capital gain from the sale of such fractional share.

A Kraft Shareholder’s aggregate tax basis in his or her shares of Kraft common stock prior to the Distribution should be allocated in proportion to the fair market value of the KFG common stock received (including any fractional share of KFG common stock for which cash was received) and the Mondelēz International common stock in respect of which such KFG common stock was received. Fair market value generally is the price at which property would change hands between a willing buyer and a willing seller, neither being under any compulsion to buy or sell and both having reasonable knowledge of the facts. Thus, one possible approach to determining the fair market value of the Mondelēz International common stock and the KFG common stock is to utilize the closing price quoted on The NASDAQ Global Select Market on the day after the Distribution for both Mondelēz International common stock, which was \$28 per share, and KFG common stock, which was \$45.42 per share. Based on such values and the distribution ratio of 0.333333 of a share of KFG common stock for each share of Kraft common stock, 64.91% of a Kraft Shareholder’s aggregate tax basis in his or her shares of Kraft common stock prior to the Distribution should be allocated to such Kraft Shareholder’s shares of Mondelēz International common stock and 35.09% should be allocated to such Kraft Shareholder’s shares of KFG common stock (including the fractional share of KFG common stock for which cash was received).

The following is an example of how the basis allocation would be so applied:

#### Assumptions:

Shares of Kraft common stock owned	100
Kraft Shareholder’s aggregate tax basis (@ \$35 per share) (A)	\$3,500
Shares of KFG common stock received in the Distribution (including the 0.333333 fractional share for which cash was received) (100 shares of Kraft common stock x 0.333333 distribution ratio)	33.333

#### Tax Basis Allocation:

	# Shares Owned	NASDAQ Closing Price (10/2/2012)	Fair Market Value (10/2/2012)	Percentage of Total Fair Market Value (10/2/2012) (B)	Allocated Tax Basis = (A) x (B)
Mondelēz International Common Stock	100	\$28	\$2,800.00	64.91%	<b>\$2,271.85</b> (64.91% of \$3,500)
KFG Common Stock	33.333	\$45.42 <sup>(1)</sup>	\$1,513.98	35.09%	<b>\$1,228.15</b> (35.09% of \$3,500)
<b>Totals</b>			<b><u>\$4,313.98</u></b>	<b><u>100%</u></b>	<b><u>\$3,500</u></b>

(1) In accordance with the Separation and Distribution Agreement between Kraft and KFG dated September 27, 2012, the distribution agent aggregated all fractional shares into whole shares, sold the whole shares in the open market at the prevailing market price (which was \$45.574) and distributed the aggregate cash proceeds of the sales pro rata (based on the fractional share such holder would otherwise be entitled to receive) to each holder who otherwise would have been entitled to receive a fractional share in the Distribution.

Certain Kraft Shareholders (i.e., those shareholders who, immediately before the Distribution, owned 5% or more of Kraft stock or had an aggregate basis in their Kraft stock of \$1 million or more) who received shares of KFG common stock in the Distribution (including any cash in lieu of a fractional share of KFG common stock) are also required to include a statement related to the Distribution in their U.S. Federal income tax returns for the year in which the Distribution occurs. This statement, "STATEMENT PURSUANT TO § 1.355-5(b) BY \_\_\_\_\_, A SIGNIFICANT DISTRIBUTE," is attached to this notice for your convenience. Any Kraft Shareholder to which this reporting obligation applies should insert his or her name and taxpayer identification number or social security number in the blank space.

The information in this document does not constitute tax advice and is not intended or written to be used, and cannot be used, for the purposes of (i) avoiding penalties under the Internal Revenue Code or (ii) promoting, marketing or recommending to another party any transaction or matter addressed herein. It does not purport to be complete or to describe the consequences that apply to particular categories of Kraft Shareholders (e.g., it does not address Kraft Shareholders who did not hold their shares of Kraft common stock continuously from 5:00 p.m. Eastern Time on the record date until the time of the Distribution, who sold shares of KFG common stock or who acquired blocks of Kraft common stock at different times and prices). Kraft Shareholders are encouraged to consult with their tax advisors for questions on their own specific tax position.

STATEMENT PURSUANT TO § 1.355-5(b)

BY \_\_\_\_\_, A SIGNIFICANT DISTRIBUTE

On October 1, 2012, Kraft Foods Inc., a Virginia corporation (“Kraft”), distributed (the “Distribution”) outstanding shares of common stock of Kraft Foods Group, Inc., a Virginia corporation (“KFG”), to the holders of record of Kraft common stock as of 5:00 p.m. Eastern Time on September 19, 2012 (the “Record Date”). After the effective time of the Distribution, but prior to the opening of the market on October 2, 2012, Kraft changed its name to Mondelēz International, Inc. As a result of the Distribution, each holder of record of shares of Kraft common stock as of the Record Date was entitled to receive 0.333333 of a share of KFG common stock for each outstanding share of Kraft common stock held by such shareholder as of the Record Date.

1. Name, address and employer identification number of the distributing corporation:  
Mondelēz International, Inc.  
Three Parkway North  
Deerfield, IL 60015  
EIN: 52-2284372
2. Name, address and employer identification number of the controlled corporation:  
Kraft Foods Group, Inc.  
Three Lakes Drive  
Northfield, IL 60093  
EIN: 36-3083135
3. The undersigned was a shareholder owning Kraft common stock as of the Record Date and received shares of KFG common stock, no par value, in the Distribution. The undersigned received cash in lieu of a fractional share of KFG common stock, which fractional shares were aggregated and sold by the distribution agent. The aggregate fair market value of the KFG common stock and cash received by the shareholder was \$\_\_\_\_\_.
4. The undersigned did not surrender any stock or securities in Kraft in connection with the Distribution.
5. The Distribution is a transaction that is described under Section 355 of the Internal Revenue Code of 1986, as amended.

\_\_\_\_\_  
Shareholder’s Name (please print)

\_\_\_\_\_  
Shareholder’s Signature

\_\_\_\_\_  
Taxpayer Identification Number or Social Security Number

**THIS STATEMENT SHOULD BE ATTACHED TO YOUR 2012 U.S. FEDERAL INCOME TAX RETURN. IT SHOULD NOT BE SENT TO MONDELÉZ INTERNATIONAL, INC. OR KRAFT FOODS GROUP, INC.**