

COMPANY NAME

Kraft Foods Incorporated
www.kraft.com

HEADQUARTERS

Northfield, Illinois, U.S.A.

MISSION STATEMENT**Our Vision**

Helping people around the world eat and live better.

Our Guiding Principles

Our guiding principles describe the kind of culture we want to create at Kraft. These principles, together with our seven strategies, ensure we stay focused on what really matters:

- **Put consumers first** as we strengthen our Brand Value propositions (providing the right bundle of benefits at the right price) and new product innovations to drive faster top line growth.
- **Work simply; act quickly** to increase our speed and flexibility, helping us reduce costs so we can reinvest in building our brands and accelerating growth
- **Play to win** in how we go about executing our plans and continuing the transformation of our portfolio and our organization

VALUES

- **Innovation** — Satisfying real-life needs with unique ideas
- **Quality** — Fulfilling a promise to deliver the best
- **Safety** — Ensuring high standards in everything we make
- **Respect** — Caring for people, communities and the environment
- **Integrity** — Doing the right thing
- **Openness** — Listening to the ideas of others and encouraging open dialogue

DIVERSITY STATEMENT

Our vision is about leadership. We want Kraft Foods to be recognized as a leading company in its ability to attract, develop and retain the highest-caliber talent and to full leverage that talent to achieve consistently superior business results. We strive to accomplish this by:

- Treating “effective diversity management” as a core competency and business priority
- Requiring accountability, including rewards and consequences, for diversity at all management levels
- Creating a workforce that reflects, at all levels, the diversity of our consumers and the population at large
- Respecting differences in life experiences, cultural backgrounds and work and life styles that add value to our business
- Recognizing and responding to employees’ diverse needs for work life solutions that enable them to meet personal and business priorities
- Providing development that enables each person to reach his or her full potential

- Creating measurement systems to monitor progress, ensure accountability and identify issues
- Assuring equal opportunity and fair employment practices

WORK/LIFE STATEMENT*Kraft Works on Flexibility*

Our employees face challenges in their personal as well as their professional lives. Some may be single parents while others may be caregivers for our elderly family members. We understand how difficult it sometimes can be for any of us to balance the demands of our work with the needs of our personal lives. That is why Kraft offers a wide variety of work life programs and policies to help our employees fit the pieces of their lives together more easily and in ways that work best for them as individuals. These options range widely, including such tools as more flexible work arrangements, access to an online parents' forum, better computer technology for working remotely and tips on running more time-efficient meetings.

Finding the right balance between the needs of our business and the needs of our employees can be challenging. To help us make further progress, a global task force of employees has been formed to focus on ways that Kraft may be able to further improve workplace flexibility, and to adapt, create and explore work life options. Our goal is to ensure that we have a flexible and supportive work environment that empowers managers and employees to find work life solutions that meet business and individual needs.

EMPLOYEES BY GEOGRAPHIC REGION

Worldwide: 103,000

United States: 41,000; Outside of U.S.: 62,000

KRAFT FOODS