

**MARS WRIGLEY**



# Capturing today's traveling consumer

**8th May 2023**

**TFWA**

**ASIA PACIFIC  
EXHIBITION &  
CONFERENCE**

The world we want tomorrow starts with how we do business today

**MARS**



**The Five Principles**

Quality Responsibility Mutuality Efficiency Freedom

# 140,000+ Associates

are united and guided by The Five Principles of Mars which span geographies, languages, cultures and generations



## 1911

Frank C. Mars made the first Mars candies in his Tacoma, Wash., kitchen



80+ countries in operation



## 381

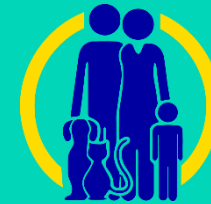
SITES

## 2,500+

VETERINARY HOSPITALS



Global HQ in McLean, Va.



Private, family-owned company



## \$45B

NET SALES



### Billion Dollar Brands



MARS WRIGLEY

Inspire moments of everyday happiness

MARS Petcare

A Better World For Pets

MARS Food

Better food today A better world tomorrow

MARS Edge

Better Lives Through Nutrition

# Mars Wrigley is one of the leading international suppliers in the confectionary category in the region...in consumer engagement





# ...and category fundamentals...





**In this context, the scale of our business in Travel Retail in China is confronting...**



**aena**  
Aeropuerto  
Adolfo Suárez  
Madrid-Barajas



# We need to break the spiral...

Confectionary  
a '+1'

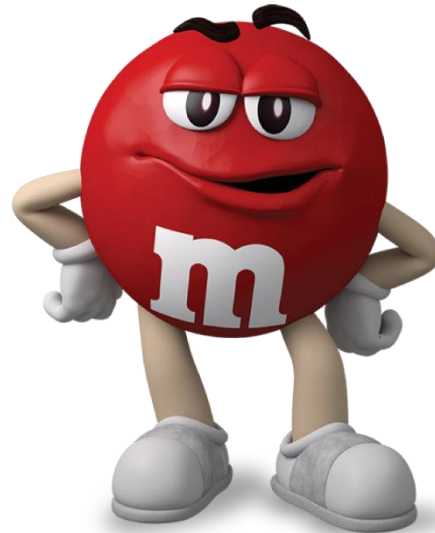
Confectionary  
is not  
important

Shoppers don't  
buy

Space is limited

Consumers not  
inspired

Small portfolio







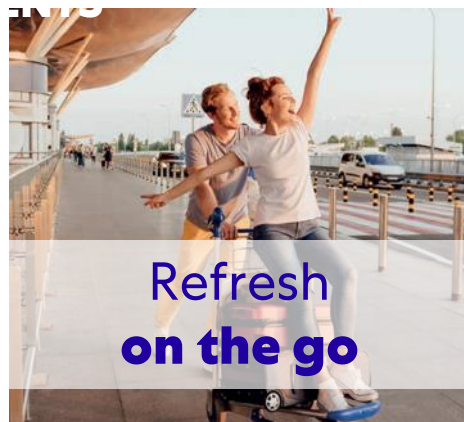
# CONFECTIONERY IS LIKE NO OTHER CATEGORY

**70% Growth  
from the  
CATEGORY**

**Mars  
consumers  
not OURS**



# Travellers shop the CATEGORY



## Inspired by MOMENTS

MARS WRIGLEY

# And the opportunity is clear







MOON

BISCUITS

HONEY COMB

SEARCH

CHOCOLATE

JELLY TREATS

SMOOTH INDULGENCE

**Inspire moments  
of everyday  
happiness**