



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', Ferrero Rond Noir', Kinder Surprise, Kinder Bueno and Kinder Chocolate and the spreads brand "Nutella"*

STATEMENT OF COMPANY COMMITMENT:

Increasing obesity levels in Australia 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 avoid directing advertising to children when they are most likely exposed to commercial 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 promoting healthy dietary choices and/or 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 50% 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 50% 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 50% 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 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.