Making a difference to people and the planet through performance

Sustainability at Mars, Incorporated

With issues ranging from climate change and energy efficiency to water scarcity and poverty, sustainability is one of the most pressing concerns of our time. At Mars, we are aware of the scale of the challenge and, as one of the world’s largest food companies with multiple brands across six business segments, we are determined to be part of the solution. Our commitment to sustainability is driven by innovation and is tightly interwoven with our core business strategy. The sustainable business decisions we make are guided by our Five Principles -- Quality, Responsibility, Mutuality, Efficiency and Freedom -- and are based on sound science. We believe in being transparent about our efforts, including the challenges we face, to amplify the collective efforts of our associates, communities, industry and other partners. We aim to make a difference to people and the planet through performance by focusing on those areas where we have the most expertise—especially our operations—and can make the greatest impact. We will showcase our Principles in Action by committing to three sustainability priorities, each supported with ambitious underlying commitments.

WE ARE COMMITTED TO USING OUR BRANDS AS CATALYSTS FOR CHANGE AND ENCOURAGING CONSUMER PARTICIPATION

- We are committed to reducing, recycling and rethinking our packaging by:
  - Reducing packaging weights by 10% by 2015
  - Designing our packaging to be 100% recyclable or recoverable by 2015, where infrastructure exists
  - Exploring the use of more sustainable materials in our packaging and/or changing the packaging system itself
- We will encourage consumers to engage in social and environmental causes via our brands.
- We will work with retailers and industry partners to amplify the impact of our collective initiatives.

WE ARE COMMITTED TO RESPONSIBLY SOURCING RAW MATERIALS

- We are working to understand the impact of our raw materials because they make up the largest percentage of our environmental footprint.
- Our efforts are focused on the raw materials most critical to our brands including cocoa, rice, peanuts, palm oil, fish, mint and coffee.
- We are using our innovation and expertise coupled with sound science to improve the sustainability of crops.
- We will continue to work to improve the economic and social wellbeing of the communities where we source raw materials.
- We will work with partners in the farming industry, academic and NGO communities to amplify the impact of our initiatives.

WE ARE COMMITTED TO MAKING OUR SITE OPERATIONS COMPLETELY SUSTAINABLE IN A GENERATION

- We will reduce our waste, carbon footprint, and water impact by at least 3% every year, regardless of business growth.
- We are committed to zero carbon footprint, zero waste to landfill and zero impact on water quality at our sites by 2040.
- We are contributing to the economic and social wellbeing of the communities where we operate.
- We will work with industry, academic and NGO partners to amplify the impact of our initiatives.

To learn more about Mars, Incorporated and its commitment to sustainability, please visit our website at www.mars.com.

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As a family-owned company for nearly a century, we continually strive to put our Principles in Action in everything we do. We are proud to share a few examples below of the progress we’re making in responsibly sourcing our raw materials, making our site operations sustainable and using our brands as catalysts for change. But we know there’s more to be done. We will continue to leverage our innovation, our insights and our impact to be part of the solution for generations to come.

Our Principles in Action

Sourcing in action
Mars is proud to be the first global chocolate company to commit to ensuring its entire cocoa supply is sustainably produced by 2020. In April 2009 we committed to sourcing 100,000 tonnes of Rainforest Alliance certified cocoa per year by 2020, and more recently we committed to sourcing the first UTZ CERTIFIED cocoa beans. Mars, the Rainforest Alliance and UTZ CERTIFIED have a shared vision: a more sustainable cocoa industry, characterized by productive and profitable farms that create vibrant cocoa communities and conserve their natural assets for future generations. From January 2010 all Galaxy bars sold in the UK will carry the Rainforest Alliance logo on pack.

Operations in action
Water sustainability is fast becoming a major issue all over the world. At Mars we are committed to reducing our use of water. This commitment is exemplified at Mars Food Australia (MFA) where they have dramatically reduced water consumption through the development of new, more efficient treatment processes. In 2006, MFA and the Australian Government cooperated in the development of a state-of-the-art AU$4.2 million Waste-water Treatment & Recycling Plant. The new facility has reduced MFA’s water consumption by half (equivalent to 33 Olympic swimming pools per year), benefiting the environment while simultaneously improving MFA’s operational efficiency.

Brands in action
Mars has partnered with upcycling company TerraCycle to produce affordable, high-quality consumer goods by repurposing surplus and used packaging from more than 20 Mars brands. TerraCycle will take waste packaging from the company’s US operations and turn it into products ranging from cell phone holders to laptop sleeves to messenger bags, significantly reducing the amount of waste sent to landfill. TerraCycle’s experience in partnering with companies similar to Mars has shown it’s possible to reduce packaging waste by upwards of 3,000 tons a year.

The bottle pack is a great example of sustainable packaging created at WRIGLEY®. First introduced in the China marketplace about four years ago, the bottle packaging was an instant hit with consumers. It is more durable and more sustainable. Compared to other conventional packaging, it uses about 20 percent less packaging materials in weight per piece. The bottle is also recyclable and has been re-engineered using innovative technology, decreasing the amount of plastic used by 50% and overall bottle weight by more than 25%, yet is still just as strong.

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