

NOTICE OF APPLICATION FOR APPROVAL OF AN ACQUISITION

- Applicant: Kraft Foods Inc. (“**Kraft**”)
- Proposed Acquisition: Kraft proposes to acquire the whole share capital of Cadbury plc through a public offer made under the terms of the UK Takeover Code.
- Industries Involved: The manufacture and sale of packaged food and beverages, including coffee, cheese, convenient meals, dressings, biscuits, chocolate confectionary, sugar confectionary and chewing gum in many jurisdictions including Jersey.

The JCRA invites any comments regarding the proposed acquisition. The deadline for comments is 9am Monday 15 February 2010. Please make your comments by letter marked for the attention of Rob van der Laan, Senior Case Officer, at 2nd Floor, Salisbury House, 1 – 9 Union Street, St Helier, Jersey JE2 3RF or by e-mail to r.vanderlaan@jcra.je. A public version of the application form is available upon request until 5pm Thursday 11 February.