MARS

Snacking

Building our segment on Purpose

We are part of Mars with an overarching belief that...

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At Mars Snacking we believe that happiness makes people's lives better.

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Which is why our unique contribution to the world we want tomorrow is to...

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Why we do



What we do

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At Mars Snacking, we take happiness seriously. Which is why it's the north star for our business.

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It guides our ambition to win with customers and create competitive advantage to reach a $30B business by 2030.

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Lead with Purpose

Inspiring and impacting **Associates, consumers, partners and stakeholders**



Win with Consumers

Going where the growth is by shifting into **tailwinds**



Multiply Impact

Building **distinct competitive advantage & capabilities** - a chassis for value creation



It also has the power to light up our faces, and our lives too.

Happiness has even been proven to help people thrive.

Physically

Emotionally

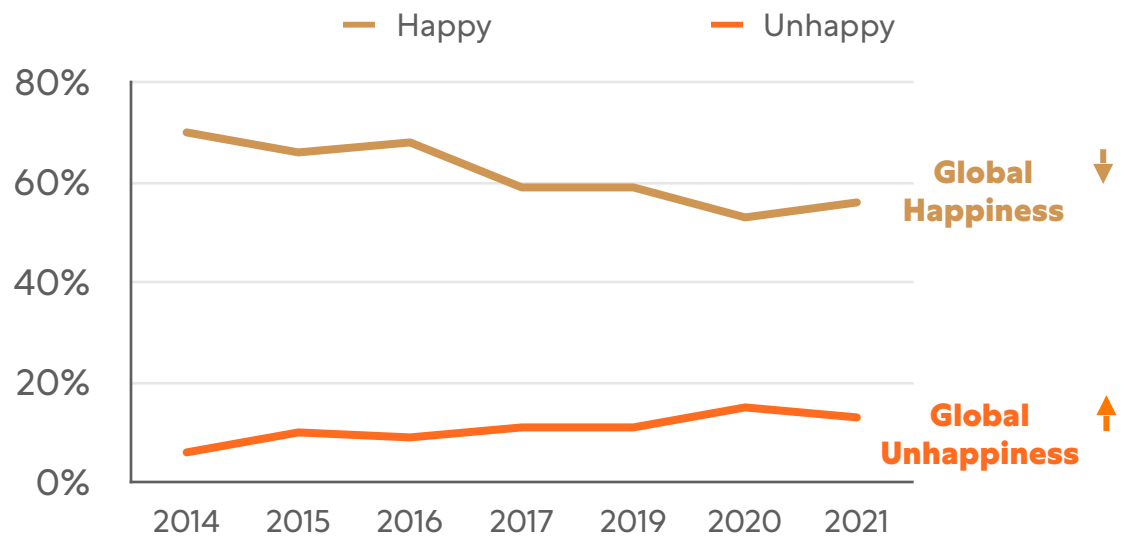
Socially

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Yet even though it brings so many benefits, our happiness is under threat.

World Happiness Index

Q: In general, do you personally feel very happy, happy, neither happy nor unhappy, unhappy or very unhappy about life?



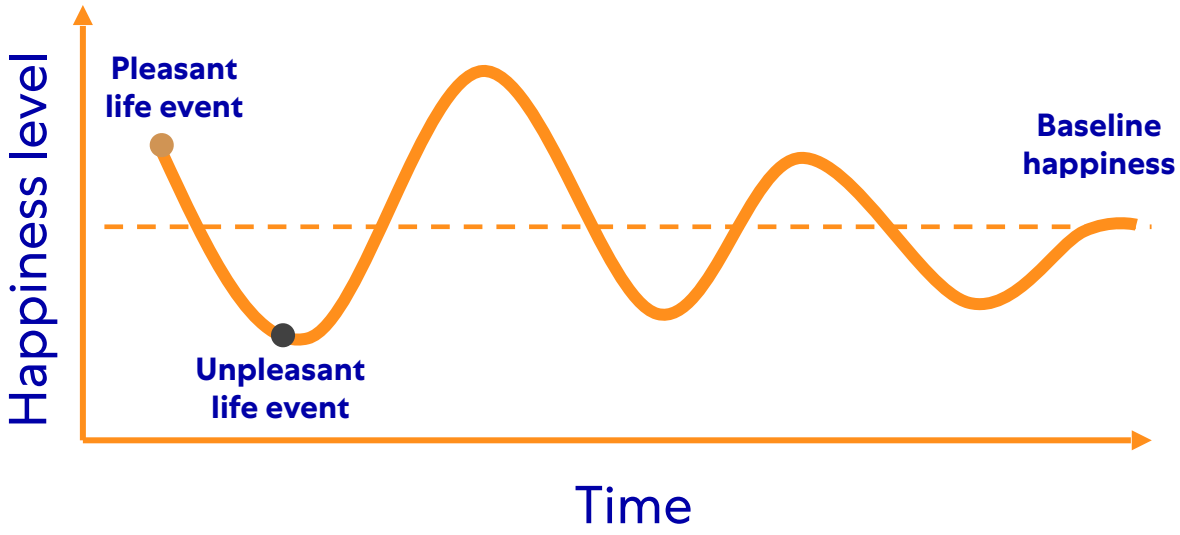
Source: Gallup International End of Year Happiness Index 2021

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But the good news is, inspiring happiness doesn't require huge acts. Small moments throughout the day can build big impacts.

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How can we change our baseline happiness?



Source: King LA, Hicks JA, Krull JL, Del Gaiso AK. Positive affect and the experience of meaning in life. J Pers Soc Psychol. 2006 Jan.



Something we've already been doing for almost 100 years.

Our purpose is not just a tagline.

It articulates why we exist and guides our strategy and decision-making.

Inspire moments of everyday happiness

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Our purpose is central to our business and can guide us in our decision making by asking ourselves the question:

Will this inspire moments of everyday happiness?

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How we do



What we do

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Our Associates strive to inspire moments of everyday happiness in three concrete ways.

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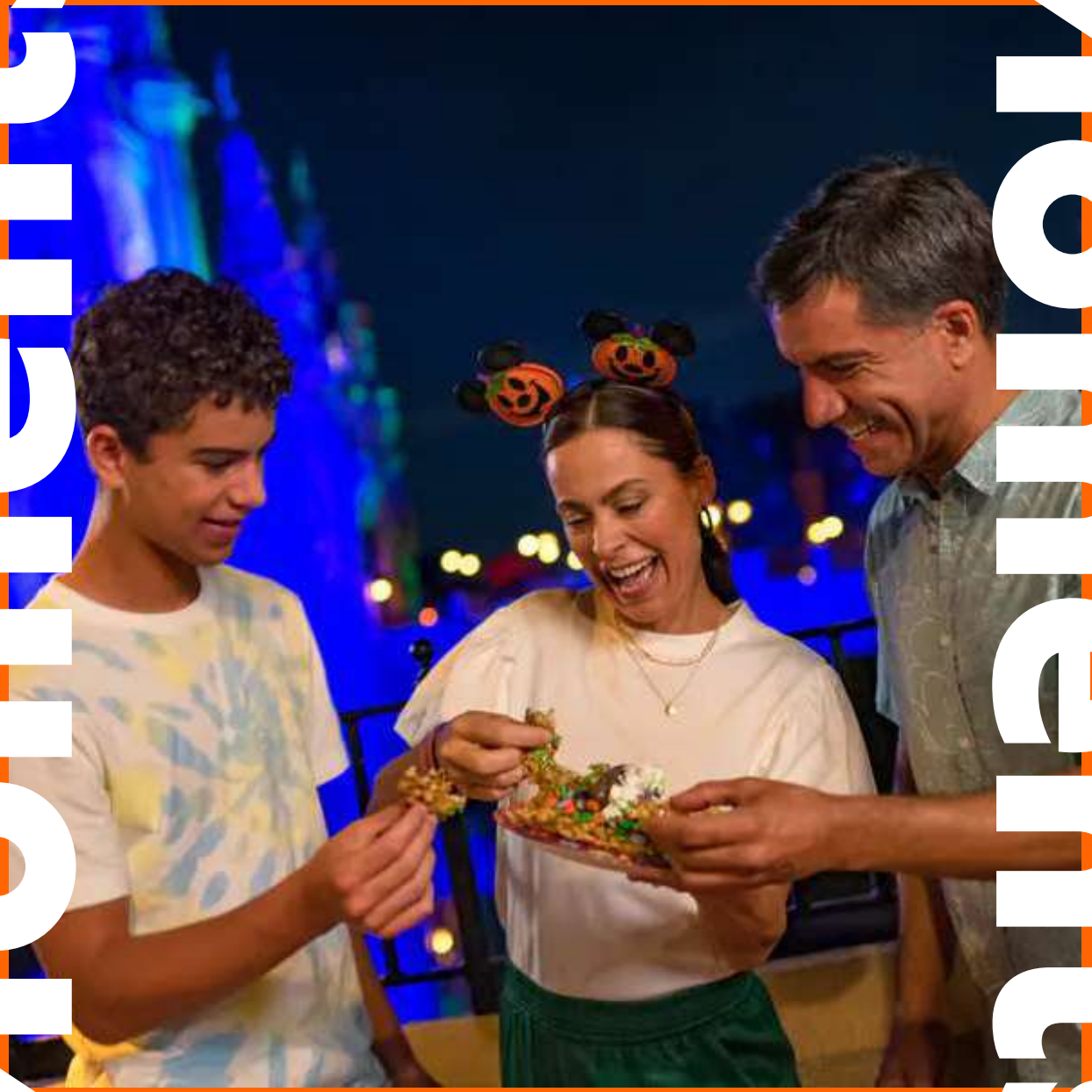
Sparking Delight

Nurturing wellbeing

Revitalizing the planet

Sparking delight

With snacks consumers love and experiences they savor.



Moments

Moments

Sparking delight is all about creating everyday moments that excite or surprise people by delivering the unexpected via products, services, and experiences. It is about meeting people where they want and how they want. It is about tending to peoples' needs.

XM

consumers interacting with the M&M's platform, in-store and online.

XXK

consumers experiencing interactive surprises through the TREAT TOWN™ digital tool.

XXK

of mon & pops shops served across the globe.

Nurturing Wellbeing

Cultivating physical, emotional and social resilience.



Wellbeing

Nurturing wellbeing is all about creating everyday moments that help people thrive – physically, emotionally, socially. Engaging in positive connections – big or small – uplifts everyday moments people have with each other.

+$200M

committed to help reduce calories and increase transparency, in order to increase healthier choices for families

155

countries enrolled in The KIND Foundation's free video tool, Empatico to connect classrooms around the world.

£500K

donated in 2022 to Comic Relief in order to support Mum's mental health.

Revitalizing the planet

Regenerating the environments in which we live, work and play.



Restoring

Revitalizing the planet is all about creating everyday moments that restore and regenerate the environments in which we live, work and play. It's not just about doing less harm, it's about doing more good. Ensuring that wherever possible we have a net positive impact on the environments that we're in so that the planet is a healthier place because we're here.

8M

students in 35 countries have learned how to decrease litter in their communities.

114,750

farmers trained and sensitized on forest protection in 2020.

XXK

people involved in building and maintaining KIND Community Gardens.

What we do



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For generations, our Mars Wrigley brands have brought moments of happiness to millions of consumers.



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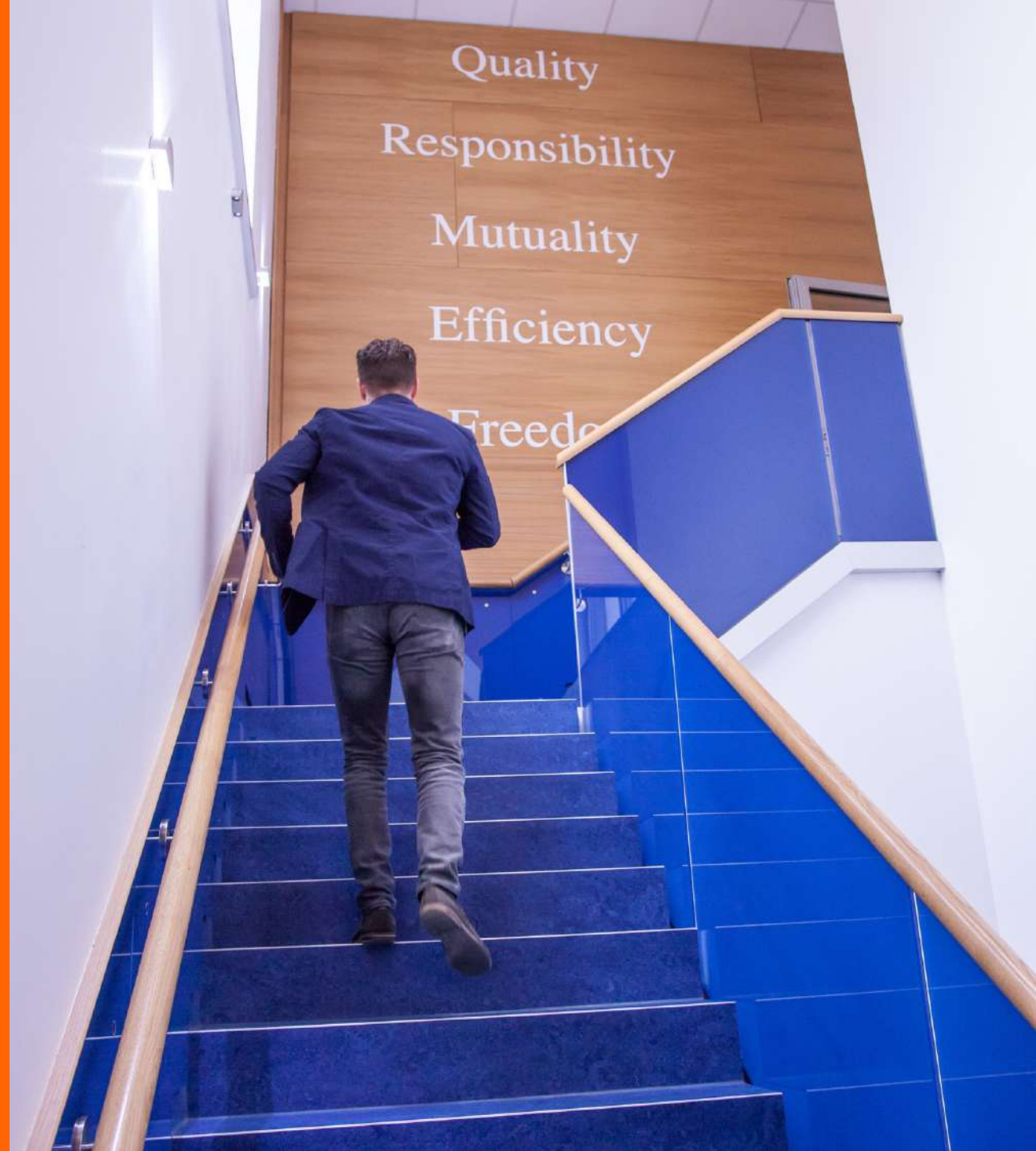


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Today our growing snacking business continues to deliver snacking products, experiences and brands through three distinct units.

We do all that by creating a winning culture, guided by our Five Principles.

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So that we can deliver meaningful impact on everyday happiness in a way that only our business can.

In Summary

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Our Purpose Manifesto

At Mars Snacking, we take happiness seriously. Because it has the power to not only light up our faces, but our days too. Even making our lives better. Happiness can be defined as a state of positive mental wellbeing. But science has proven it to be so much more. It improves our physical wellbeing and our relationships. Like some precious resource, it does so much good in the world.

But it's getting harder to find. The World Happiness Index tells us happiness levels globally are falling. And you don't need a scientist to tell you that's not good news.

But there is hope. Because little everyday moments can make a big difference to our happiness. Lots of everyday experiences soon add up to something really significant. Something extraordinary. And something with real impact.

Who better to provide that hope and those experiences than Mars Snacking? With each little lift in people's days, we can deliver real and meaningful change in the world. Little by little. Inspiring big differences in people's lives.

That's why at Mars Snacking our Purpose is Inspire Moments of Everyday Happiness.

MARS Snacking | Inspire moments of everyday happiness

We know that...	**Happiness has the power to make our lives better and so we are driven to bring more happiness into the world.**		
Which is why we ask ourselves...	**Does it inspire moments of everyday happiness?**		
	Does it spark delight? Does it create everyday moments that excite or surprise people?	**Does it nurture wellbeing?** Does it creating everyday moments that help people thrive – physically, emotionally, socially.	**Does it revitalize the planet?** Does it create everyday moments that restore & regenerate the environments in which we live, work and play?
Delivered through our treats, snacks and experiences...	**Mars Wrigley**		
	Health & Wellness		
	Immersive Experiences		

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Inspire moments of everyday happiness

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For questions please contact:
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