

Merlin Entertainments and Mondelēz International announce new Cadbury World partnership

- **Merlin Entertainments to acquire operations and brand license for Cadbury World**
- **Opened in 1990, Cadbury World is one of the West Midlands' most popular attractions with 600,000+ visitors every year.**
- **Move will build on the success of Cadbury World and forms part of Merlin's broader strategy to engage in IP partnerships with some of the world's most popular brands.**

02 February 2022: Merlin Entertainments and Mondelēz International have today announced an exclusive new partnership that will see Merlin acquire the operations and brand licenses for Cadbury World in the UK.

Opened in 1990, Cadbury World is one of the West Midlands' most popular attractions with 600,000+ people visiting every year to learn about the nation's favourite chocolate and the heritage of the Cadbury brand.

As part of the agreement, Merlin Entertainments will be responsible for the day-to-day running of the Cadbury World site, its employees, and all operational decisions, as well as holding brand usage rights for Cadbury World in the UK.

The partnership forms part of Merlin's broader strategy to engage in IP partnerships with some of the world's most popular brands across its global estate, with existing successful partnerships including LEGO, Bear Grylls, Marvel and BBC.

Louise Stigant, UK MD at Mondelēz International said: *"Cadbury World is a truly unique experience and since it first opened its doors in 1990, has been enjoyed by millions of families from across the UK and overseas. We want to build on the strong foundations we've laid so that people can continue to enjoy Cadbury World for generations to come."*

"As we approach Cadbury's 200th anniversary, I'm really excited by this partnership. By working with Merlin Entertainments, we will be able to bring the history and heritage of the Cadbury brand and the joy of chocolate to more and more people."

Mark Fisher, Chief Development Officer at Merlin Entertainments said: *"As one of the world leaders in location-based entertainment we are delighted that Cadbury World is joining the already strong global network of Merlin attractions. We have long admired Cadbury as the nation's favourite chocolate brand and have already successfully worked together across a range of experiential activities and retail spaces in our UK theme parks. We are now excited to continue the relationship and bring to life the sights, smells and fun experiences that chocolate lovers have come to know and love, but just with the additional helping of some Merlin magic!"*

The partnership is subject to the CMA confirming they have no objections. Subject to a successful completion, the new partnership will take effect from summer 2022.

ENDS

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About Cadbury World

Cadbury World is a popular family attraction based in the historic village of Bournville, just outside Birmingham city centre, where visitors can learn all about the history, magic and making of Cadbury chocolate.

With a number of interactive zones, a team of in-house chocolatiers, The World's Biggest Cadbury Shop, the on-site Cadbury Café, plus the unmissable 4D Chocolate Adventure, there's so much for visitors of all ages to see and do at Cadbury World.

About Mondelez International

About Mondelēz International Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world.

With 2020 net revenues of approximately \$27 billion, MDLZ is leading the future of snacking with iconic global and local brands such as OREO, beVita and LU biscuits; Cadbury Dairy Milk, Milka and Toblerone chocolate; Sour Patch Kids candy and Trident gum.

Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ

About Merlin Entertainments

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin operates over 137 attractions, 22 hotels and 6 holiday villages in 24 countries and across 4 continents.

Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

See www.merlinentertainments.biz for more information and follow us on Twitter [@MerlinEntsNews](https://twitter.com/MerlinEntsNews).