



THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE COMPANY ACTION PLAN

COMPANY NAME: Ferrero Australia Pty. Ltd.

DESCRIPTION OF CORE BUSINESS: *Manufacturers, marketers and distributors of the confectionery brands "Tic Tac", "Ferrero Rocher", "Ferrero Raffaello", "Ferrero Collection", "Thorntons", "Kinder Surprise", "Kinder Bueno" and "Kinder Chocolate" and the spreads brand "Nutella"*

STATEMENT OF COMPANY COMMITMENT:

Increasing worldwide attention to diet, nutrition and physical activity is of great significance to the international food and beverage community, of which Ferrero is a part. Ferrero supports the notion that responsible commercial communications can assist consumers in making appropriate choices about food and beverage products, as well as in understanding the role of nutrition, diet and physical activity in order to achieve a globally healthy and active lifestyle. By conveying commercial communications consistent with the principles of good nutrition, balanced diet, physical activity and personal choice, industry can play an important role. As a global industry player, Ferrero consistently applies the "Framework for responsible food and beverage communication" adopted by the ICC - International Chamber of Commerce, as well as the regional and national self-regulatory Codes developed locally on that basis. Ferrero recognises the need for proper enforcement mechanisms to sanction or amend advertisements that do not meet the above-mentioned self-regulatory requirements. Ferrero believes that an effective self-regulation of commercial communications provides a valuable framework to best serve the consumer's interest in receiving truthful and accurate communications. This is why Ferrero, individually as well as through the Associations to which it belongs (such as WFA, the World Federation of Advertisers, and IFBA, the International Food & Beverage Alliance), is an active player in the self-regulatory process at national, as well as international level.

Ferrero has always believed in the crucial role played by parents in educating their children to a balanced diet and a healthy and active lifestyle. Therefore, advertising & marketing communications concerning our food products are directed primarily to the adults who make the household purchasing decisions and to young people 12 years and older, in terms of content, as well as of media purchasing. Although the existence of a direct link between advertising and children's eating habits has not been proven, Ferrero believes that particular care should be exercised when commercial communications are directed primarily to children, especially when children are most likely exposed to such communications without parental supervision.

CORE PRINCIPLES:

In line with the above considerations, Ferrero will meet the core principles outlined in the Responsible Children's Marketing Initiative by:

Advertising Messaging .1

Ferrero will not advertise its products to media audiences with a majority of children under the age of 12, except for:

- products which fulfil specific nutrition criteria, consistent with established scientific evidence and/or applicable national and international dietary guidelines;*
- non product-specific brand campaigns advocating a healthy lifestyle by promoting physical activity and/or sports.*

Advertising Messaging .2

The advertising of Ferrero products fulfilling specific nutrition criteria, consistent with established scientific evidence and/or applicable national and international dietary guidelines will also reference or be in the context of a balanced diet and lifestyle, including a sufficient level of physical activity.

Use of popular personalities and characters

Ferrero undertakes to not use popular personalities, program characters or licensed characters in media audiences with a majority of children under 12 years, unless such advertising complies with the messaging options set out above. This is in addition to requirements under the Children's Television Standards 2009 covering C and P periods (CTS Section 35).

Product placement

There will be no intentional placement of Ferrero products for the purpose of promoting their sale in any television program, or movies primarily directed to media audiences with a majority of children under 12, unless those products are consistent with healthy dietary choices under Advertising Messaging 1

Use of products in interactive games

There will be no intentional placement of Ferrero products in any interactive games primarily directed to media audiences with a majority of children under 12, unless the interactive game incorporates or is consistent with healthy dietary choices under Advertising Messaging 1 above.

Advertising in schools

Ferrero will not carry out any communication related to its products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.

Use of premium offers

Ferrero will commit to not advertising premium offers unless the reference to the premium is merely incidental to product being advertised in accordance with the codes of the Australian Association of National Advertiser and Children's Television Standards 2009 (CTS Section 33).

SCIENTIFIC OR GOVERNMENT STANDARDS:

Applicable nutrition criteria, defining which of our products are considered acceptable for advertising to children under 12, are to be eventually defined and published at a later stage. Such criteria will be consistent with established scientific evidence and/or national and international dietary guidelines. Until then, all Ferrero products will not be advertised to media audiences with a majority of children under the age of 12.

MEDIA

This initiative applies to television, radio, print, cinema and third-party internet sites where the audience is predominantly children and/or where the theme, visuals and language used are directed primarily to children.

For TV advertising, we will not advertise foods that do not meet specific nutrition criteria, consistent with established scientific evidence and/or applicable national and international dietary guidelines, in any shows where the projected audience at the time of media planning is 35% or more children under 12 years old, or in any programmes that, after review of facts and circumstances, we determine are predominantly children and/or the theme, visuals and language used are directed primarily to children.

Radio or non-Ferrero/third-party internet media will be considered as "directed primarily to children under 12" if the projected audience at the time of media planning is 35% or more children under 12 years old.

For print media, we will not advertise products that do not meet specific nutrition criteria, consistent with established scientific evidence and/or applicable national and international dietary guidelines, in publications with a projected audience of 35% or more children under 12 years old, or in publications that, after review of facts and circumstances, we determine as specifically designed to appeal to children under 12.

Ferrero websites are not directed primarily to children under 12 and, where appropriate, age-screening systems are implemented to ensure that all reasonable steps have been taken in order to restrict children under the age of 12 from submitting personal information, viewing advertising and downloading branded leave-behind materials without parental consent.

Ferrero Australia will abide by the following Codes:

- The AANA Code for Advertising & Marketing Communications to Children*
- The AANA Food & Beverages Advertising & Marketing Communications Code*
- The AANA Code of Ethics*

COMPLIANCE AND COMPLAINTS

We agree to abide by any decision or ruling made by the appointed arbiter in relation to the execution of this plan.

REPORTING

We will provide a report of our marketing activity against this plan on an annual basis; due by the end of February each year.