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Date: 11/8/2018 10:00:17 AM

Subject: A Message from Mars – Mars, Incorporated November 2018 Newsletter

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Mars once again called for action to address global challenges such as climate change, water stress, poverty, and obesity at the United National General Assembly (UNGA) and Climate Week in New York City, from September 24 – 27, a year after the launch of Mars' Sustainable in a Generation Plan.

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business leaders with a sustainably-built activation highlighting Mars' Sustainable in a Generation Plan and commitment to values-led business. The activation was an opportunity to provide an overview of Mars Petcare's BETTER CITIES FOR PETS™ initiative – advocating for people and pets to ensure healthier and more sustainable communities across the nation. Mars Associates also shared their efforts to promote sustainability and boost human rights in the fishing and seafood industry.

To conclude UNGA and Climate Week, Kevin Rabinovitch, Mars Global Vice President of Sustainability, met with global leaders

seeking to drive a new deal for nature and biodiversity at the World Economic Forum (WEF)/World Wildlife Fund (WWF)/Unilever Shaping a New Deal for Nature session. In addition, John Ament, Mars Global Vice President of Cocoa, and Andy Pharoah, Mars Vice President of Corporate Affairs, Strategic Initiatives & Sustainability, attended the Business Council for International Understanding dinner, and privately met with the Vice President of the Republic of Cote d'Ivoire where they discussed Mars' Cocoa for Generations strategy.

To learn more about Mars' efforts on sustainability, read Grant F. Reid's, Mars CEO & Office of the President, post on [LinkedIn](#). To learn more about Mars' commitment to human rights and farmer income read about Marika McCauley Sine's experience at the Concordia Summit on [LinkedIn](#).

On September 25, 2018, Mars Food North America, producer of UNCLE BEN'S® rice and grains and SEEDS OF CHANGE® organic food, celebrated 40 years of operation in Greenville, Mississippi. The facility opened in 1978 and is the third largest employer in Greenville with over 180 full-time Associates. The factory produces 100,000 tons of rice annually, making it the largest Mars Food factory in the world.

"Our operations in Greenville are essential to both the success of our business as well as our efforts to

deliver on our purpose of 'Better Food Today. A Better World Tomorrow,' said Mars Food Greenville Site Director, Don Cornett. "We are proud of the progress we've made over the

last four decades and are excited to continue investing in our talented Associates and the community of Greenville, who make milestones like these possible.”

The Greenville facility, active in the community for many years, commemorated the 40th anniversary with a donation made by Mars Food’s organic SEEDS OF CHANGE® brand in the amount of \$40,000 to the Greenville Public School District to establish sustainable garden programs. “We are thrilled about the opportunities that this donation will create,” noted Dr. Janice-Page Johnson. “Our students will learn about the benefits and mechanics of growing their own food and eating healthier.”

over the last 40 years, most recently investing more than \$30

coordinating response efforts before Hurricanes Florence and Michael made landfall. The goal: help ensure the safety of Mars Associates and assist those in affected communities in getting back on their feet and protecting their beloved pets.

Hurricane Florence arrived in North Carolina and South Carolina as a Category 1 hurricane on September 14th, leaving nearly [one million residents](#) without power and causing thousands to evacuate. Mars mobilized support on many different fronts including sponsoring search and rescue teams to help ensure impacted residents were safe. Mars also helped keep family pets safe by supplying complimentary boarding at VCA Hospitals when pet owners needed to evacuate. In October, after Hurricane Michael landed in Florida as a Category 4 hurricane, Mars Associates continued their efforts by providing “boots on the ground” and volunteering with a nonprofit in Jacksonville, FL to assist impacted residents. For Banfield Associates impacted by both disasters, they received financial support through the BANFIELD® Better Together Fund, a relief fund to assist those who reside in the affected areas through donations from other Banfield Associates. Mars continued to coordinate efforts by donating pet food and providing financial support to assist families and their pets get back on their feet. These efforts include:

With
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complimentary
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350
pets

using resources for medicine and supplies provided by the Banfield Foundation – with 208 pets receiving care on a single day. Additionally, Associates went to work throughout the week to renovate a cat adoption room at the Harris County Animal Shelter, a nonprofit which cared for displaced animals in the aftermath of Hurricane Harvey and benefitted from a Banfield Foundation Disaster Relief Grant. Associates volunteered to paint, assemble, hang, and clean the room to introduce the cats to a new space.

To wrap up the week, Banfield doctors and veterinary technicians delivered additional preventive care to another 150 vulnerable pets by performing complimentary spay and neuter surgeries at Harris County Animal Shelter. Dr. Schrock expressed gratitude to Associates for their continued support to care for displaced pets in the aftermath of Hurricane Harvey. “Thank you doesn’t begin to express the gratitude I have for each one of you for helping to make this week not only successful, but also incredibly impactful,” said Dr. Schrock. “Harvey didn’t keep us down and you put the exclamation point on that this week with all of the incredible work you did.”

Newark Mayor Ras Baraka joined Mars Wrigley Confectionery at the John F. Kennedy recreation center to hand out Halloween costumes to children.

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-IL-6) on October 8th for a tour of its ice cream manufacturing facility in Burr Ridge, Illinois. During his visit, Congressman Roskam had the opportunity to tour the factory and meet with Burr Ridge Associates.

41st Congressional Hispanic Caucus Awards Gala: Associates from the Mars Wrigley Confectionery Hispanic Network Group attended the 41st Congressional Hispanic Caucus Institute's (CHCI) Leadership Conference and Annual Awards Gala held on September 13th. The event, entitled "Here to Lead: Architects of Our Destiny," brought together 3,000 top influencers, policy makers, industry experts, and emerging Latino leaders. Associates had the opportunity to be part of important discussions with political figures including Congresswoman Nydia Velazquez (D-NY-7), former Secretary of Housing and Urban Development Julian Castro, Congressman Joaquin Castro (D-TX-20), and Rafael Hurtado, legislative assistant to Congressman Luis Gutierrez (D-IL-4). Mars, who has partnered with CHCI for the past seven years, was one of the event sponsors and provided M&'S® candies for all attendee welcome bags.

Associates from the Mars Wrigley Confectionery Hispanic Network Group with Congresswoman Nydia Velazquez (D-NY-7) (center).

Pedigree
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10th
Anniversary
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Between
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12
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PEDIGREE®
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celebrated
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back

to pet shelters and rescues. Since 2008, the Foundation has awarded over 5,000 grants, totaling nearly \$7 million, to support shelters and rescues across the U.S. in helping dogs get adopted. To celebrate, the PEDIGREE® Foundation hosted “BBQ Boots & Bling,” featuring musical guest LeAnn Rimes, and the fourth annual PEDIGREE® Foundation Golf Tournament, which raised close to \$450,000 for grant programs to help dogs find loving homes. In addition, the Foundation provided a \$10,000 disaster relief grant to the Greater Birmingham Humane Society, presented by PEDIGREE®-sponsored NASCAR drivers Todd and David Gilliland and Fox Sports NASCAR reporter, Jamie Little. To promote awareness of National Adopt a Shelter Dog month, PEDIGREE® Foundation Board Member and Grants Committee co-chair, Dr. Tiffany Bierer, appeared on The Hallmark Network’s “Home & Family Show” to discuss the benefits of owning a dog, the Foundation’s grant programs, and how pet lovers can get involved during National Adopt a Shelter Dog month.



Click Here to View the Segment!

Pinnacle Award from the International Festivals and Events

Association (IFEA) in the "Best Sponsorship Program for an Individual Sponsor" category on October 10, 2018. The award was presented for the inaugural year of the Paws and Petals program, making select signature events at the National Cherry Blossom Festival pet-friendly. The Festival serviced more than 800 dogs at signature events such as the Blossom Kite Festival, Petalpalooza, and the Tidal Basin. The Festival featured pet comfort stations that included waste bag distribution, treats, shade, water stations using bowls with potable water, and education resources for pet owners. To learn more about the BETTER CITIES FOR PETS™ initiative, view the website [here](#).

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