

# 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

DiversityInc  
2014 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:

**Profitable  
Top-Line  
Growth**



**Consistent  
Bottom-Line  
Growth**



**Superior  
Dividend  
Payout**

## 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

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#### Investors

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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

[kraftfoodsgroup.com](http://kraftfoodsgroup.com)

[kraftrecipes.com](http://kraftrecipes.com)

[kraftcareers.com](http://kraftcareers.com)



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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.

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