

EU Pledge Company commitments

Mondelēz International

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Link to further
information:

www.mondelezinternational.com

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The EU Pledge Commitment

Commitment on advertising in children's media

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| Text of company commitment | <p>In 2005, Mondelēz International was the first company to announce voluntary global policies for advertising to children. In 2014 and 2016, we took additional steps to strengthen our Marketing to Children Policy.</p> <p>Since 2016, Mondelēz International does not advertise any products in any media primarily directed to children under age 12, irrespective of the product's nutritional profile. This applies to all media, including: TV, print, radio, in-cinema, DVD and online – brand and third-party websites (including online games), social media and mobile apps,</p> <p>Specifically, we focus our advertising efforts towards the parents and adults, as well as people age 12 and older, giving them information and product choices to help make mindful snacking decisions for themselves and their families.</p> |
| Geographical coverage | Global |
| Media covered | TV, print, radio, cinema, DVD and online: brand and third-party websites (including online games), social media and mobile apps |
| Definition of “children’s media” | <p>Television: We do not advertise during programming blocks primarily directed to children under 12. Specifically, we do not buy television time in:</p> <ul style="list-style-type: none">- programming blocks where more than 35% of the total viewing audience is expected to be children under 12;- outlets marketed as “kid media” (e.g. Disney, Cartoon Network, Nickelodeon); or- any programming block that falls within time periods traditionally regarded as “kids’ viewing time” (as designated by media providers), irrespective of the child viewing audience size. <p>Magazines, Print material and Radio: We will not place advertising in publications or radio blocks intended primarily for children under 12.</p> <p>Brand and third-party websites:</p> <ul style="list-style-type: none">- Our brand websites are directed to adults or children 12 and older. Furthermore, we do not permit children under 12 to register on Mondelēz International brand websites. Age screening follows the US Children’s Privacy Protection Act (COPPA), or local equivalent if |

outside US, to protect privacy.

- Mondelez International does not create branded online games/advergames directed to children under age 12, and does not advertise any product or place branded advertgames on third-party websites with a target audience demographic of children under age 12; and where more than 35% of the total visitors are children under 12 as determined either by Nielsen Net Ratings, ComScore or by site registration data. Where data may be unavailable, we use our best judgment to avoid sites that are likely to be intended for children under 12.

Mobile marketing (Smart Phones/Tablets/Mobile Media) including apps: We do not direct mobile marketing to children under 12, including games and apps. All mobile marketing, including apps and games, are directed to gatekeeper/adult, and children over age 12.

Social Media, Word of Mouth (WOM) and Viral Advertising: We do not engage in word of mouth/viral marketing or social media campaigns directed to children under age 12. We respect the age restrictions imposed by social media platforms, i.e. we do not direct or encourage children under the relevant age below which participation by children is prohibited according to the respective platform's terms and conditions to interact with such platform (e.g. Facebook, Pinterest, YouTube). This includes our own brands' Facebook pages and YouTube channels.

In-Cinema, Streaming Movie Services and DVDs/Blu-ray Discs Advertising: We only purchase advertising in cinema, on DVDs/Blu-ray discs, and on streaming video services (e.g. Hulu, Netflix) for movies and programs primarily directed to children over age 12 and/or rated PG and above (or the country or region equivalent).

Product Placement: Mondelez International does not pay for, or actively seek, product placement in the content or programming in any media directed to children under 12.

Commitment on In-School Marketing

Text of company commitment

Mondelez International does not advertise or promote products in both **primary and secondary schools** (any school prior to university level), during school hours or during school-sponsored activities outside of school hours. This includes branded communication such as print advertising in schools, contests, posters, book covers, product sampling and any other forms of commercial messaging.

Geographical coverage

Global

Any additional commitments

Text of company commitment

Mondelēz International does not use **third party licensed characters** in any of its product advertising in media that is primarily directed to children under the age of 12.

Mondelēz International has **food marketing standards** in place that provide additional guidance on our marketing communications. These standards ensure consistent, responsible depiction of food and lifestyle choices by: showing proper serving and portion sizes, as well as consumption, in photography and imagery; displaying nutrition information and serving sizes in recipes; portraying active and safe lifestyle choices; clearly representing eating occasions; and portraying safe food handling and kitchen practices. Our standards are in line with the [International Chamber of Commerce \(ICC\) Code of Advertising and Marketing Communication Practice](#) and the [ICC Framework for Responsible Food and Beverage Communications](#).

Geographical coverage

Global

For more information on our marketing practices and how we empower consumers to make mindful snacking choices, please visit our website:

<http://www.mondelezinternational.com/well-being/well-being-snacks/empower-through-information>