

KRAFT FOODS
Three Lakes Drive
Northfield, IL 60093

Table of Contents

| | <u>Page</u> |
|--|--------------------|
| I. Business Organization | 1 |
| II. Senior Management | 8 |
| III. Facilities and Employees | 19 |
| IV. Product Portfolio and Recent Launches | 21 |
| V. Marketing Tactics | 29 |
| VI. Sales and Profit Growth | 34 |
| VII. Collaborative Arrangements | 41 |
| VIII. Strategic Direction | 45 |

List of Tables

Table 1: Kraft Sales and Operating Profit Growth

Table 2: Kraft Sales by Major Subsidiary

Table 3: Kraft Sales Growth by Subsidiary

Table 4: Kraft by Geographic Region

Table 5: Kraft Sales Growth by Geographic Region