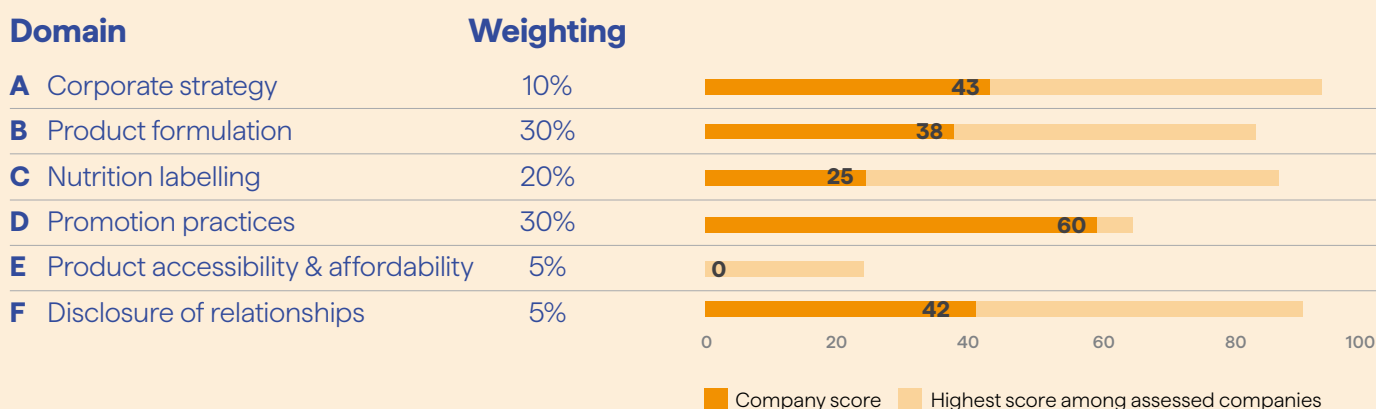


Appendix: Company scorecards

Mondelēz*

15th OUT OF 21
MANUFACTURERS

41 OVERALL SCORE
(OUT OF 100)



Areas of strength

- Mondelēz identifies nutrition as a focus in their global corporate strategy.
- Mondelēz has a target for 100% of net revenue by 2025 to come from 'Mindful Portion Snacks', although this includes products with either portion controlled serving sizes or with 'mindful portion' on-pack labelling.
- Mondelēz's global policies around limiting unhealthy food marketing directed to children includes unhealthy brands, defined as those with less than 80% of products (or 100% of a clearly differentiated sub-brand), by revenue, that do not meet the company's adopted nutrient criteria. However, the global policies apply to children up to 13 years old only.

Recommended actions for Mondelēz

- **Set** a target to increase the proportion of overall sales across all brands from healthy products (as based on government-endorsed classifications of product healthiness), and publicly report progress against this target each year.
- **Develop** specific, time-bound targets for sugar, saturated fat and sugar reduction for all brands in the company's product portfolio, in line with Australian government reformulation targets. Routinely **report** average nutrient levels by category, including with changes over time.
- **Commit** to full implementation of the Health Star Rating (HSR) system across eligible products in all brands, with a specific roll-out plan and routine reporting of progress.
- **Strengthen** current policies to effectively reduce the exposure of children (**up to age 18**) to the marketing of unhealthy products and brands, across all channels and settings. For example, by **eliminating** the use of marketing techniques that appeal to children, such as animated characters on product packaging, in relation to unhealthy products and brands. **Disclose** detailed reporting of marketing spend by channel, audience and product healthiness.
- **Collaborate** with retailers to reduce promotions (e.g. price discounts, promotional displays) for unhealthy products.

*Based on publicly available information only

HEALTHINESS OF PRODUCT PORTFOLIO[^]

Nutrient profiling summary score		Australian Dietary Guidelines	Extent of processing	Nutrition labelling
Average HSR (out of 5 stars)	Proportion HSR ≥ 3.5 (%)	Proportion discretionary (%)	Proportion ultra-processed (%)	HSR uptake for intended products (%)
1.0	1.3%	93.9%	95.3%	0.0%

[^]This information is provided to add context around the assessed company; this analysis was not included in the assessment of nutrition policies. Results based on data collected by The George Institute for Global Health in March-June 2023 and published in [The State of the Food Supply Report 2023](#). HSR = Health Star Rating