Ms Mary Barnard
Mondelez UK Limited

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Dear Ms Barnard,

As President of the Mondelez International's Northern European operations, including the UK and Ireland, you will recognise that, in Cadbury, you have stewardship not only of one of the most beloved and recognisable of British brands, but also a company steeped in a historic tradition of social responsibility, corporate ethics and strong links with its working community.

Therefore, it was with great disappointment that I found it reported in a number of major broadsheet newspapers that Mondelez UK Limited, a branch of Mondelez International and the parent company of Cadbury, had paid absolutely nothing in UK corporation tax in 2015, in spite of Cadbury products alone making UK profits of £48.5m in the same financial year.

While I am perfectly aware that tax arrangements such as the one used by Mondelez UK, where profits were shifted to the Channel Islands to pay off the interest on debt bonds, are legal, I believe such practices to be morally bankrupt, and counter to those principles on which Cadbury was founded. Ruth Cadbury MP, a descendent of the founders of the company, has declared herself "very angry that a company like Mondelēz can get away without paying any tax", and has stated that her ancestors would be "revolving in their urns if they knew what had happened because their company was based on and built on very strong social ethics."

The payment of corporation tax is the price companies such as Mondelez International must pay for the use of the infrastructure and services provided by the jurisdictions in which they choose to base their operations. These taxes should reflect the real economic activity that takes place in each of these jurisdictions. The avoidance of such taxes through the artificial shifting of profits into low tax jurisdictions does great damage not only to the tax bases of those countries where tax is avoided, but also to the reputation of companies such as Mondelez, especially when the ordinary citizens of countries across Europe are being told that austerity measures are a necessity.

Furthermore, I believe that participating in such aggressive tax avoidance schemes is contrary to the duties of a company director as outlined in section 172 of the Companies Act of 2006, where it is stated that company directors must act in a way that promotes success for the company with regard for both 'the impact of the company's operations on the community and the environment' and 'the desirability of the company maintaining a reputation for high standards of business conduct'.

I call on Mondelez UK Limited to end all tax dodging schemes such as that recently used via the Channel Islands, and to state their intention (through you or another official representative) to pay taxes commensurate with your UK sales and profits. This would bring your actions back in line with the principles on which Cadbury was founded. I look forward to receiving your response, and hope that it will go some way towards achieving the above.

Yours sincerely,