



Intermills

MARS

“Let’s talk chocolate”



Agenda

Who is Mars?

Mars @ Cinema

Possible Activations

AOB



Wie is Mars ?

Mars, Inc.

- **33 miljard \$** omzet
- **65 000** medewerkers
- **135** fabrieken
- Producten verkocht in meer dan **180 landen**
- **230 sites** in de wereld
- Een van de **grootste familiebedrijven**
- **4^{de} grootste voedselbedrijf** in de wereld

Mars België



Locatie Brussel



Locatie
Olen



Feiten & cijfers



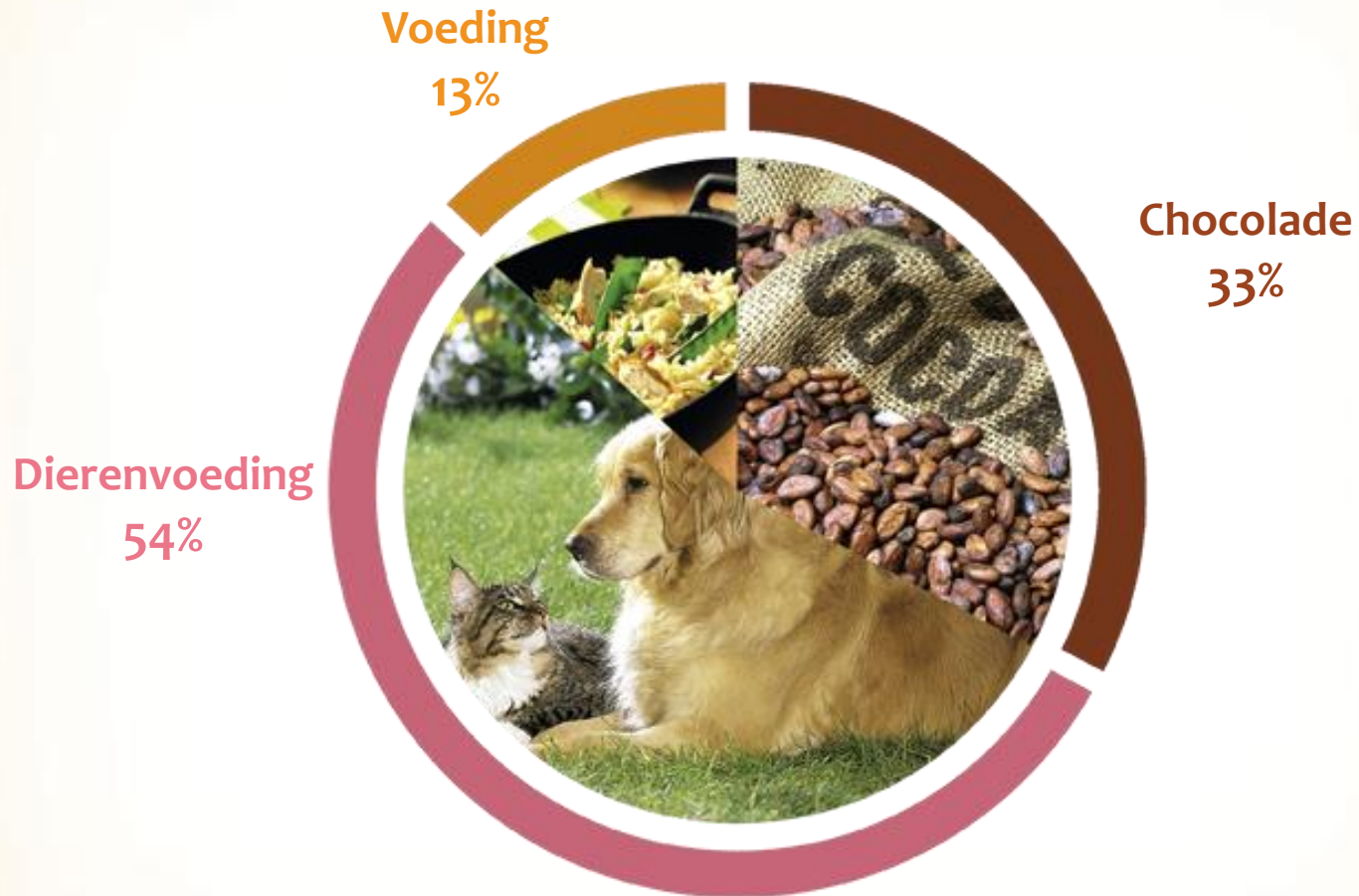
BRUSSEL (Sint-Stevens-Woluwe)

- **Sales & Marketing unit for Belux**
150 medewerkers
190 mio € omzet (Belgie)

Divisies

- Sales
 - Marketing
 - Finances
 - Human Resources
 - Public Affairs
 - Logistics
- **HQ voor petcare & chocolate in Brussel**

Mars België



190 million € omzet
(Wrigley & Royal Canin niet inbegrepen)

De goudenregels van Mars



Quality

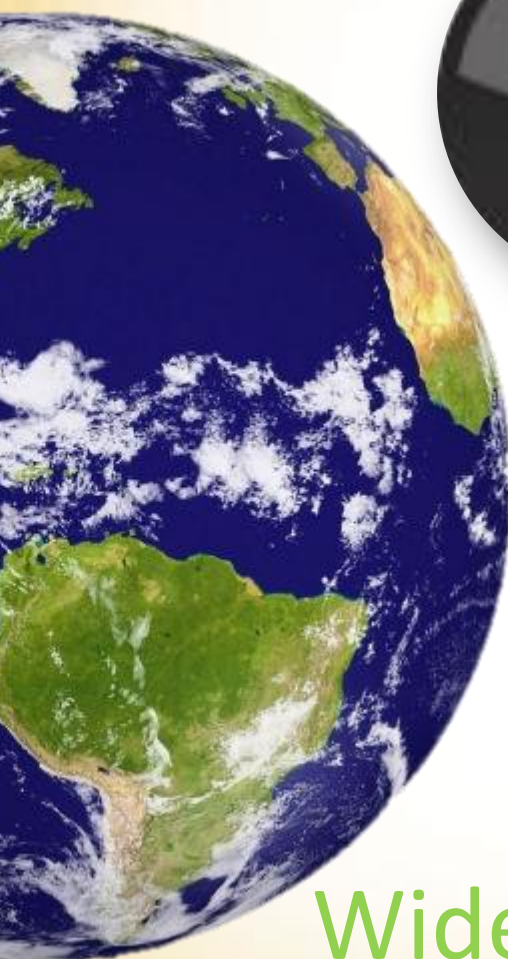
Responsibility

Mutuality

Efficiency

Freedom

1 Mars has a strong 2nd leading position and our brands play in top 10



2nd
Belgium

World
Wide Player



S-O data (TF, Con, Lyf, Ameal)
YTD P9



- **Number 1 chocolate brand in the world**
- **Number 3 chocolate brand in Belgium**



1 Specifically in chocolate

Did you know Mars...

... is the biggest cocoa buyer worldwide.



... is actively occupied making the offer in vending machines healthier.



... encourages young people to move.



... is the largest buyer of certified chocolate.

... contains a maximum number of kcal per portion.



... makes use of 100% sustainable palm oil.

... is working on the use of 100% certified chocolate by 2020



... promises not to advertise to children under 12 years.



<https://www.youtube.com/watch?v=3il>

① Sustainable growth projects in line with category vision

Our Approach to Sustainability:

1 We prioritise the greatest impacts across our value chain.

2 We develop the most scientifically credible metrics to measure these impacts.

3 We set long-term targets.

4 We track our progress internally and publically.



WINNER: Best Private Company 2014

- Reduced energy use
- Reduced water use
- Reduced waste

<https://www.youtube.com/watch?v=3i>

Since 2007...

66.2%

Reduction in waste to landfill

13.6%

Reduction in water use since 2007

6.5%

Reduction in fossil fuel usage

5%

Reduction in Greenhouse Gas emissions since 2007

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Who is Mars?

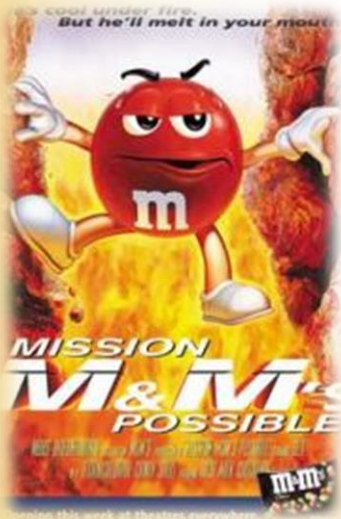
Mars @ Cinema

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Historical link between M&M's and Cinema



Cinema Assortment



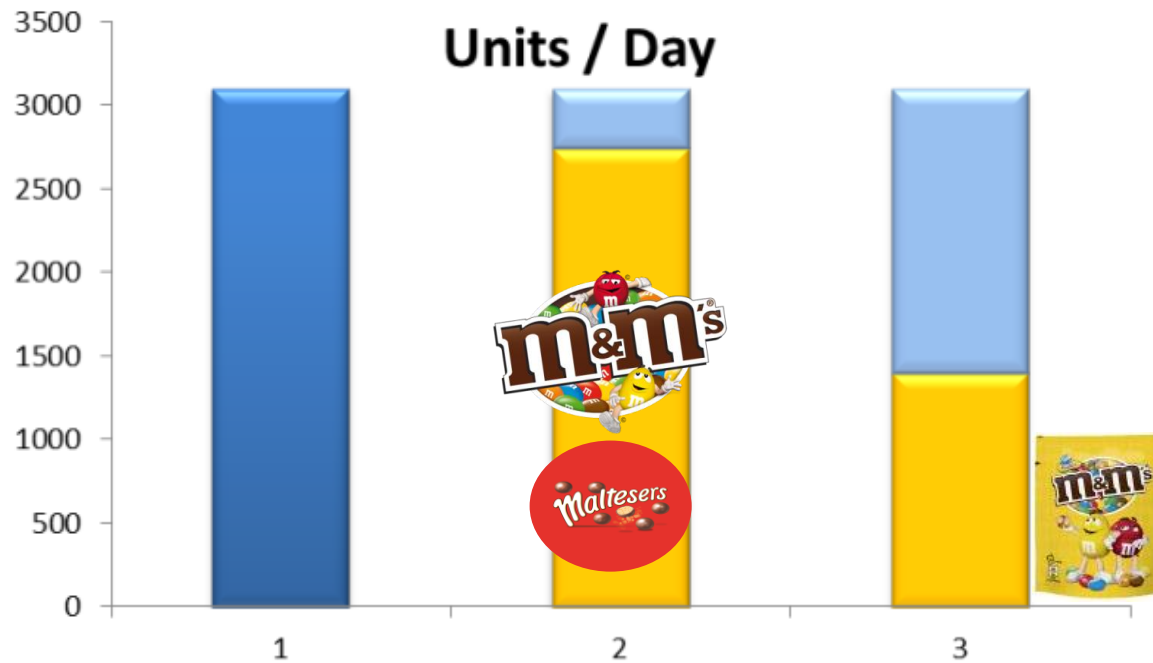
Medium Bag

Pouch Normal

Pouch Large

Kingsize Bars + M&M's

+ 1 million Mars products sold per Year



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Display Activity: extra Visibility







Activate large packs:
Buy 1 Large pack = 1 gobelet



In September 2015 we'll launch a new limited edition of M&M's



Permanent Display Material: M&M's Butler



M&M's Topping: Gamechanger for cinema



PEANUT

m&m's

1 POPCORN
+ 1€ EXTRA
=
m&m's
TOPPINGS

Can't resist **m**

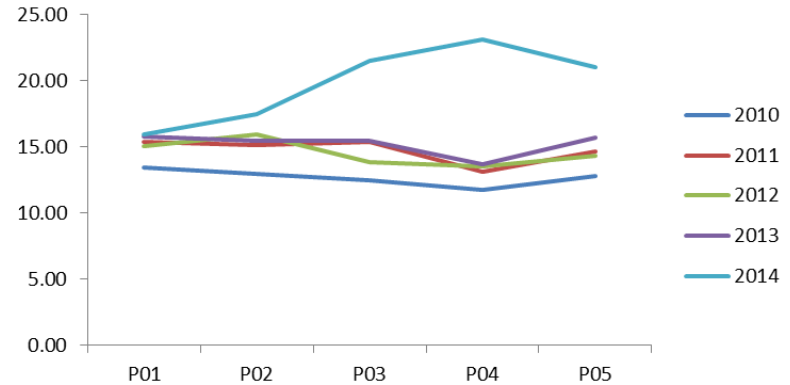
The advertisement features a large yellow popcorn bucket on the left, overflowing with popcorn and M&M's Peanut candies. A large bag of M&M's Peanut candies is tilted above the bucket, with a stream of candies falling into it. Two M&M's characters, a red one and a yellow one, are standing in the center. The text '1 POPCORN + 1€ EXTRA = m&m's TOPPINGS' is prominently displayed. At the bottom right, it says 'Can't resist m'. A smaller image of the M&M's Peanut bag is shown in the bottom left corner.

Push the penetration of M&M's:M&M's Toppings



180.000 Units

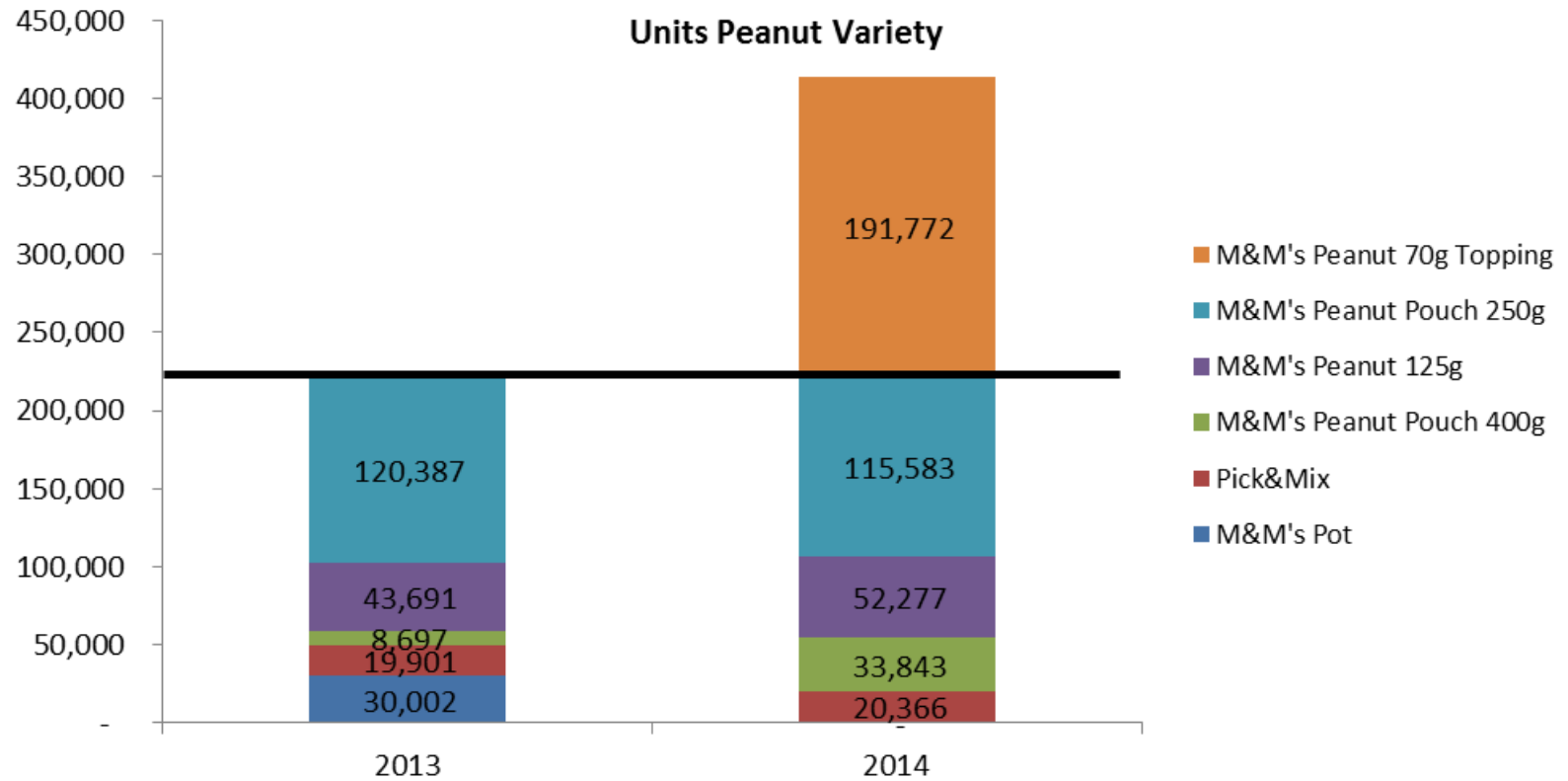
Incidence per year



Conversion Rate Toppings



It doubled our rotations on Peanut variety



Colorworks



Donnez des COULEURS à vos envies !



Cinema is a mature market which needs innovation to boost performances



Instore Presentation



M&M's Picutre Wall: Road Show



Big marketing material during big campaigns



M&M's Shelf Wall



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A dark brown silhouette of a pig is centered on a lighter brown background. The pig is facing left and has its right hand raised to its forehead in a gesture of gratitude or contemplation. The text "Thank you" is written in white, bold, sans-serif font across the middle of the pig's body.

Thank you