



## **The EU Pledge**

### **General Mills Commitment**

#### **Commitment on advertising in children's media**

General Mills is committed to maintaining the highest standards for responsible advertising and marketing, especially in advertising that reaches children.

Strong marketing guidelines ensure that we advertise and market responsibly.

As the co-shareholder of Yoplait (through its partnership with French cooperative Sodiaal), General Mills markets dairy products to children in Europe.

General Mills also markets children's breakfast cereals in Europe through its joint venture, Cereal Partners Worldwide, CPW (the owner-partners are General Mills and Nestle S.A.).

General Mills is committed to not advertising to children under 12 years, except for products which fulfill common EU Pledge nutrition criteria.

These commitments entered into force across the EU on 1 January 2015.

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