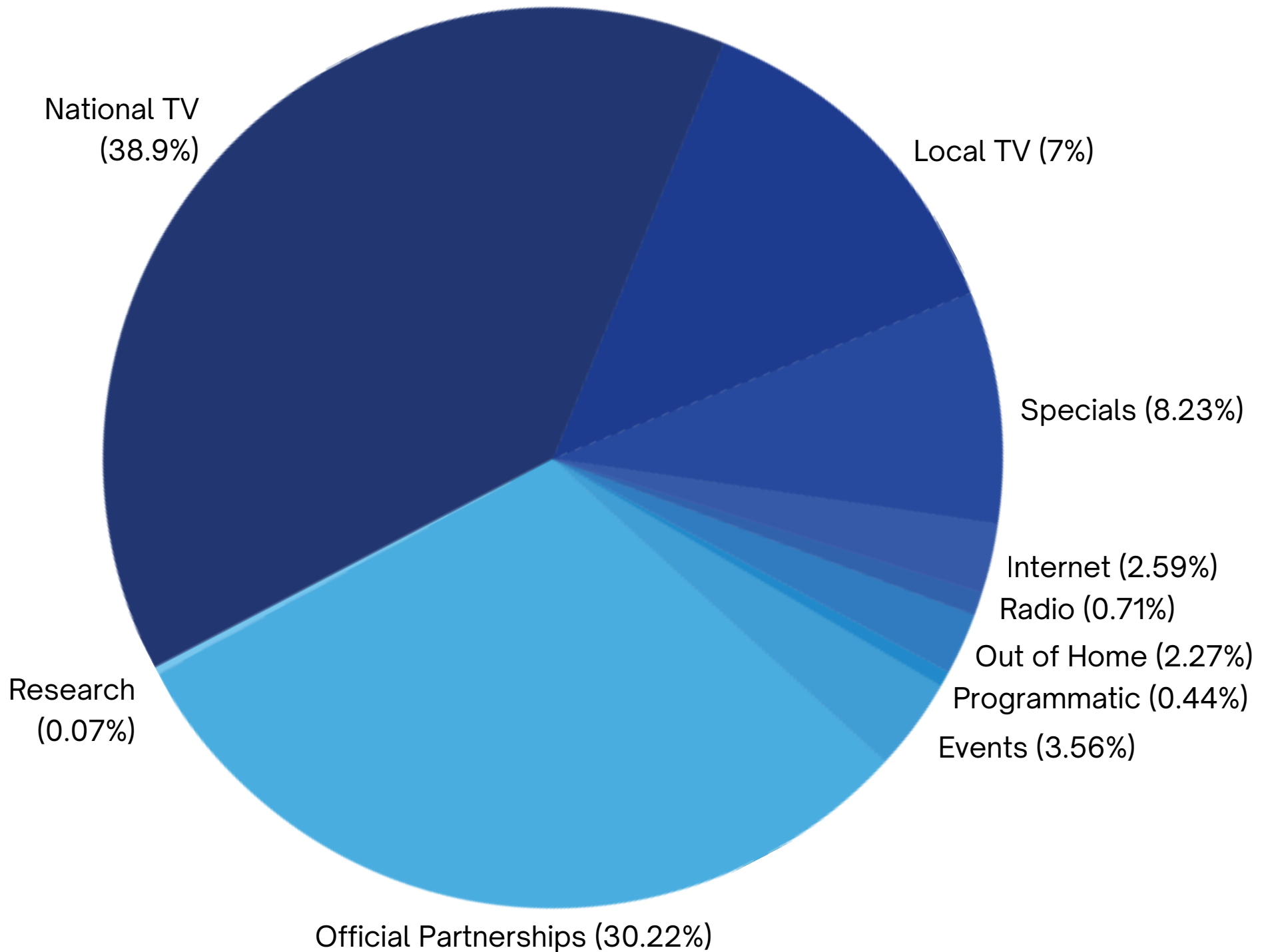
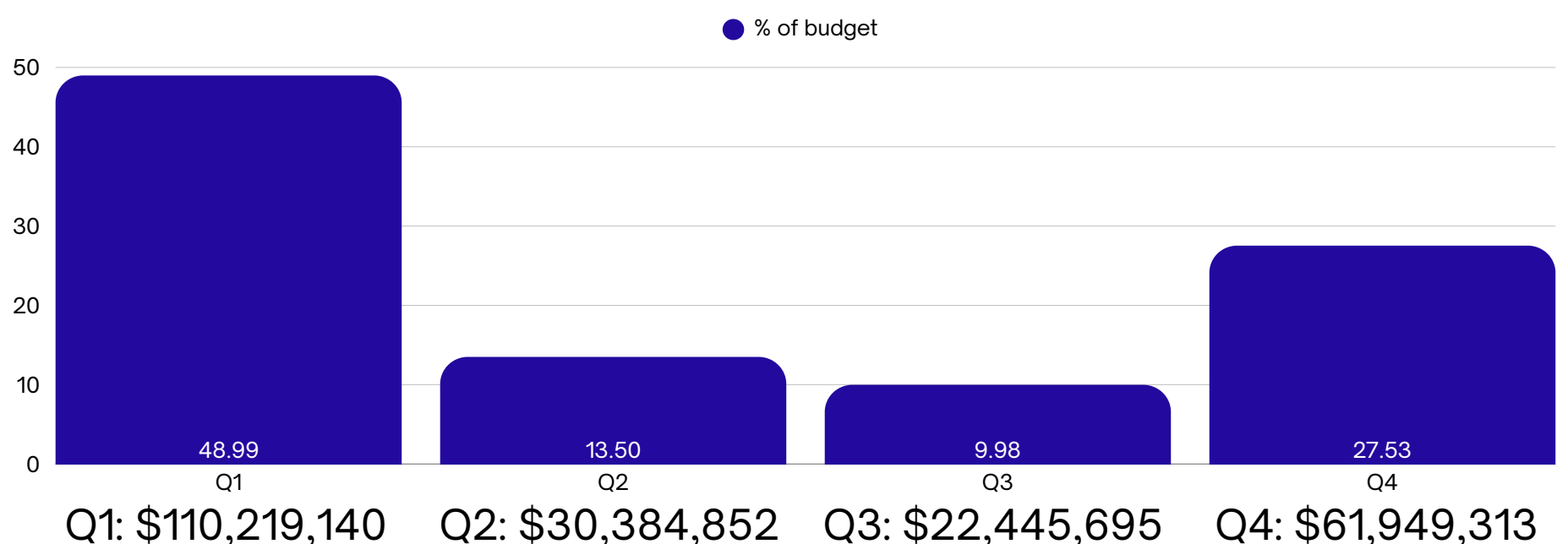


SNICKERS INCREMENTAL BUDGET



National TV: \$87,701,490	Internet: \$5,822,737	Branded Content: \$76,000
Local TV: \$29,022,910	Radio: \$1,606,863	Programmatic: \$1,000,000
Specials: \$18,510,000	Events: \$8,000,000	Out of Home: \$5,110,000
Official Partnerships: \$68,000,000	Research & Testing: \$150,000	



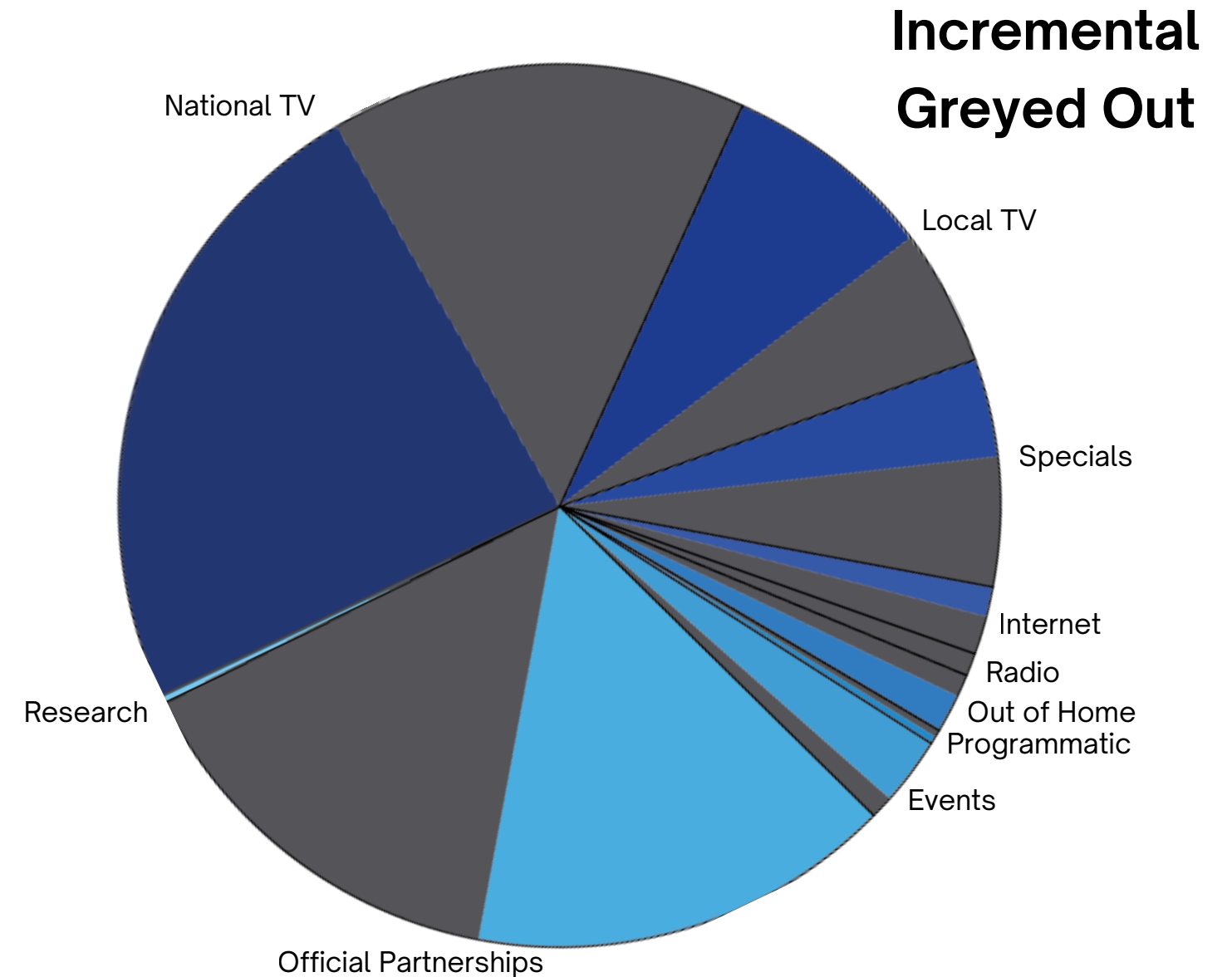
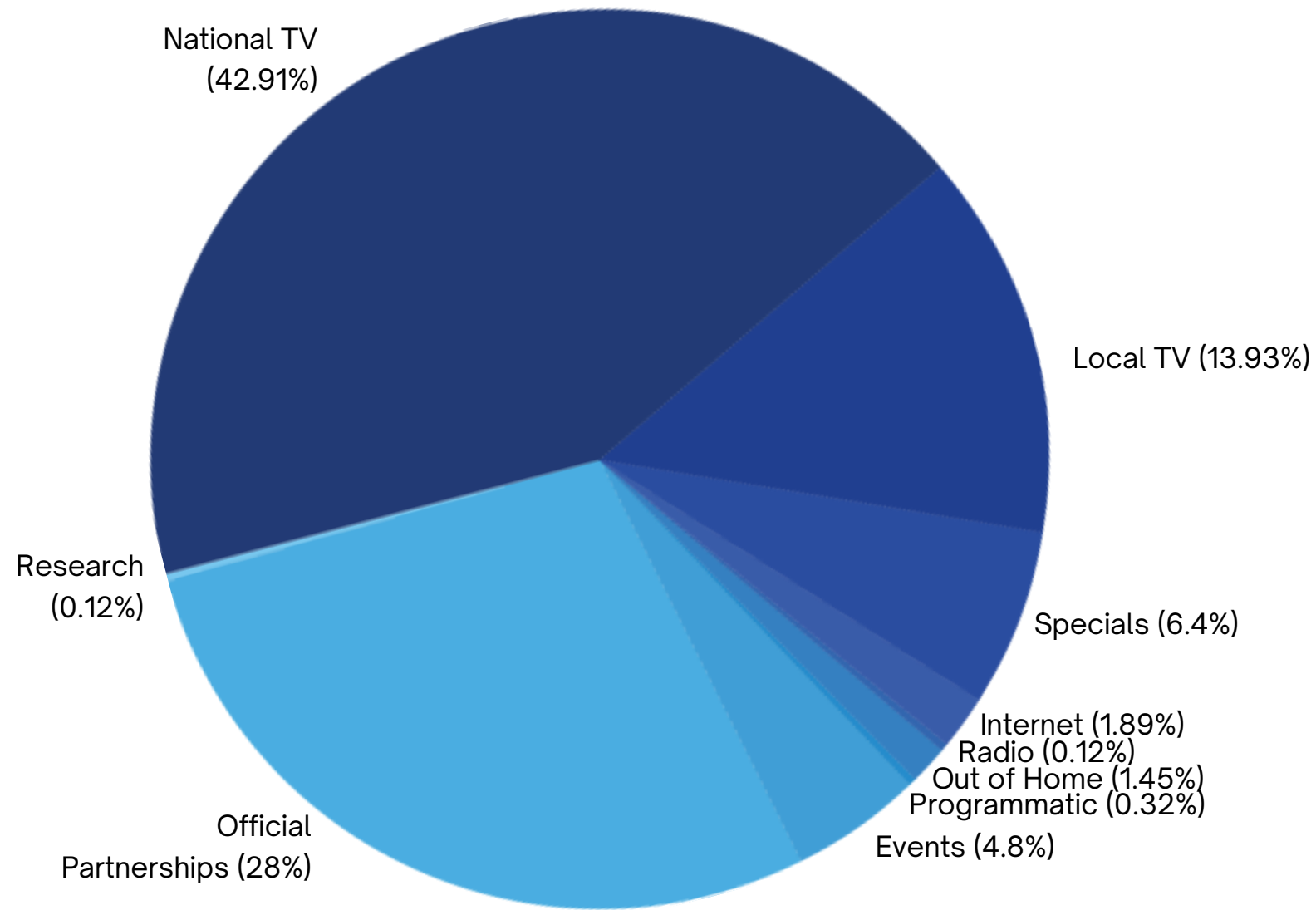
Highest Spending Months:

January - \$99,804,140
October - \$30,095,951

Official Partnerships make up:

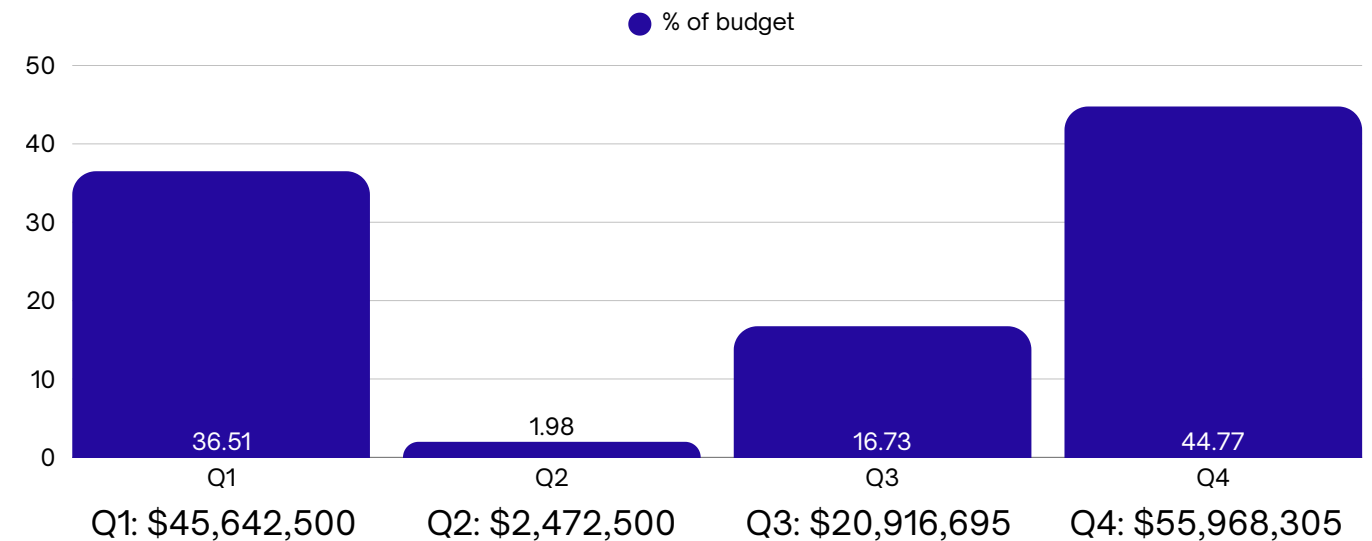
31.7% of Q1

SNICKERS BASE BUDGET

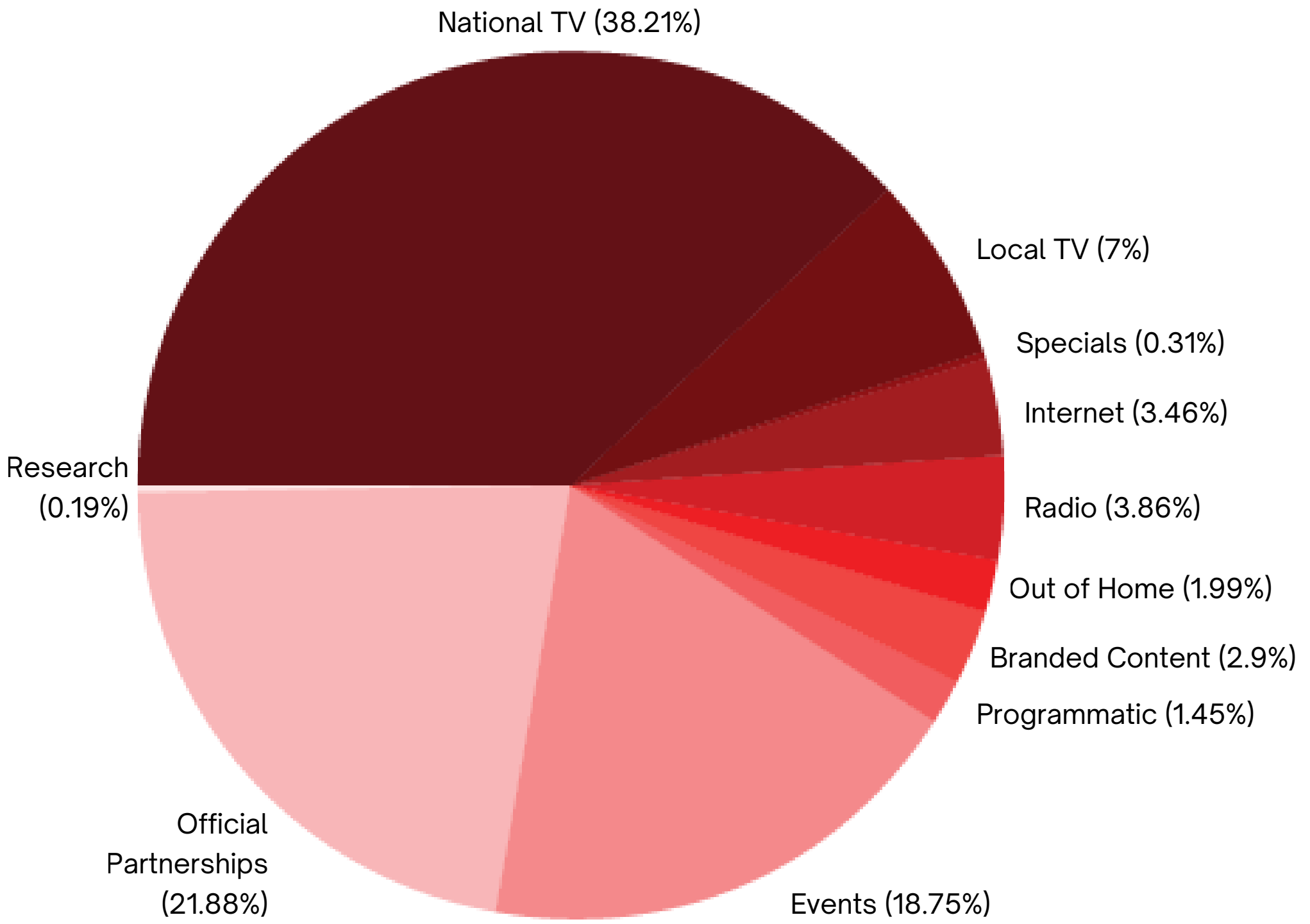


National TV: \$53,636,713
 Local TV: \$17,413,746
 Specials: \$8,000,000
 Internet: \$2,363,541
 Radio: \$150,000
 Out of Home: \$1,810,000
 Branded Content: \$76,000

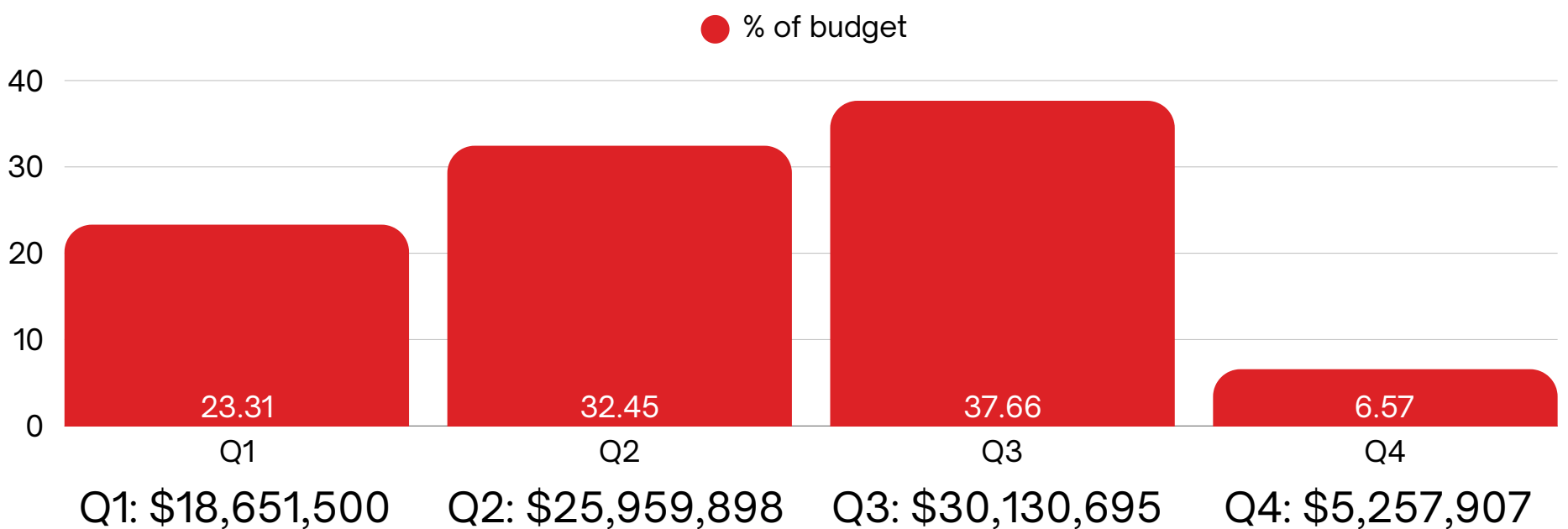
Programmatic: \$400,000
 Events: \$6,000,000
 Official Partnerships: \$35,000,000
 Research & Testing: \$150,000
Highest Spending Months:
 January: \$39,447,500
 October: \$28,617,813



DESSERT TOPPING INCREMENTAL BUDGET



National TV: \$30,568,372	Internet: \$2,771,068	Branded Content: \$2,321,120
Local TV: \$5,598,746	Radio: \$3,090,694	Programmatic: \$1,160,000
Specials: \$250,000	Events: \$15,000,000	Out of Home: \$1,590,000
Official Partnerships: \$17,500,000	Research & Testing: \$150,000	



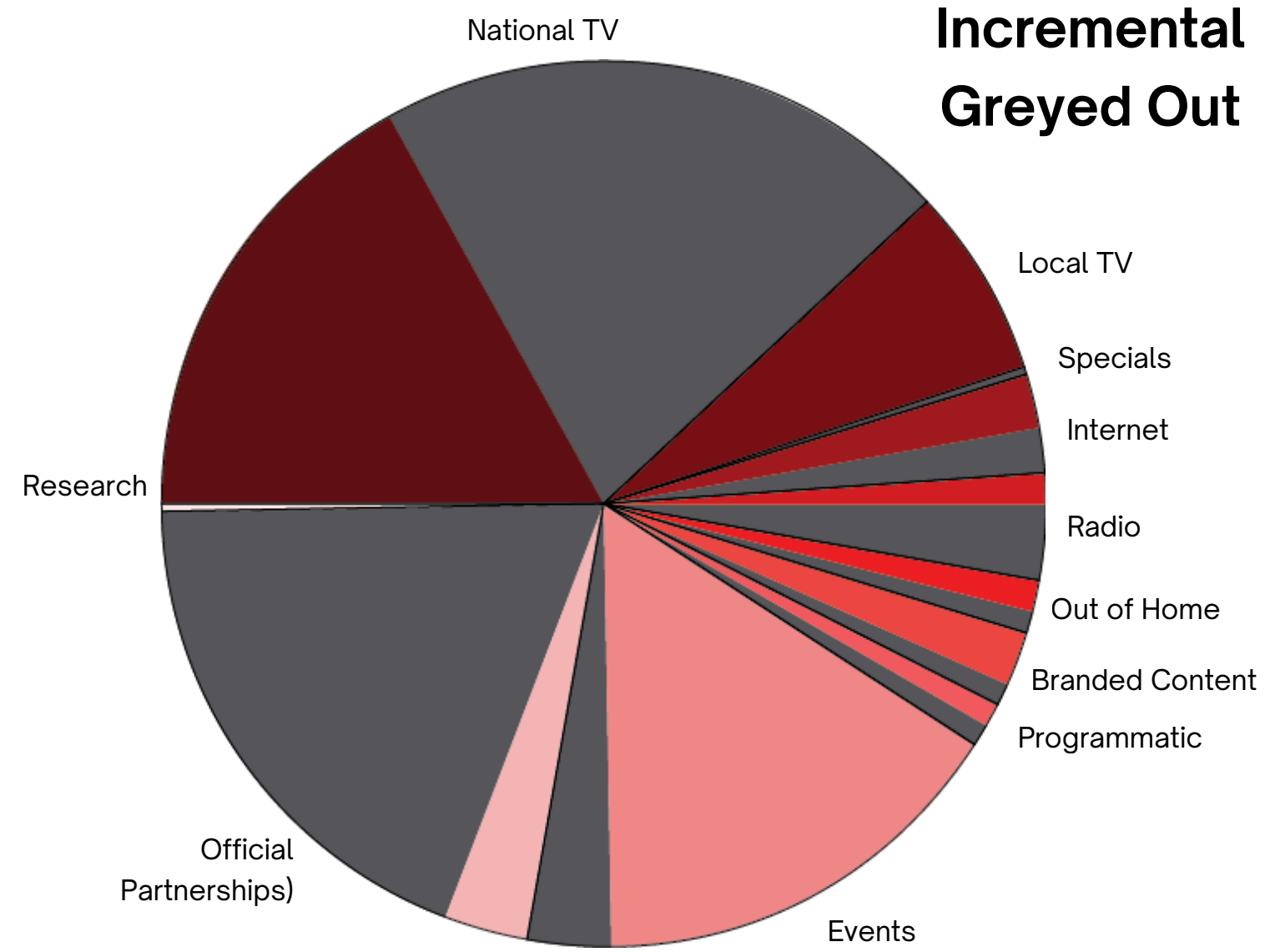
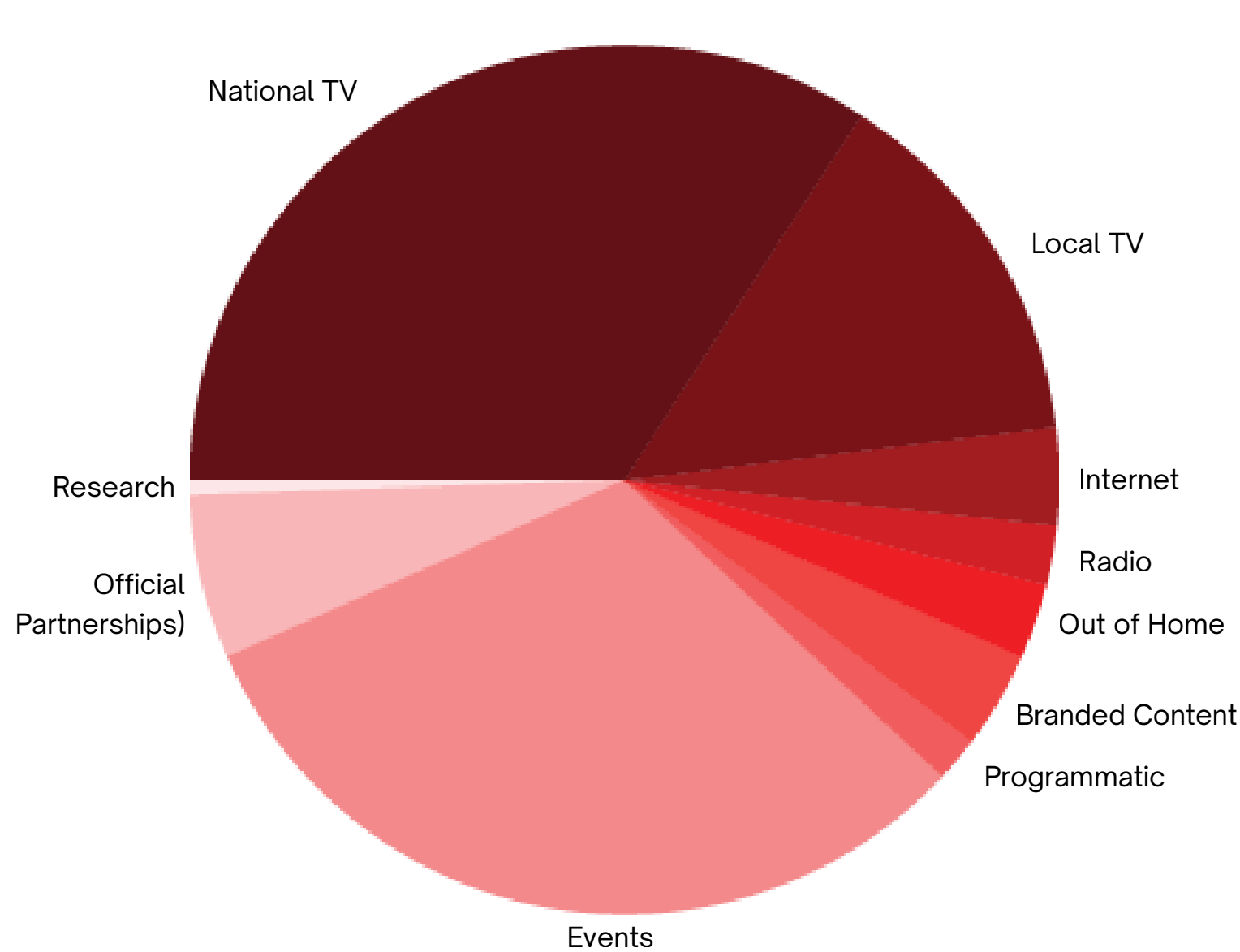
Highest Spending Months:

June - \$24,679,168
September - \$23,705,780

Official Partnerships make up:

93.8% of Q1

DESSERT TOPPING BASE BUDGET



National TV: \$13,717,620
 Local TV: \$5,598,746
 Specials: \$0
 Internet: \$1,394,998
 Radio: \$939,246
 Out of Home: \$1,050,000
 Branded Content: \$1,499,390

Programmatic: \$650,000
 Events: \$12,500,000
 Official Partnerships: \$2,500,000
 Research & Testing: \$150,000
Highest Spending Months:
 July- \$19,571,446
 September - \$9,221,996

