



THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE COMPANY ACTION PLAN

18 June 2012

COMPANY NAME: Lion-Dairy & Drinks Pty Ltd (LD&D)

DESCRIPTION OF CORE BUSINESS:

LD&D is a subsidiary of Lion Pty Ltd, Australia's leading food and beverage company which, in turn, is wholly owned by Kirin Holdings of Japan – one of the largest global brewers, positioning itself to become a leading company in Asia and Oceania with alcoholic beverages, soft drinks and pharmaceuticals as its core business.

LD&D has core activities in juice, milk, fresh dairy foods, soy beverages and cheese. LD&D's core brands include Pura, Dairy Farmers, Berri, Daily Juice, Yoplait, Tasmanian Heritage, Coon, King Island Dairy, Farmers Union, Dare, Moove, Masters and Big M.

LD&D was created in 1991 through the amalgamation of several dairy and food related businesses with brand names and histories dating back to the 1800s, including The King Island Dairy Company Pty Ltd, a specialty cheese manufacturer, and Berri Pty Limited, the manufacturer of some of Australia's most popular juice products.

LD&D has production facilities and sales offices in every Australian State as well as New Zealand and Singapore, and employs about 4,500 people. The company is the only milk and juice business servicing the entire Australian market.

STATEMENT OF COMPANY COMMITMENT:

LD&D provides a wide range of healthy and nutritious products for Australian children, as well as adults. We are committed to reflecting community values and meeting expectations in terms of how our products are marketed and, in so doing we help promote healthy dietary choices and lifestyles to children.

LD&D subscribes to the Core Principles as set out in *'The Responsible Children's Marketing Initiative of the Australian Food and Beverage Industry'* of the AFGC and adheres to the following AANA codes:

- Code for Advertising and Marketing Communications to Children
- Food and Beverages Advertising and Marketing Communications Code
- Code of Ethics

T +61 3 9188 8000
F +61 3 9188 8001
W www.lionco.com

Lion
737 Bourke Street
Docklands
VIC 3008
Australia

PO Box 23084
Docklands
VIC 8012
Australia

Lion – Dairy & Drinks
Pty Limited
ABN 65 004 486 631



CORE PRINCIPLES:

LD&D will meet each of the core principles outlined in the Responsible Children's Marketing Initiative, as follows:

Advertising Messaging

LD&D will not advertise food and beverage products to children under 12 in media unless:

1. those products represent healthy dietary choices, consistent with established scientific or Australian government standards, as outlined below.

And

2. the advertising and/or marketing communication activities reference, or are in the context of, a healthy lifestyle, designed to appeal to the intended audience through messaging that encourages:
 - good dietary habits, consistent with established scientific or government criteria
 - physical activity.

Use of popular personalities and licensed characters

LD&D will not use Popular Personalities, program characters or Licensed characters' in advertising primarily directed to children under 12 unless such advertising complies with the messaging options set out in 1 and 2 above. This is in addition to requirements under the Children's Television Standards 2009 covering C and P periods (CTS Section 35).

Product placement

LD&D will not pay for or actively seek to place its food or beverage products in the program/editorial content of any medium primarily directed to children under 12 for the purpose of promoting the sale of those products, unless those products are consistent with healthy dietary choices under 1 above.

Use of products in interactive games

LD&D commits that, in any interactive game primarily directed to children under 12 where the company's food or beverage products are incorporated into the game, the interactive game must incorporate or be consistent with healthy dietary choices under 1 above and healthy lifestyle messaging under 2 above.

Advertising in schools

LD&D believes in the importance of communicating the value of a balanced and nutritious diet that includes dairy and juice for children. We will only undertake product-related communications in primary schools, where specifically requested by, or agreed with, the school administration for educational or informational purposes, or related to healthy lifestyle activities under the supervision of the school administration or appropriate adults.



Use of premium offers

LD&D's advertising of premium offers will be consistent with 1 and 2 under *Advertising Messaging* above and will comply with the AANA codes and the Children's Television Standards (CTS Section 33).

SCIENTIFIC OR GOVERNMENT STANDARDS:

LD&D is committed to providing nutritious foods to Australian children and adolescents that can assist with meeting their nutritional requirements and selection for healthy choices.

We acknowledge the need for ethical communication of our products and have adopted the following Australian scientific or government standards in determining which of our products represent a healthy dietary choice for advertising and/or marketing to children under 12 years of age:

- Dietary Guidelines for Children and Adolescents in Australia
- Australian Guide to Healthy Eating
- State-based school canteen nutrition policies

MEDIA

LD&D will apply this commitment to marketing via television, radio, print, cinema and third-party internet sites where the audience is predominantly children under 12 years of age and/or having regard to situations whereby the theme, visuals, and language used are directed primarily to children.

COMPLIANCE AND COMPLAINTS

LD&D agrees to abide by any decision or ruling made by the appointed arbiter in relation to the execution of this plan.

REPORTING

LD&D will provide a report of our marketing activity against this plan on an annual basis, with the first plan due by 2012.

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Submitted by:

Name: Libby Hay

Position: External Relations Director

Signature:

On behalf of:

Company Name Lion-Dairy & Drinks Pty Ltd

Date: June 2012