

Press Release

Mondelēz International and Nelt Group, along with partners, have implemented the campaign
"Fighting for Our Forests"

The planting of 100,000 black pine seedlings has begun across Montenegro

Today, the afforestation action of Dajbaba hill officially marked the beginning of planting 100,000 black pine seedlings across Montenegro as part of the "Fighting for Our Forests" project. In the coming period, within the campaign realized by Mondelēz International, Nelt Group and their partners, green plant seedlings will be planted, in various locations in Podgorica, Danilovgrad, Kolasin, Andrijevica and Mojkovac.

This is a joint initiative, in which consumers have also participated by purchasing Milka products in the value of €5, during July and August, thus contributing to this important environmental project. Institutional support for this initiative was provided by the Ministry of Agriculture, Forestry and Water Management, the Ministry of Tourism, Ecology, Sustainable Development and Northern Region Development, Capital City, as well as Zelenilo d.o.o.

Thanks to the engagement of consumers and the support of key institutions, this campaign symbolizes the strength of the joint effort of all social actors.

"Operating in the food industry, we are committed to respecting the principles of sustainability throughout the entire production process - from the cultivation of some of the main ingredients we use for our products, through the production, efficient and renewable use of natural resources, to the choice of the very packaging we use for our products. On the other hand, it is very important for us to contribute to the progress of people and the community through socially responsible activities. We are proud to have started today's action by planting the 100,000 new black pine seedlings on the territory of Montenegro and that together with our partners, as well as all the citizens who have contributed to our goal in this campaign, we are initiators of positive changes aimed at protecting the local environment and revitalizing forest areas of Montenegro", said **Marina Hadrovic, Managing Director East Adriatic Markets and Bulgaria at Mondelēz International**, reminding that, this spring, company's employees, in cooperation with local utility companies have, through various activities, participated in the planting of new deciduous and coniferous trees in Serbia and Croatia.

Nelt Group said that this campaign presents a step forward towards a more sustainable future and testifies to the power of a joint campaign in the fight for conservation of nature.

"We are showing an example of the partnership strength of the two companies, as well as the importance of caring for the local community in practice. Together with Mondelēz International and our fellow citizens, we have taken a significant step towards the conservation of the natural heritage of Montenegro. We continue to work on the strengthening of our partnership and remain a stable support for the communities in which we operate, because this is at the top of Nelt Group's priority list", said **Ljilja Pizurica, Nelt Group's Executive Director for the markets of Montenegro and Albania**.

The joint effort to conserve the forests of Montenegro presents the key value of such projects and they remind us of the importance of protecting nature for future generations.

"Aware of the need to conserve and continuously enrich the ecosystem, and realizing the importance of forests for improving the environment and protecting nature, the Ministry of Agriculture, Forestry and Water Management is committed to supporting the implementation of afforestation projects in Montenegro, in order to contribute to the restoration of forest ecosystems, which are of invaluable importance for the overall life and health on the planet. I believe that this initiative will be successfully

finalized and that, in the coming period, all of us together will witness the emergence of new forests in

Podgorica and other cities of Montenegro, which will contribute to creating of better living environment in these areas", stated Igor Nisavic, Secretary of the Ministry of Agriculture, Forestry and Water Management.

Campaigns such as this show not only our responsibility towards nature, but also towards the entire social community.

"By planting an enviable number of trees, we shall surely provide a new home, i.e. ecosystem conditions for new plant and animal species and greatly improve the general social environment. By planting every tree, we really leave behind a value for our future generations, especially nowadays when we are faced with such intense urbanization. I really think that such campaigns should not be just a onetime effort, but rather a long-term process towards sustainable development of society in general and Montenegro as an ecological state", said Tamara Brajovic, Director General of the Directorate for Nature Protection of the Ministry of Tourism, Ecology, Sustainable Development and Northern Region Development.

The company Zelenilo d.o.o. has pointed out that the process of creating a green ring around the city will start, by the provision of 35,000 black pine seedlings in Podgorica, in order to have more greenery, as well as to form protective belts. In this manner, in a few years, Podgorica will have not only better air quality, but also lower temperatures during the summer months.

"Environmental protection, by greening of the Capital, is our priority, and the fact that Mondelēz International has recognized Capital City and Zelenilo, as fighters for the environment, presents an incentive to continue in this direction. Today's location is one of 13 on which afforestation will be implemented, and I use this opportunity to invite all interested citizens and socially responsible companies to follow our social networks in order to inform themselves about the locations and at time intervals at which subsequent activities shall be organized in order to join us and thus contribute to the greening of our City," said Milica Vukcevic, PR Manager for "Zelenilo" d.o.o. Podgorica.

The company Okov gave an important contribution to today's campaign by providing necessary planting tools. On the occasion of the start of planting of 100,000 new seedlings, the company emphasized that they are always happy to support projects of this type and expressed hope that this afforestation campaign will serve as an example for other companies and individuals to take better care of the environment.

Let us remind you that the "Fighting for Our Forests " initiative was a continuation of the previously successful organized campaign aimed at environmental protection and contributing to the local community, which Mondelēz International has organized in Serbia and Croatia.