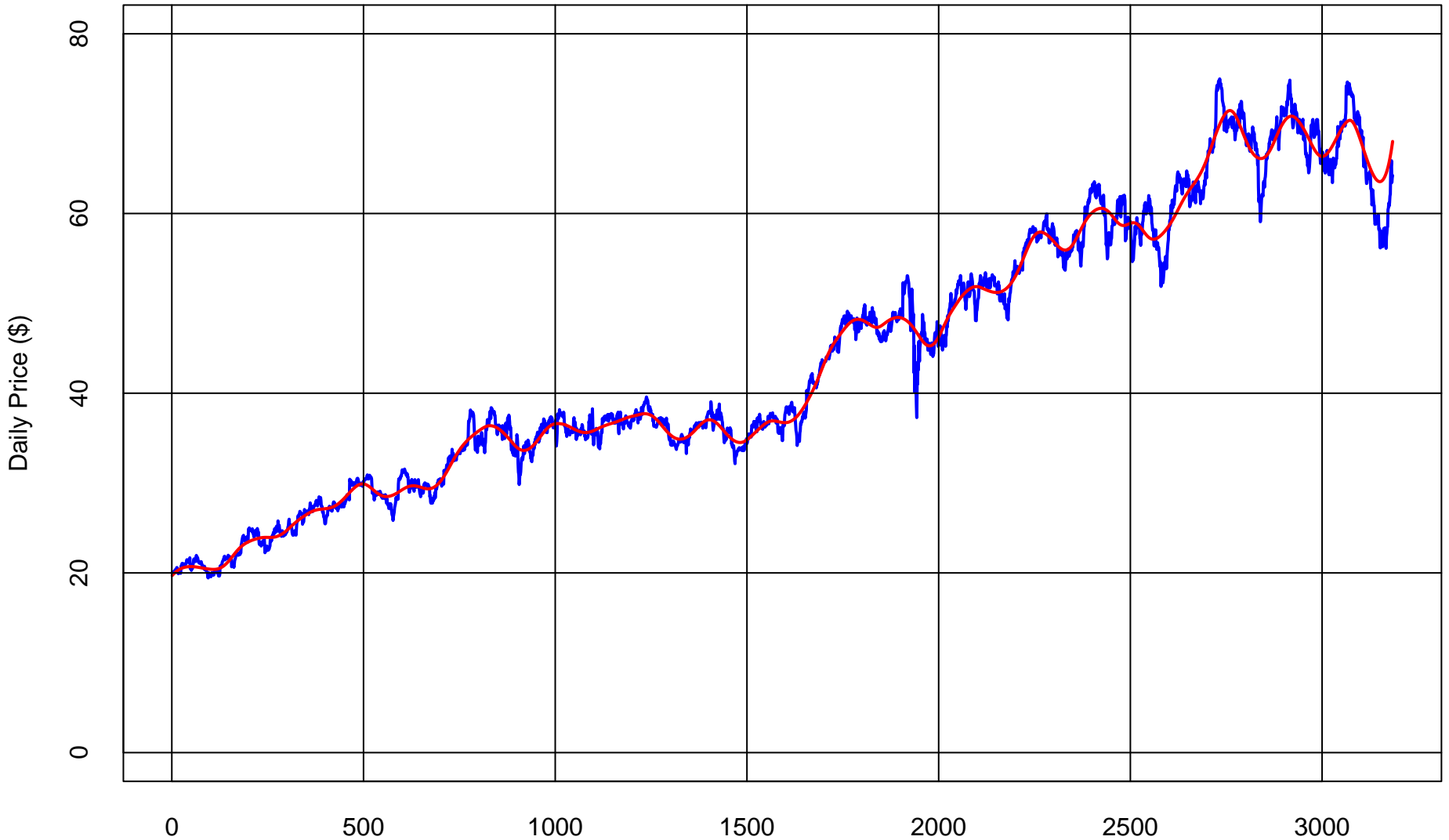


MONDELEZ (MDLZ)

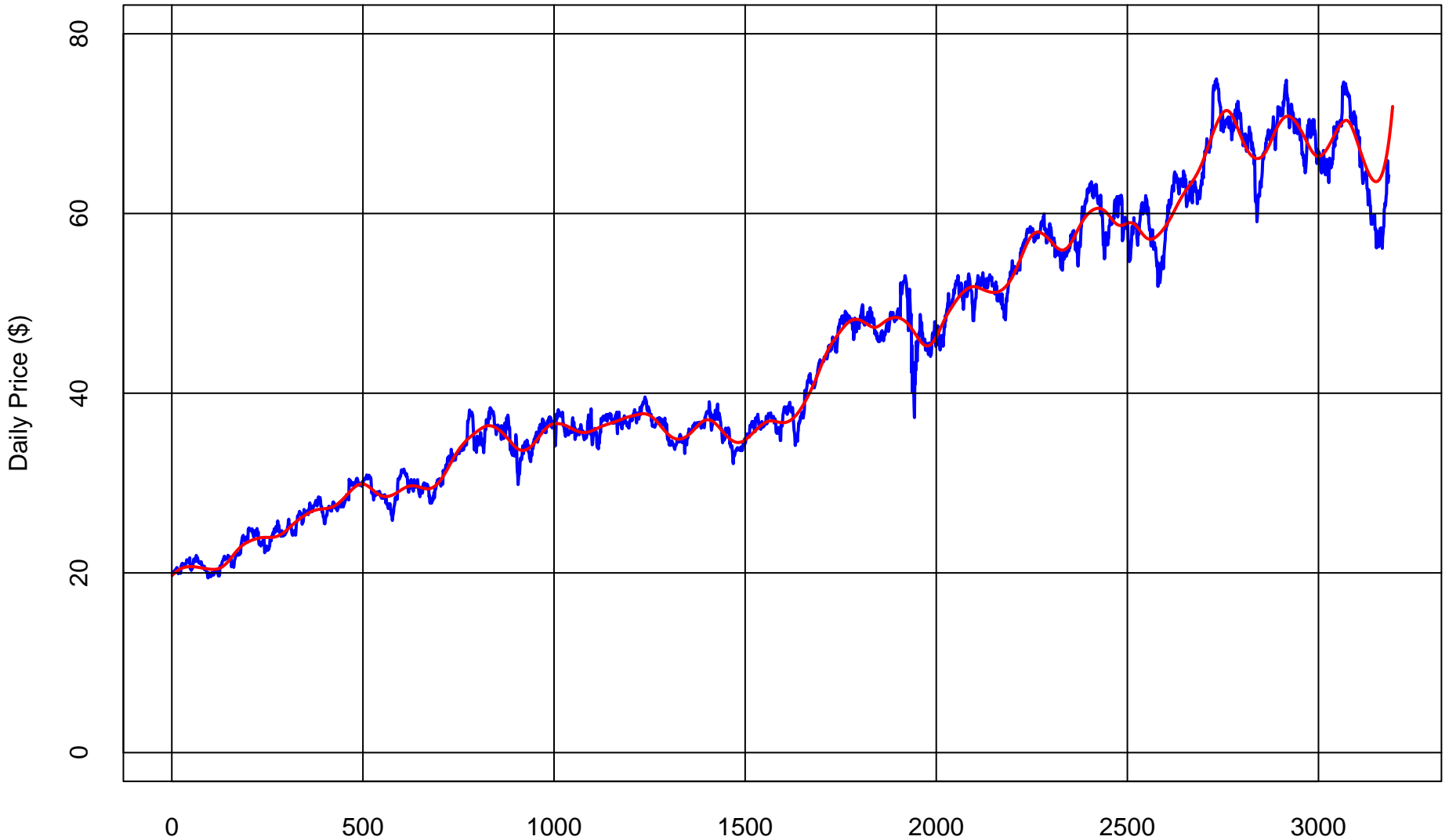
TREND POTENTIAL = 5.9%



Trading Days Jul 1 2012 to Present
Price (Blue) Smoothed Trend (Red)

MONDELEZ (MDLZ)

TREND POTENTIAL = 12%



Trading Days Jul 1 2012 to Present

Price (Blue)

Smoothed Trend + 10-Day Extrapolation (Red)