

Mars, Incorporated goes 100% wind for all Mexican operations

- Mars believes the world we want tomorrow starts with how we do business today.
- With the use of wind power, Mars Mexico will reduce its emission of greenhouse gases (GHG) 40% by 2020.
- Mars already consumes clean energy in its operations in Austria, Belgium, the Czech Republic, France, Lithuania, Poland, Spain, the United Kingdom and the United States, with Australia coming online soon.
- Through our Sustainable in a Generation Plan, Mars is investing \$1 billion USD over the next few years to create a healthy planet on which all people can thrive.

DZILAM BRAVO, YUCATÁN (May 3, 2019) – Mars, Incorporated announced today that it will source all electricity for its Mexico operations from a new wind farm in Dzilam Bravo, Yucatan, moving the company's energy consumption to 100 percent renewables in Mexico.

Mars has signed a new 15-year power purchase agreement (PPA) with Vive Energía and Envision Energy to supply the electricity required for its six Mexico-based confectionery and pet food facilities (two in Nuevo León, one at Estado de México, two at Querétaro, and one at Jalisco).

The announcement represents a great step forward for Mars in continuing to advance the goals of its [Sustainable in a Generation Plan](#) – the global strategy for advancing the sustainability of the business and a better world for future generations. Mars has targeted a 40 percent reduction of its direct global GHG emissions by 2020, with the goal of reaching 100 percent by 2040. Mars has already met and exceeded this goal ahead of time, relying on 53 percent renewables today.

“Mars is thrilled to be flipping the switch to wind energy,” says the champion of the project, Eduardo González, Manufacturing Director for Mars Latin America, which produces such iconic products as M&M's®, SKITTLES®, Turin®, Lucas® and ORBIT®, and pet brands including PEDIGREE®, WHISKAS® and Eukanuba®.

“Our Sustainable in a Generation Plan sets out bold ambitions to advance the sustainability of our business for the next generation. We are investing \$1 billion over the next few years to extend our focus deep in our supply chains, within our direct operations and, where impactful, with customers and consumers, too. Today, here in Mexico, we are taking a stand on climate change. Among our goals: reducing GHG emissions across our global value chain by 27 percent by 2025 and 67 percent by 2050 in order to do our part to keep the planet from warming beyond two degrees.”

Mars Mexico joins nine other regional Mars operations that have already migrated to clean energy, consistent with Mars' commitment to the United Nations Sustainable Development Goals to proactively combat climate change.

“Congratulations to Mars, which, as the first North American company to join RE100 nearly five years ago, continues to lead the way on renewable energy by investing in wind projects around the world,” said **Amy Davidsen, Executive Director of the not-for-profit [The Climate Group, NA](#)**. “We are excited to learn of this new project in Yucatan, Mexico, a state government committed to

reducing its emissions as part of the Under2 Coalition. Companies and local governments can work together to build renewable energy capacity, accelerate the shift away from fossil fuels, and tackle climate change.”

Mars partnered with Commodity Risk Solution, LLC (CRS), a global renewable energy market advisor, to structure the PPA. According to CRS co-founder Luke Marriott, “With this agreement, Mars will deliver an innovative agreement that will provide a lasting economic advantage in the recently reformed Mexico wholesale electricity market. CRS approaches the whole business, from energy buyer to CFO, and delivers outcomes that pave the way for a sustainable future.”

For Mars, tomorrow starts today, and this bold change is just one example of the company’s ambitious goals and the progress being made to achieve them.

ABOUT MARS, INCORPORATED

About Mars, Incorporated

Mars is a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love. With more than \$35 billion in sales, the company is a global business that produces some of the world’s best-loved brands: M&M’s®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, PEDIGREE®, ROYAL CANIN®, WHISKAS®, EXTRA®, ORBIT®, 5™, SKITTLES®, UNCLE BEN’S®, and COCOAVIA®. Mars Associates proudly take care of half of the world’s pets through our nutrition, health and services businesses such as Banfield Pet Hospitals™, BluePearl®, Linnaeus, AniCura, VCA™ and Pet Partners™. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire our more than 115,000 Associates to take action every day to help create a world tomorrow in which the planet, its people and pets can thrive.

For more information about Mars, please visit www.mars.com. Join us on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#)

For more information about Mars Mexico, please visit www.mars.com/mexico/es Join us on [Facebook](#) and [Instagram](#).

Mars, Incorporated

Paulina Ruiz Lang

[+ 52 1 442 405 86 10](tel:+5214424058610)

paulina.ruiz.lang@effem.com