



THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE

COMPANY ACTION PLAN

COMPANY NAME

Mars Australia

This action plan covers our business segments Mars Wrigley Australia and Mars Food Australia.

Mars brands covered under the RCMI include: MasterFoods®, DOLMIO®, KAN TONG®, UNCLE BEN'S®, PROMITE®, BOUNTY®, MALTESERS®, M&M's®, MARS®, PODS®, MILKY WAY®, SNICKERS®, TWIX®, AIRWAVES®, ECLIPSE®, ECLIPSE ICE®, 5®, HUBBA BUBBA®, JUICY FRUIT®, PK®, STARBURST®, and SKITTLES®.

DESCRIPTION OF CORE BUSINESS

A private family owned business, we are proud that we have a long and rich history in Australia of making foods that Australians, their families and their pets enjoy each day. As one of Australia's leading consumer brands companies, we produce these high quality products through our Mars Wrigley, Mars Food, Mars Petcare and Royal Canin segments.

From one factory in Melbourne in 1915, we have grown our business to 10 locations, including seven manufacturing sites across the states of New South Wales, Victoria and Queensland. Within these communities, we hire locally, purchase produce from regional producers and support local community projects where we can.

We embrace our responsibility to deliver mutual benefits to everyone our operations touch. Our actions are guided by Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom. Across nations, languages, cultures and generations, these Five Principles bring our businesses together.

The Five Principles are more than words on paper; they guide the way we make our products, engage our suppliers, support our Associates, and it's our commitment to those who purchase our products.

STATEMENT OF COMPANY COMMITMENT

Mars has a long history of marketing our products responsibly to all consumers, including children.

In order to better reflect our corporate values and principles, and to address the reality of the marketing environment, as well as our consumers' views of our marketing activities we first launched our own Global Marketing Code in 2008. This Code is globally applicable and seeks to reaffirm our commitment to the responsible and creative use of advertising in all its forms to market our products.

The Code reflects Mars' commitment to promote and encourage healthy and active lifestyles globally. The commitments in this Code are in addition to all statutory requirements or self-regulatory commitments applicable in any country.

CORE PRINCIPLES

Mars will meet each of the core principles outlined in the Australian Responsible Children's Marketing Initiative by the following specific standards in our marketing activity and communication, as well as those set out in the Mars Global Marketing Code.

These include:

- We will not market to children under 12 years because, based on the scientific evidence, we believe they cannot identify and understand the persuasive intent of advertising.
- We equip gatekeepers, like parents, with the information they need to take decisions about what is right for their children's diet.
- We are transparent about our code compliance internally and externally.
- We actively survey other industry players' codes and marketing behaviour to ensure that we are meeting or exceeding industry standards where it matters most.
- We review and update our Mars Global Marketing Code every three years, to ensure that our commitments align with developments in the external environment and that our code remains a 'living document'.

The full copy of the Mars Global Marketing Code and can be found at www.mars.com.