MARS

- Orbit: $2.50 billion
- Dove: $2.60 billion
- Whiskas: $2.75 billion
- Extra: $2.23 billion
- MGM's: $3.49 billion

- Royal Canin: $1.53 billion
- Uncle Ben's: $1.63 billion
- Pedigree: $4.74 billion
- Snickers: $3.57 billion
- Twix: $1.51 billion
- Milky Way: $2.38 billion

*BRAND SOLD UNDER DIFFERENT NAMES IN DIFFERENT COUNTRIES. 2011 FIGURES. SOURCES: EUROMONITOR INTL AND COMPANY REPORTS.
Mars is proud to support The Global Goals. We are taking action in many areas:

1. No Poverty
   The Livelihoods Fund for Family Farming will help businesses deliver large-scale social and economic benefits to smallholder farmers, supporting more profitable, sustainable work for farming communities.

2. Zero Hunger
   We’re part of the African Orphan Crops Consortium to improve the nutritional content, productivity and climatic adaptability of some of Africa’s most important food crops, to help eradicate hunger, malnutrition and stunting in children.

3. Good Health & Wellbeing
   Mars endorses recommendations by the World Health Organization to limit added sugars to less than 10% of daily intake.

4. Quality Education
   The Wrigley Company Foundation partners with Save the Children on a school health program reaching thousands of students, teaching general health, oral health and hygiene.

5. Gender Equality
   Women make up 40% of leaders across Mars’ management – and this figure increases by an average of 1% each year.

6. Clean Water and Sanitation
   Mars is pioneering innovative rice growing technologies to reduce water impact on local communities.

7. Affordable and Clean Energy
   The Mesquite Creek Wind Farm in Texas produces the equivalent of 100% of Mars’ North American electricity needs, across 70 sites, including 37 factories.

8. Decent Work and Economic Growth
   Through the Sustainable Cocoa Initiative, Mars is striving to enable farmers to produce more productive, profitable, environmentally sound crops.

9. Industry, Innovation and Infrastructure
   The Mars Global Food Safety Center, a pre-competitive research facility in China, focuses on raising standards of food safety across the globe.

10. Reduced Inequalities
    Through the Vision For Change program, Mars has committed to a Gender Action Plan to improve the lives of women cocoa farmers in our supply chain.

11. Sustainable Cities and Communities
    In 2014, Mars Associates spent 85,000 hours volunteering on projects benefiting the communities that support our business.

12. Responsible Consumption and Production
    We believe in helping people make the right choices for themselves, their families and their pets by providing clear and meaningful information about our products, including GDA labeling.

13. Climate Action
    Mars will make our operations “Sustainable in a Generation” – eliminating fossil fuel energy use and greenhouse gas emissions, minimizing our impact on water, and mitigating the impacts of waste by 2040.

14. Life Below Water
    Mars is committed to sourcing 100% of our fish from sustainable sources by 2020, and is working to rehabilitate coral reefs to restore marine diversity.

15. Life on Land
    Mars has set aggressive targets for sustainable sourcing across our key raw materials to reduce the impacts of deforestation.

16. Peace and Justice, Strong Institutions
    As a private, family-owned business, Mars has provided stable, sustainable growth for our Associates, suppliers and partners for over 100 years.

17. Partnerships for the Goals
    Collaboration to create lasting mutual benefits is at the heart of the way we do business. We are committed to working with industry, government, supplier communities and NGOs for the benefit of society and the environment.

Find out more: www.mars.com/principlesinaction
@MarsGlobal    #MarsSusty
“Mars shows little understanding of the value of water and keeps quiet about its water use – time for a change” (OXFAM 2013)
MARS Site Water Targets

Old Target set in 2009
25% Reduction in Total Site water use by 2015 (2007 base)

Aims of New 2020 Targets
1. Drive action to reduce the impact of MARS’ Sites on water availability/quality.
2. Reduce water related business risk at production sites experiencing water scarcity.
Baseline Water Stress (BWS) at Site Location >40%
- Aqueduct

Climate Change Impact on Water Scarcity Raises BWS at Site above >40%
- Aqueduct

Site Watershed Governance Survey (Scarcity, quality regulatory, supply issues at site/watershed)

Site Water Efficiency vs Technology Peers

Site Withdrawals - Prioritise Sites with Highest Consumption
Water Priority and Stressed sites map
(WRI Aqueduct)
“I cannot change my country
..... But I can change my street”
Paulo Coelho