

RESPONSIBLE CHILDREN'S MARKETING INITIATIVE COMPANY ACTION PLAN

COMPANY NAME: Mondelēz International

Description of core business

At Mondelēz International, our purpose is to empower people to snack right. We will lead the future of snacking around the world by offering the right snack, for the right moment, made the right way. That means delivering a broader range of delicious, high-quality snacks that nourish life's moments, made with sustainable ingredients and packaging that consumers can feel good about.

In Australia, our brands including *Cadbury Dairy Milk*, *The Natural Confectionery Co.*, *Philadelphia Cream Cheese*, *Oreo* and *BelVita biscuits* have been part of Australians' lives for over 125 years. Our chocolatiers and confectioners have been making products with locally sourced ingredients since the 1920s at our factories in Victoria (Ringwood and Scoresby), Tasmania (Hobart and Burnie) and South Australia (Mt Gambier).

We make a significant contribution to the economy, employing 2000 people and contribute around \$1m each year to community partners including Save the Children, Netball Australia and Hobart Hurricanes.

Statement of company commitment

In addition to the principles outlined in the Australian Responsible Children's Marketing Initiative, Mondelēz International globally does not believe in marketing directly to children under 12 years of age.

Our marketing is directed to the gatekeeper, as well as children 12+, who we empower with information and product choices to make mindful snacking decisions.

In 2005, we were the first company to announce global policies for advertising to children and we continue with our commitment today.

Core principles

Age: We direct our advertising to gatekeepers who make purchase decisions, and we do not advertise any of our products in any media primarily directed at children under age 12. Advertising creative is designed with tone, messaging, and look/feel in mind.



Advertising will be deemed directed at children below the age of 12 if in measured media, 35% or more of the audience is expected to be children under 12 years of age. Where adequate data is unavailable, other factors to determine audience (e.g. actions taken to restrict child access, target demographic based on media plan) will be considered in determining whether the advertising is deemed to be directed at children below the age of 12.

On-pack, point of sale and premium communications is directed at the gatekeeper, who makes the purchasing decision.

Promotions, such as sweepstakes and contests, are directed to adults only. All promotions are subject to Australian legal guidelines and privacy laws applicable to the chosen media.

Mondelez International applies its policy to the following **media**: television, magazine, print, video, mobile, radio, web based and digital media, digital apps and mobile games, social media, word of mouth, viral advertising, product placement, in-cinema, streaming movie/TV services and DVDs/Blu-ray discs, and video and computer games.

We do not advertise or promote products in **schools** during school hours or during school-sponsored activities outside of school hours. This includes print and broadcast advertising, contests, posters, book covers, product sampling and any other forms of commercial messaging.

Compliance and complaints

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

Reporting

We will report annually on our marketing activity against this action plan.

