

2011 FACT SHEET

In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington kitchen and established Mars' first roots as a confectionery company. In the 1920's, Forrest E. Mars, Sr. joined his father in business and together they launched the MILKY WAY® bar. In 1932, Forrest, Sr. moved to the United Kingdom with a dream of building a business based on the philosophy of a "mutuality of benefits" for all stakeholders – this vision serves as the foundation of the Mars, Incorporated we are today. Mars has net sales of more than \$30 billion annually.

Here's a brief look at who we are and what we do.

We are one of the fastest growing food companies.

- We are one of the world's leading confectionery companies, following our acquisition of the Wm. Wrigley Jr. Company in 2008
- We are one of the world's leading petcare companies
- Our billion-dollar brands include M&M'S®, SNICKERS®, DOVE®, MARS®, TWIX®, EXTRA®, ORBIT®, UNCLE BEN'S®, PEDIGREE®, ROYAL CANIN® and WHISKAS®.
- Our more than 65,000 associates work at over 365 sites, in 71 countries worldwide.
- We are headquartered in McLean, Virginia, U.S.A.

We operate in diverse business segments and have iconic global brands the world over.

- Petcare: PEDIGREE®, ROYAL CANIN®, WHISKAS®, KITEKAT®, BANFIELD® THE PET HOSPITAL, CESAR®, NUTRO®, SHEBA® and GREENIES®, among others
- Chocolate: M&M'S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®, among others
- Wrigley: EXTRA®, ORBIT®, DOUBLEMINT®, 5®, SKITTLES®, STARBURST®, LIFESAVERS®, JUICY FRUIT®, and ALTOIDS®, among others
- Food: UNCLE BEN'S®, DOLMIO®, MASTERFOODS®, SEEDS OF CHANGE®, and among others
- Drinks: ALTERRA COFFEE ROASTERS™, THE BRIGHT TEA COMPANY™, KLIX® and FLAVIA®
- Symbioscience: CIRKUHEALTH™, WISDOM PANEL™ MX, COCOAVIA™, SERAMIS®, and MYCOCOAPAPER

Three of these brands are more than 100 years old: ALTOIDS®, JUICY FRUIT® and SPEARMINT®. Eight of these brands are more than 50 years old: MILKY WAY®, SNICKERS®, MARS®, M&M'S®, DOUBLEMINT®, UNCLE BEN'S®, and WHISKAS®, NUTRO®.

We are guided by our Five Principles.

- *Quality*: The consumer is our boss, quality is our work and value for money is our goal.
- *Responsibility*: As individuals, we demand total responsibility from ourselves; as associates, we support the responsibilities of others.
- *Mutuality*: A mutual benefit is a shared benefit; a shared benefit will endure.
- *Efficiency*: We use resources to the full, waste nothing and do only what we can do best.
- *Freedom*: We need freedom to shape our future; we need profit to remain free.

To learn more, please visit mars.com