

The EU Pledge

Updated Ferrero Commitments (January 2017)

Increasing obesity levels in Europe are a cause of growing concern, especially regarding children.

Ferrero has always believed in the crucial role played by parents in educating their children to a balanced diet and a healthy lifestyle. Although the existence of a direct link between advertising and children's eating habits has not been proven, Ferrero agrees that it is preferable to refrain from directing advertising to children when they are most likely exposed to commercial communications without parental supervision.

The following are the updated commitments on food advertising and marketing made by the FERRERO Group in the framework of the *EU Pledge* initiative and implemented in all 28 EU Member States:

1) Commitments on advertising and marketing to children

Starting from 1st January 2017, Ferrero commits:

- Not to advertise its products at all to media audiences with more than 35% children under 12 years; OR
- Only advertise its products that meet the common *EU Pledge* Nutrition Criteria to media audiences with more than 35% children under 12 years.

The above commitments apply to the following covered media: TV, radio, print, cinema, online (including company-owned websites), DVD/CD-ROM, direct marketing, product placement, interactive games, outdoor marketing, mobile and SMS marketing.

Where no reliable audience measurement data is available, Ferrero commits to considering not only the placement, but also the overall impression of the marketing communication, to ensure that, if the product in question does not meet the common nutrition criteria, the communication is not designed to appeal primarily to children under 12.

2) Commitment on communications in schools

Ferrero believes that, in many situations, sponsorship agreements may be beneficial for funding essential educational activities, such as the development of sports in schools. However, such activities should take place only with the express agreement of the competent school authorities concerned. In line with the above considerations, Ferrero commits not to carry out any marketing communications related to its food products in primary school, except where specifically requested by, or agreed with, the school administration, for educational purposes.

This document must be disclosed only to authorized individuals. Any reproduction and/or disclosure must be subject to Information Owner prior consent.

For all enquiries relating to the above commitments, please contact:

Alessandro Cagli,

EU Public Affairs Director

FERRERO Group, Chaussée de La Hulpe, 187 B - 1170 Bruxelles

Tel: +32-2-6790.447

Fax: +32-2-6790450

E-mail: alessandro.cagli@ferrero.com

For further information: www.ferrero.com