



Marketing to Children Policy

We are committed to helping our consumers make healthier food choices. For many years, we've adapted our recipes to enhance their goodness and reduce things like salt, sugar and saturated fats. We've introduced better for you versions of some of our most popular ranges, all while never compromising on quality or taste, and our products are clearly labelled with nutrition information so consumers can make informed choices.

We are responsible when advertising and promoting our products, and target only adult audiences. All our communications comply with relevant regulations and codes, including the UK Codes of Broadcast and Non-Broadcast Advertising.

Here are the specific principles we apply:

- Where applicable, we only adopt fully authorised health and nutrition claims when advertising or promoting a product.
- We do not advertise or market foods high in fat, salt or sugar (HFSS) in any broadcast or non-broadcast media directly targeted at children under 16 (defined by 25% of the audience being aged 16 and under). This applies to, but is not limited to, TV, print, radio, internet (both our own website and third party websites), digital, advergames, mobile, DVD/video, cinema and in-store.
- We neither condone nor encourage poor nutritional habits, excessive consumption or unhealthy lifestyles within our advertising and promotions.
- We do not sample or give-away (in person or via digital media) HFSS products to children under 16 without the permission of their parent or guardian.
- We do not advertise or market any of our products in schools (prior to university level).
- We do not engage in promotions of HFSS products which involve branded gifts with purchase that are specifically aimed at a school environment, e.g. lunch bags, pencil cases, etc.
- We do not exploit children's credulity or encourage 'pester power' when advertising or marketing our products.

All colleagues and agencies involved in the development of our advertising and marketing are made aware of our policy and receive appropriate guidance and training on the importance of ensuring full compliance at all times.

Signed:

Yilmaz Erceyes, Marketing Director , July 2019