



Kraft Foods is a global snacks powerhouse with an unrivaled portfolio of brands people love.

- We are the world's second largest food company with annual revenues of \$49.2 billion
- Millions of times a day, in approximately 170 countries, consumers reach for their favorite Kraft Foods brands.
- Eleven of the company's iconic brands—including *Cadbury*, *Jacobs*, *Kraft*, *LU*, *Maxwell House*, *Milka*, *Nabisco*, *Oreo*, *Oscar Mayer*, *Philadelphia* and *Trident*—generate revenue of more than \$1 billion annually, and 40 have been loved for more than a century.
- More than 80 percent of our revenues come from products that hold the No. 1 share position in their respective categories. And more than 50 percent of our revenue is driven by categories where our market share is twice the size of the nearest competitor.
- We make a delicious difference by fighting hunger and encouraging healthy lifestyles. Over the past 25 years, we've donated nearly a billion dollars in cash and food.
- A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index.

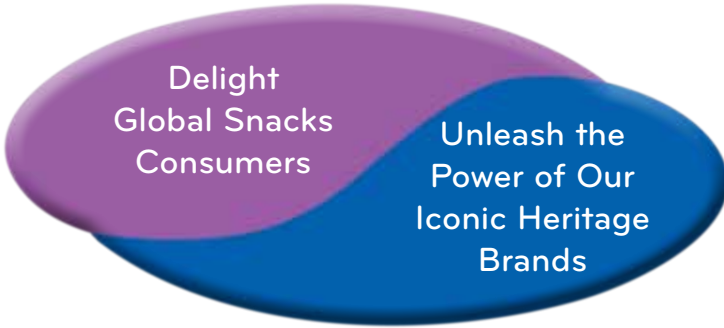
Top Institutional Holders*
(Shares in Millions)

Name	Shares*	% of KFT**
Berkshire Hathaway Inc.	105.2	6.0%
Capital Research Global Investors	97.7	5.6%
State Street Global Advisors (U.S.)	83.9	4.8%
Vanguard Group, Inc.	62.5	3.6%
Capital World Investors	60.3	3.4%
BlackRock Institutional Trust Company, N.A.	55.0	3.1%
Wellington Management Company, LLP	43.2	2.5%
Franklin Mutual Advisers, LLC	35.5	2.0%
Invesco Advisers, Inc.	26.2	1.5%
Jennison Associates, LLC	22.8	1.3%

*As of December 31, 2010 per 13F filings

**Based on shares outstanding as of January 31, 2011

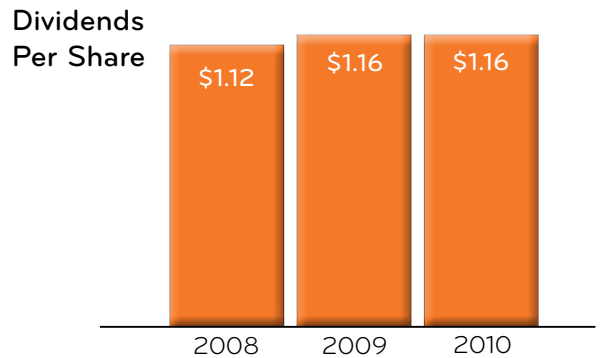
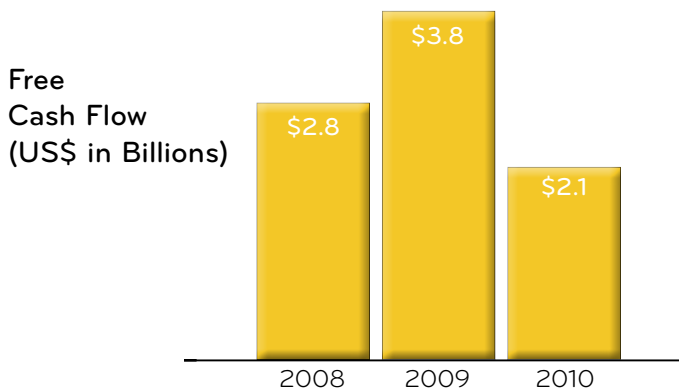
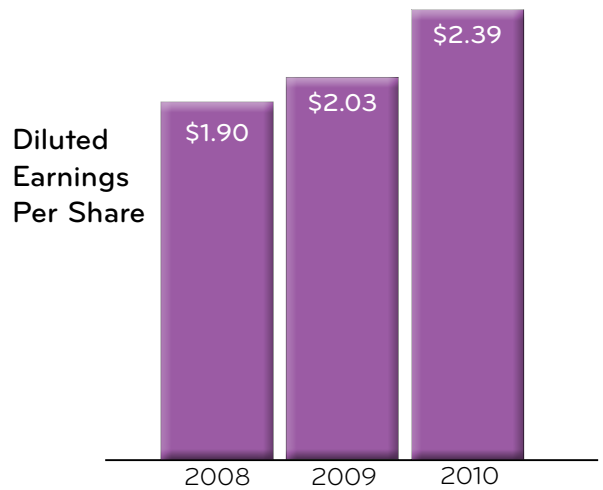
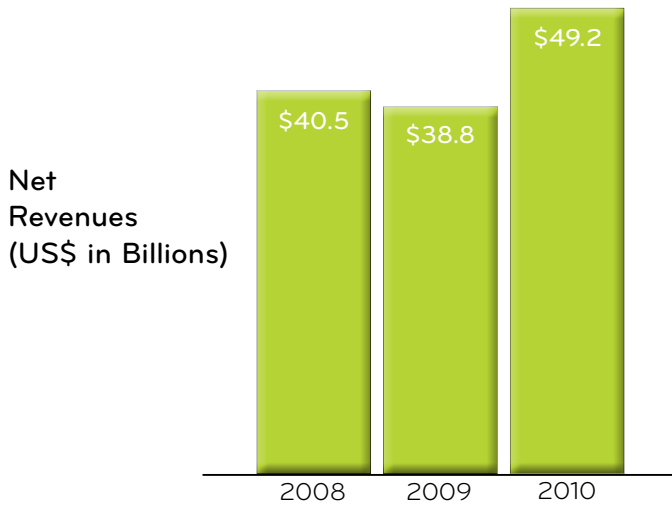




We understand that actions speak louder than words, so at Kraft Foods, we:

- Inspire trust
- Act like owners
- Keep it simple
- Are open and inclusive
- Tell it like it is
- Lead from the head and the heart
- Discuss, decide, deliver

Create a Performance-Driven, Values-Led Organization



The Company defines Free Cash Flow as Net Cash provided by Operating Activities less Capital Expenditures. Net Cash provided by Operating Activities was \$4.1, \$5.1 and \$3.7 billion for 2008 through 2010, respectively. Capital Expenditures were \$1.4, \$1.3 and \$1.7 billion for 2008 through 2010, respectively.*

*Totals may not sum due to rounding.

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