

THE EXPLOSION OF A "CONFECTION-LOVING"

ASIA & MIDDLE EAST MIDDLE CLASS WILL GROW TO **3.3B** BY 2030¹

CHINA IS HERSHEY'S FASTEST GROWING MARKET

CHINA CHOCOLATE SHARE MOVED FROM #7 TO #3 IN 5 YEARS

ASIA = 70% OF GLOBAL MIDDLE CLASS CONSUMPTION BY 2050²

GROWTH FORECAST 2012-2017 FOR CHOCOLATE

GROWTH FORECAST 2012-2017 FOR SWEETS & REFRESHMENT³

INDIA 12%

SOUTH-EAST ASIA 7%

CHINA 9%

SOUTH-EAST ASIA 7%

INDIA 18%

CHINA 12%

MIDDLE CLASS IN ASIA

GLOBAL GROWTH VISION = **\$10B** ANNUAL REVENUE BY 2017

ASIA REGION WILL HELP DRIVE APPROXIMATELY

\$1B INTERNATIONAL SALES BY 2014

HERSHEY GLOBAL EXPANSION IN ASIA

HERSHEY IS INVESTING IN ASIA AND BUILDING ITS PRESENCE.

MAY 2013: HERSHEY OPENS ASIA INNOVATION CENTER IN SHANGHAI

MAY 2013: HERSHEY LAUNCHES LANCASTER IN CHINA - ITS 1ST NEW BRAND IN 30 YEARS

OCTOBER 2013: HERSHEY ANNOUNCES NEW \$250 MILLION, STATE-OF-THE-ART PLANT TO OPEN IN MALAYSIA

HERSHEY'S LARGEST INVESTMENT IN ASIA IN 18-YEAR REGIONAL HISTORY

WHY MALAYSIA?



ACCESS TO **1/2** OF THE WORLD'S POPULATION



Centrally located for export to more than 25 markets with modern transportation



Educated workforce from Malaysia's 20 public and 21 private universities and more than 400 colleges⁴

HERSHEY'S



References:

¹ United Nations Population Fund

² The emerging middle class in developing countries, Working Paper No. 285, OECD Development Centre

³ Euromonitor; AC Nielsen

⁴ Malaysian Investment Development Authority