



Royal FrieslandCampina Policy for Responsible Marketing Communications to Children

By 2050 the world's population is expected to have risen to between 9 and 10 billion people. Feeding this increasing global population is an enormous challenge. A high proportion of the world's population is already confronted with overweight (obesity) or malnutrition due to nutrient deficiencies or a lack of sufficient foods.

Preventing and combating overweight (obesity) and malnutrition is a shared responsibility of consumers, governments, civil society, as well as food producers and retailers. FrieslandCampina sees it as part of its responsibility to contribute to healthy eating patterns by continuously innovating its products and by the way we market our products.

Royal FrieslandCampina offers many consumers worldwide a wide range of dairy products and drinks that are an important and natural part of the basic daily diet, contributing to the intake of essential nutrients. Many Royal FrieslandCampina products are available in versions with reduced caloric content; most products are available in low fat or non-fat variants and in low or no added sugar variants. Moreover, products are supplied in an extensive range of different packaging sizes. This variety in products and portion sizes enables consumers to make a responsible choice that fits within a healthy diet.

Royal FrieslandCampina recognizes that advertising can play an important role in reflecting the healthiest choices, especially towards children. This was confirmed by the World Health Organization (WHO) in 2010 who has established that advertising influences children's food preferences, purchase requests and consumption patterns.¹ Furthermore, the WHO considers childhood obesity to be one of the most serious public health challenges of the 21st century.²

In 2009 Royal FrieslandCampina set up an internal Standard on advertising related to obesity in the EU. This Standard was updated in 2014, including an extension of the scope to a global level. The aim of this Standard is to contribute to responsible marketing practices, especially when directed towards children, in order to contribute to healthy eating patterns.

¹ WHO Set of recommendations on the marketing of foods and non-alcoholic beverages to children, 2010.

² WHO Childhood obesity prevention, 2010.

This means that FrieslandCampina will, in countries where there is no stricter statutory regulation or a stricter state-recognized self-regulation programme, apply the following principles for Responsible Marketing Communications directed at children:

- Royal FrieslandCampina commits to only advertise products to children under the age of 12 years that meet the FrieslandCampina Nutrition Criteria (which are in accordance with the EU Pledge Nutrition Criteria).
- Royal FrieslandCampina will not advertise products that do not meet the FrieslandCampina Nutrition Criteria when the projected audience at the time of media planning is 30% or more children under the age of 12.
- Royal FrieslandCampina will not engage in any communication related to food and beverage products in primary schools, except for educational purposes when specifically requested by or agreed with the school administration/Authorities.
- FrieslandCampina will only supply products to primary schools that:
 - a. comply with the FrieslandCampina Nutrition Criteria
 - b. are covered by a School (Milk) Grant Programme or are approved by the school administration.
- Royal FrieslandCampina will only use licensed characters in advertisements, promotion or on packages of products that comply with the FrieslandCampina Nutrition Criteria.
- Food and beverage marketing communications of Royal FrieslandCampina should not undermine the role of parents and other adults responsible for a child's welfare in guiding diet and lifestyle choices.
- This commitment covers commercial communications via television, radio, telephone, printed media, cinema and digital media (company-owned websites, DVD/CD-ROM, mobile and sms marketing). This commitment does not include packaging and point-of-sale materials.

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