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Subject: A Byte from Mars – Mars, Incorporated April 2018 Newsletter

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In partnership with the U.S. Conference of Mayors (USCM), Mars Petcare launched a three-year initiative on January 25 that will provide an approach to leadership, innovation, education, and awareness of pet-friendly initiatives to advance its BETTER CITIES FOR PETS™ program. The initiative follows a [survey](#) that was sent to more than 500 U.S. Mayors in 2017 to better understand the state of pet-friendly cities.

To help cities adopt more pet-friendly practices, Mars Petcare revealed the ["Playbook for Pet-Friendly Cities"](#) to over 800 mayors at the U.S. Conference of Mayors winter meeting in Washington, DC. The playbook sets out a model for 12 key focus areas that contribute to making a city pet-friendly. It provides an explanation of key issues, best practices, recommendations, and resources for help on the four pillars of homes, parks, businesses, and shelters. The playbook also has an online assessment tool to help cities measure their current pet-friendliness.

More than 40 mayors from across the nation were interested in the initiative including Newark Mayor Ras Baraka, Orlando Mayor Buddy Dyer, Columbia Mayor Steve Benjamin, Henderson Mayor Debra March, Houston Mayor Sylvester Turner, Vancouver Mayor Anne McEnerny-Ogle, Los Angeles Mayor Eric Garcetti, and Cleveland Mayor Frank Jackson. Mars Petcare also spoke with international city leaders from United Kingdom cities of Cambridge and Belfast; Milan, Italy; and Tel Aviv, Israel on how their respective cities can get involved in the program and what steps they can take to become pet-friendly cities.

In addition, Mars Petcare and USCM announced a grant program which aims to help break down barriers to make communities pet-friendly. Mars Petcare and USCM will provide grants to cities looking to advance the goal of creating welcoming places for people and their pets to live, work, and play together. Applications for the

grant program will be available in Spring 2018 for USCM member mayors and the winners will be announced at the 2018 USCM Summer Meeting in Boston. Cities seeking grants must demonstrate a commitment to continue and expand their pet-friendly community efforts.

On February 5, Mars Wrigley Confectionery announced a \$30 million investment to create a state-of-the-art expansion project to the product distribution facility in Waco, Texas. Over the last few years, Mars has invested \$95 million in Texas, including \$75 million alone at the Mars Wrigley Confectionery facility in Waco, TX.

The announcement was accompanied by a ground breaking ceremony with Texas Secretary of State Rolando Pablos, Nigel Harrison, VP of Manufacturing for Mars, and Waco Site Director Dan Braswell delivering remarks at the event. Other stakeholders in attendance included Waco Mayor Kyle Deaver, members of the Waco City Council, members of the Greater Waco Chamber of Commerce, and members of the Texas Economic Development Corporation. After the ceremony, stakeholders participated in a tour of the facility where Mars Wrigley Confectionery showcased how Mars continues to invest in local communities.

During the tour, Secretary Rolando Pablos indicated he was extremely proud that Mars has been part of the Texas community for more than four decades. "With nearly \$100 million invested in Texas over the past decade, we thank Mars for showing its sincere commitment to growing, creating jobs, and strengthening communities throughout the Lone Star State," Secretary Pablos said in a statement. "We look forward to supporting Mars in further expanding its Texas operations and collaborating in the company's strong community engagement now and in the future."

tour, Senator Casey engaged with Associates at the facility and was

Elizabethtown, and members of the Mars Public Affairs team to

agriculture policy. Mars also thanked the Senator for his constant leadership and during the meeting, Senator Casey expressed his interest in Mars' [Sustainable in a Generation](#) initiative.

In February, Mars Food and USA Rice “[flew-in](#)” to D.C. and met with Members of Congress and their staff on Capitol Hill to discuss key trade and food policy issues – including NAFTA and the Farm Bill. During the fly-in, Mars Food met with Representative Bennie Thompson (D-MS), as well as staff from the offices of Representative Scott DesJarlais’ (R-TN), Representative Steve Womack (R-AR), Senator John Cornyn (R-TX), Senator Ted Cruz (R-TX), and Senator Robert Casey (D-PA) among others. Mars advocated to maintain open trade with North America and to protect funding for farmers within the Farm Bill.

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