



## MOM GROUP'S EU PLEDGE COMMITMENT

In accordance with its **mission** to “care about making healthy snacking easy by offering families healthier, tastier and fun foods from the best of nature”, MOM Group strives to design healthier fruit and dairy products for children.

According to WHO<sup>1</sup> studies, advertising influences children’s food preferences, purchase requests and consumption patterns. As a leading manufacturer, MOM Group has decided to make itself accountable for responsible marketing and advertising towards children, and signed up to the **EU Pledge** on January 1, 2019.

MOM Group will restrict advertising of its products targeting children under the age of twelve, except for products which meet the common **EU Pledge nutrition criteria**, updated in October 2018.

These nutrition criteria were designed for the specific and exclusive purpose of food advertising to children under the age of twelve. They have been developed on the basis of available international guidance and underpinned by scientifically-grounded authorities.

The **media** covered are television, print, cinema, DVD/CD-ROM, direct marketing, product placement, online brand and third-party websites (including interactive games), social media, mobile apps and SMS marketing.

Where no reliable audience measurement data is available, MOM will consider not only the placement, but also the overall impression of the marketing communication to ensure that it is not designed to appeal to children if the product in question does not meet the common nutrition criteria.

In addition, MOM Group agrees not to market food or beverage products to children in **primary schools**.

<sup>1</sup>WHO. Set of recommendations on the marketing of foods and non-alcoholic beverages to children, 2010. <https://www.who.int/dietphysicalactivity/publications/recsmarketing/en/>

### NEWTON HOLDING SAS

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RCS Paris 823 063 458 - SIRET 823 063 458 00033 – Code APE 6420Z  
N° Identification TVA Intracommunautaire FR96823063458





As an additional commitment, MOM Group will not use **third party licensed characters** and will not engage in **sponsoring** for any of its products that do not meet the EU Pledge nutrition criteria.

All countries where MOM Group has locations across the European Union are covered by these commitments. MOM Group will also provide in-house training to ensure its employees are fully aware of the EU Pledge principles and that they will in turn inform their marketing and media agencies. Compliance of MOM Group marketing communications will be monitored in the yearly EU Pledge monitoring report and published in annual reports to demonstrate compliance with this policy.

MOM Group is also committed to following the ICC code<sup>2</sup>, for example ensuring that its advertising does not illustrate, promote or present behavior that could encourage an unhealthy lifestyle, such as over-consumption of products, unbalanced eating behavior, or a sedentary way of life.

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<sup>2</sup><https://cdn.iccwbo.org/content/uploads/sites/3/2012/09/Framework-for-Responsible-Food-and-Beverage-Marketing-Communications-2012.pdf>

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## About MOM GROUP

MOM Group was founded in 2006 following the merger of Mont Blanc and Materne, two companies with a century of know-how in the French dairy and fruit dessert industries. Today, with its fruit and dairy pouches, Pom'Potes® in France and GoGo squeeZ® in the United States, the group is dedicated to offering families healthy, convenient and fun snacking solutions made from the best of nature. It draws its success from its industrial know-how and its capacity to innovate and create healthy snacking solutions based on high-quality raw materials.

MOM Group has experienced outstanding growth in the last ten years and, in doing so, has consolidated its position as a healthy snacking leader in several strategic regions. It has 1,300 employees across five countries and four factories in France and the United States. Since December 2016, Bel Group, a world leader in single-serving portion cheese, has owned 65% of MOM Group, with the remaining 35% owned by its managers.

To learn more about MOM Group, please visit our site [www.momgroup.com](http://www.momgroup.com)

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