

Kraft Foods Group, Inc. NASDAQ: KRFT

Kraft

building North America's best food & beverage company

Kraft Foods Group, Inc. (NASDAQ: KRFT) is one of the largest consumer packaged food and beverage companies in North America, with annual revenues of more than \$18 billion.

Launched as a public and independent company on Oct. 1, 2012, the new Kraft has the spirit of a startup and the soul of a powerhouse. We market an unrivaled portfolio of products in the beverage, cheese, refrigerated meals and grocery categories, primarily in the United States and Canada.

The KRFT stock is a member of the Standard & Poor's 500 and the NASDAQ-100 stock indices.

Kraft by the Numbers:

Annual Revenues: \$18+ Billion
Markets: U.S., Canada, Puerto Rico
Employees: 22,000
Headquarters: Northfield, IL
Manufacturing Facilities: 35
R&D Centers: 3

KRFT
NASDAQ-100
LISTED

STANDARD
& POOR'S
500

BETTER INVESTING
Top 100
Company
2015

DiversityInc
TOP 50
COMPANIES FOR DIVERSITY



we make America's favorite foods & beverages

We have a deep portfolio of beloved food & beverage brands that can be found in the pantries and refrigerators of virtually every household in the United States and Canada.

- Household penetration: 98% in U.S. and Canada*
- 25+ brands with greater than \$100 million in annual sales
- 80% of our sales are in categories where we hold the #1 or #2 market position

9 brands with \$500+ million in annual sales





our mission **make Kraft THE best investment in our industry**

We expect to be well-positioned over the long term to deliver steady, reliable growth with a strong focus on cash flow to fund a highly competitive dividend and reinvestment in our people, innovation and brand-building. We aim to consistently deliver:



our ingredients for success **a four-part plan**

Make Our People Our Competitive Edge

Invest in talent acquisition and create a more nimble, less-layered organization with a focus on development to unleash the skills and creativity of our people.

Execute with Excellence

Strategically allocate resources to best leverage the breadth of our portfolio, sales and warehouse distribution system.

Turbocharge Our Iconic Brands

Deliver the right products at the right price points, introduce “big bet” innovation and invest in world-class marketing.

Redefine Efficiency

Free up cash by employing tools such as Lean Six Sigma, supply chain simplification and strategic sourcing, with the goal of becoming the lowest cost producer in our categories.

contact us

Corporate Offices Kraft Foods Group, Inc. Three Lakes Drive Northfield, IL 60093	Investors ir@kraftfoods.com 1-847-646-5494	Stock Purchase Kraft has two ways to purchase stock with little to no fees. Visit the Kraft Web site to see our Stock Plans: http://ir.kraftfoodsgroup.com/sp.cfm	Media news@kraftfoods.com 1-847-646-4538	Consumers consumers@kraftfoods.com 1-800-323-0768
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FORWARD-LOOKING STATEMENTS
This brochure contains a number of forward-looking statements. The words “expect,” “will,” “aim,” “focus,” “deliver” and similar expressions are intended to identify the forward-looking statements. These forward-looking statements are not guarantees of future performance and are subject to a number of risks and uncertainties, many of which are beyond Kraft’s control. Important factors that could cause actual results to differ materially from those indicated in the forward-looking statements are described in Kraft’s filings with the Securities and Exchange Commission, including its most recently filed Annual Report on Form 10-K. Kraft disclaims and does not undertake any obligation to update or revise any forward-looking statement in this brochure, except as required by applicable law or regulation.

