

COMPANY NAME

Cadbury plc
www.cadbury.com

HEADQUARTERS

London, U.K.

MISSION STATEMENT

Our Core Purpose is: Working together to create brands people love.

VALUES

We are *performance driven, values led*. Throughout changing times, our constant values have inspired us to be pioneers in business and in corporate responsibility. They help ensure we are proud of our company and are critical to our core purpose of creating brands people love.

Our values are:

Performance

We are passionate about winning. We compete in a tough but fair way. We are ambitious, hardworking and make the most of our abilities. We are prepared to take risks and act with speed.

Quality

We put quality and safety at the heart of all of our activities – our products, our people, our partnerships and our performance.

Respect

We genuinely care for our business and our colleagues. We listen, understand and respond. We are open, friendly and welcoming. We embrace new ideas and diverse customs and cultures.

Integrity

We always strive to do the right thing. Honesty, openness and being straightforward characterise the way we do business. We have clear principles and do what we say we will do.

Responsibility

We take accountability for our social, economic and environmental impact. In this way we aim to make our business, our partners and our communities better for the future.

DIVERSITY STATEMENT

We value diversity and value employees from varied backgrounds as they enrich our culture and support our commercial success.

Our diversity practice helps us to attract the best people to Cadbury and allows us to reflect the diversity of the world around us better - our consumer base and the communities in which we operate. We aim to reflect diversity in both our workforce and in our leadership teams. Through a culture of inclusiveness, we also aim to inspire the best in

our people, earn their trust, increase their engagement and promote pride in our company.

Our group-wide Equal Employment Opportunities & Diversity Policy emphasises that we recruit and promote employees on the basis of their suitability for the job without discriminating on grounds of gender, race, ethnic or national origin, colour, religion, marital status, age, sexual orientation, disability, social class and political association. We have clear procedures to promote and monitor diversity and the Board receives regular reports on progress and how best practice is shared across the group.

Our policy - What we mean by Equal Employment Opportunities and Diversity at Cadbury:

For us, diversity means difference and variety. It describes the distinct and original qualities that each individual brings.

Inclusiveness describes a workplace climate where all colleagues feel empowered to bring a rich variety of approaches to achieve business results.

WORK/LIFE STATEMENT

Understanding the need to attract, motivate and retain top talent, Cadbury views work-life management as an enabler of business performance—not simply as accommodating the demands of the workforce. It respects each individual colleague and their needs around family, health and well being, thereby enabling them to work effectively and contribute optimally to business success.

“As an equal opportunities employer, we recognize that colleagues at Cadbury have diverse backgrounds, interests, needs, personal responsibilities and perspectives which change over time for each individual. We believe that enabling each colleague to optimally and effectively combine their work with their other aspirations and responsibilities, we can leverage the diverse talent of our workforce for individual, team and organizational success.”

EMPLOYEES BY GEOGRAPHIC REGION

Worldwide: 67,000