



8 September 2016

Food and Beverage Alliance of India (FBAI)

Ferrero Commitments on Marketing Communications to Children

The following are the commitments made by the FERRERO Group in the framework of the India Policy on Marketing Communications to Children adopted by FBAI.

Increasing obesity levels in the world 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 refrain from directing advertising to children when they are most likely exposed to commercial communications without parental supervision.

In line with the above considerations, starting from 1st January 2018 (when the FBAI common nutrition criteria will become effective), FERRERO will not direct its advertising primarily to children under 12, i.e. will not advertise its products in measured media where 35% or more of the audience is under 12 years of age.

Where adequate data are unavailable, Ferrero will consider other factors as appropriate, which may include the overall impression of the advertising, actions taken to restrict child access and the target demographic based on the company's media plan.

The media covered by this commitment are: TV, radio, print, cinema, online (including company-owned websites), DVD/CD-ROM, direct marketing, product placement, interactive games, outdoor marketing (to be defined by interpretative guidelines), mobile and SMS marketing. Packaging, in-store and point of sale as well as forms of marketing communications which are not under the direct control of the brand owner, such as user-generated content, are not covered by this Commitment.

For all enquiries relating to the above commitments, please contact:

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