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Bespoke OREO x BLACKPINK limited-edition cookies hit the shelves in Malaysia today

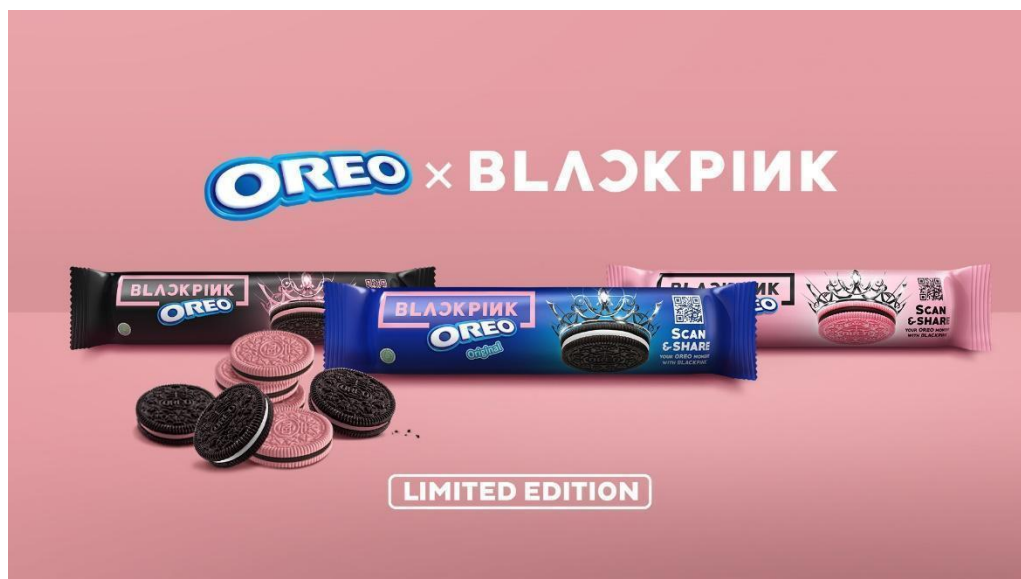
- The world's favorite cookie OREO has teamed up with the world's number one K-Pop sensation BLACKPINK to bring bespoke products, collectibles, and events to fans
- Both OREO and BLACKPINK fans will enjoy pink and black limited-edition cookies bundled with exclusive BLACKPINK memorabilia





MALAYSIA, 25 Jan 2023 – OREO, the world’s favourite cookie, launches the OREO x BLACKPINK collaboration across Malaysia today. Fans of both the cookie and these K-Pop royals will be able to head to leading retailers across the country to find these limited edition cookies on shelves.

This epic collaboration between the two brands is encapsulated by the stylishly designed icon of OREO cookie donning the symbolic crown of BLACKPINK. The crown is a hallmark of BLACKPINK’s first full studio album — “THE ALBUM”.



In this collaboration, all OREO cookies in the regular flavours of OREO Vanilla and more will don the chic limited edition packaging, delighting fans with its full variety of flavours. Moreover, BLACKPINK fans (BLINKs) will also enjoy two iconic BLACKPINK-inspired flavours born out of this collaboration — “Black” version featuring Oreo cookie with pink strawberry cream filling and “Pink” version featuring a Pink Oreo Cookie with dark chocolate cream filling.

Fans of OREO and BLACKPINK can anticipate limited edition BLACKPINK memorabilias to be a forever keepsake of this collaboration. These include the following:

- **Regular OREO Packs – Endorsed by BLACKPINK members**
Fans can collect the products featuring all four members’ autographs, presented at random on the front of each limited edition pink OREO x BLACKPINK packaging. While stocks last.
- **OREO Multipacks of 9s – Containing a surprise BLACKPINK collectible card**
All flavours of OREO Multipacks will feature a total of 10 different picture cards to be collected, one card will be included in each pack. The picture cards will feature two of each BLACKPINK



member JISOO, JENNIE, ROSÉ, and LISA, and two group photos of the members.

- **Get personalized video message from BLACKPINK with a purchase of any special edition packs**
Consumers can scan the QR code on regular OREO packs or visit website www.OREOBLACKPINK.com, sign up for an account and scan the barcode of special edition packs to receive a free mobile wallpaper downloads and personalized video message from BLACKPINK. Fans can easily share these videos on social media, or save a copy of this special OREO moment with BLACKPINK forever. There are eight videos to be collected, two from each BLACKPINK member. Limited to one video per product barcode per day.

OREO x BLACKPINK is OREO's latest collaboration with some of the biggest names in show business, joining the ranks of OREO x Lady Gaga at the edge of glory, a campaign that ran in the U.S, Canada and Europe in 2021. OREO x BLACKPINK will be exclusively sold in Asian markets, including Malaysia as well as Thailand, the Philippines, Singapore, Vietnam & South Korea. In Malaysia, OREO x BLACKPINK will run from **1st Feb til 30th April**. Fans from the region can indulge in these special edition cookies in celebration of BLACKPINK's stylish march across the Asian leg of their BORN PINK world tour.

"We are absolutely thrilled to welcome international Kpop sensation, BLACKPINK as brand ambassadors for our newest collaboration in Asia. This campaign will see BLACKPINK, known for their fierce, resilient, and confident image, unleash their playfulness when they "Twist Lick and Dunk" with OREO, a favorite cookie among many Asian families that begs to be played with. OREO has worked very closely with the 4 members of BLACKPINK, JISOO, JENNIE, ROSÉ, and LISA to co-create a bespoke range of limited-edition cookies, collectible picture cards and AI powered personalized videos that will give BLINKs an up-close experience with their idols to encourage them to Stay Playful," said Vikram Chandratrey, Marketing Head, Oreo SEA & Indonesia, Mondelēz International.

Promotions for OREO x BLACKPINK, include a nationwide contest in stores where OREO is available. **Simply purchase RM15 worth of any OREO products**, scan a QR code in-store or **send your details to 017-3341211 on Whatsapp** and be in the running to win a luxury trip to KOREA! Other prizes include official BLACKPINK merchandise as well as signed copies of the BORN PINK album. The contest will run from **1st Feb until 30th Apr 2023**.



OREO
x
BLACKPINK

WIN* BLACKPINK SIGNED
ALBUMS & MERCHANDISES!

1ST FEB - 30TH APR 2023

Buy RM15 of any OREO product
(Bonus entries with purchase of OREO BLACKPINK)
*Exclude OREO ice cream

**WhatsApp full name, NRIC, email
& receipt photo to 017-334 1211
or scan QR**

**Win a trip for 2 to Seoul
and many more prizes!**

*Terms & conditions apply. Images are for illustration purposes only.

BLACKPINK SIGNED ALBUM
BLACKPINK PINK VENOM CAP
BLACKPINK BORN PINK ALBUM
CASEIFY BUNDLE
ADIDAS SPORTS ATTIRE

BUY & WIN

Fans are encouraged to share their experience and connect with like-minded communities with the hashtag **#OREOBLACKPINK** on all social media posts.

Every OREO and BLACKPINK fan can participate in a friendly hunt to collect all 10 photocards or be amongst the first to get their personalized video from BLACKPINK. Aside from this, there will be an on-ground engagement activity within the Klang Valley with details to be announced in the upcoming weeks throughout the campaign period!

Through this collaboration, OREO hopes to inspire OREO and BLINK fans to share their playful discovery of the full variety of OREO cookies including the BLACKPINK editions, and indulge in the cookies during bonding moments with friends and families, creating unique and lasting memories.

For more information and the latest updates on OREO x BLACKPINK, head to: [oreo.mysg](https://www.instagram.com/oreo.mysg) (Instagram) & [OreoMalaysiaSingapore](https://www.facebook.com/OreoMalaysiaSingapore) (Facebook)



About Mondelēz International

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2021 net revenues of approximately \$29 billion, MDLZ is leading the future of snacking with iconic global and local brands such as Oreo, belVita and LU biscuits; Cadbury Dairy Milk, Milka and Toblerone chocolate; Sour Patch Kids candy and Trident gum. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index.

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