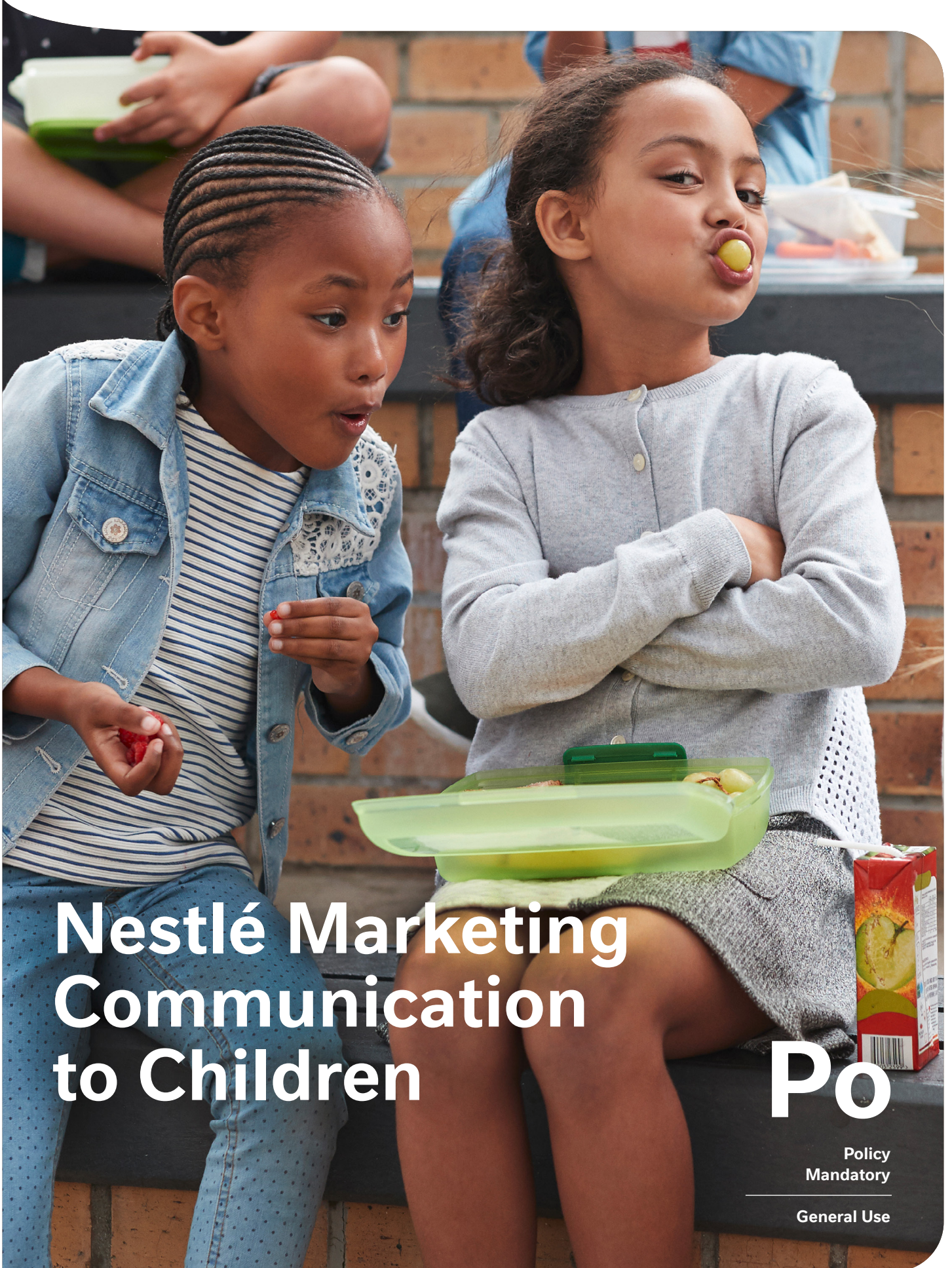




Good food, Good life



Nestlé Marketing Communication to Children

Po

Policy
Mandatory

General Use

Issuing Function

Marketing and Sales, Corporate Communications, Strategic Business Units

Target audience

Legal & Compliance

Marketing and Sales globally

Corporate Communications/Public Affairs globally

Regulatory and Scientific Affairs, NHW Managers, Nutritionists

Approver

Nestlé Executive Board

Date of approval

April 2023

Repository

All Nestlé Principles and Policies, Standards and Guidelines can be found in [NestléDocs](#), on the Nest

Copyright and confidentiality

All rights belong to Société des Produits Nestlé S.A., Vevey, Switzerland.

© 2023, Société des Produits Nestlé S.A.

Design

Société des Produits Nestlé S.A., Corporate Identity & Design,
Vevey, Switzerland

Context

Adopting sound eating habits from childhood is key to a healthy life and evidence suggests that exposure to food and beverage advertising in early stages of life can affect what and when children eat. Through education and responsible marketing practices, we believe brands can help gatekeepers make informed choices about the balanced diets children need to achieve their full potential.

In support of this, we have taken voluntary measures on responsible marketing to children for many years. In 2023, as part of our efforts to help bring tasty and balanced diets within reach for people around the world, Nestlé is strengthening its industry-leading responsible marketing practices, by placing restrictions to its marketing communication for children under the age of 16.

Our new commitments go beyond the EU Pledge, the Children's Food and Beverage Advertising Initiative in the US, and other regional pledges; and we comply with applicable regulations wherever we operate, as a minimum. As a responsible company, we will stay agile and keep evolving as the environment in which children's exposure to social media and online advertising continues to grow.

Our action and progress will be transparently reported through our Creating Shared Value and Sustainability Report. Reports will be commissioned to third party audit firms and published on our website. In addition, Nestlé marketing practices, including for children, are regularly assessed by independent third parties such as the Access to Nutrition Initiative (ATNI)'s Global Index.

Our Policy

Nestlé Policy applies to all controlled affiliates of the Nestlé Group. We work with our joint-venture partners to ensure they follow similar principles of this Policy.

Age and product requirements

The Policy is designed to help children and gatekeepers have the best possible opportunity to make informed decisions on their choices of food.

Our Policy restricts the marketing communication to children for our products with nutritional values not meeting local regulations or recognised industry standards and in certain categories. The restrictions are:

We do not advertise to children below 16 years of age through paid media on any media channels in which age targeting is possible.

We do not direct marketing communication to children below 13 years of age through other marketing activities (see Policy details below), including the use of licensed characters and celebrities' endorsement on pack or at point of sales.

The categories where these marketing communication restrictions apply, are: sweet and savory biscuits, and baked goods sugar confectionery, chocolate confectionery, water-based beverage products with added sugars, ice-cream products.

For all our products and categories:

- We do not target marketing communication to children between 0 and 6 years of age.
- We do not collect personal data from minors below 18 years of age for the purpose of serving marketing communication.
- We do not partner with influencers below the age of 18 years.

Scope and Communication Measurement

Our Policy specifically includes marketing communication using television, radio, print, cinema, outdoor/places where children gather, digital media including social media and video sharing platforms (digisphere), influencers, native online marketing, mobile, games, consumer relationship marketing, viral marketing, apps, e-mail/SMS, Nestlé owned websites, movie tie-ins, promotions, premiums, contests, product sponsorships, sampling, and point of sale.

The restriction on paid media advertising of products from non-eligible categories is applicable primarily in TV, social media, online platforms, gaming channels and events.

Paid media advertising will be deemed targeted if 25% or more of the media channel's audience is of the restricted age group.

When developing any marketing communication in compliance with the above age requirements, Nestlé takes a holistic view, considering:

1. Channels of placement
2. content
3. overall impression of the marketing communication.

Nestlé uses all possible available tools to measure the audience as accurately as possible, working closely with our partners (social media platforms, event organizers, video games studios) to have first-hand reliable information on the breakdown of the audience age groups before advertising.

Characters, Celebrity Endorsement and Premiums

Licensed characters, endorsements of celebrities and premiums (e.g. toys, games or books) primarily appealing to children below 13 years of age can only be used for marketing communication of products that meet the Policy's applicable nutritional criteria and Nestlé Consumer Communications Principles. They cannot be used for sweet and savory biscuits, baked goods, sugar confectionery, chocolate confectionery, water-based beverage products with added sugars and ice cream products.

Owned or licensed characters, endorsements of celebrities and premiums of primary appeal to children below 13 years of age should only be used to promote healthy and active lifestyles, including healthy eating, active play and encouragement of physical activity, and support of educational development. They should also be used to help gatekeepers make informed choices about the suitability of products for the children in their care.

On-pack communication and at point of sales

Communication on-pack and at point of sales contributes to inform gatekeepers about the product composition, role in a balanced diet and portion guidance.

To ensure we support parents' choice, restrictions placed on licensed characters, celebrity endorsement and premiums primarily appealing to children below 13 apply to packaging and point of sales communication. We will however continue to link products to seasonal themes, which are relevant to children in a gifting or celebration context by adults (e.g. Easter, Christmas, Chinese New Year, etc and duty free). This exception is limited to the packaging/product itself and at point of sales.

Characters that are intellectual property of the Nestlé Group are excluded from the scope of the restrictions.

Any products can have on-pack or in-pack premiums, as long as they are only oriented to gatekeepers and comply with all relevant laws and regulations in any country, as well as self-regulatory codes when they are stricter than our own Policy.

Marketing Communication and Sales in Primary and Secondary Schools

Nestlé does not direct marketing communications to children in early childhood education centers, children's care service centers, primary schools and secondary schools.

It participates in health and wellness educational programmes if they are specifically requested by, or with the formal consent by the school administration. Nestlé will only participate in such activities with products that meet applicable nutrition criteria.

Products sold to primary and secondary schools under Nestlé's direct control and supervision must achieve the applicable nutrition criteria, and the sale must have the consent in writing of the school administration. Nestlé's vending equipment in primary and secondary schools under Nestlé's direct control and supervision must contain only products that meet the applicable nutrition criteria.

Compliance with National laws and regulation

Nestlé is committed to complying with all applicable laws governing marketing communication to children and related data collection. If applicable laws set stricter requirements than this Policy, they must be followed.

This Marketing Communication to Children Policy is to be read in conjunction with the below documents:

- [*The Nestlé Corporate Business Principles*](#)
- [*The Nestlé Consumer Communication Principles*](#)
- [*Nestlé Policy implementing the WHO Code*](#)
- [*The Nestlé Privacy Policy*](#)

Nestlé also implements globally the International Chamber of Commerce (ICC)'s [*framework for responsible food and beverage marketing communications*](#).

Definitions

Nutrition Criteria Nestlé uses for Marketing to Children

As a minimum we abide by the law. If there is no local regulation, we refer to nutrition criteria from regionally or nationally agreed pledges, e.g., CFBAI in the US or EU Pledge nutrition criteria. The nutrition criteria of the relevant regulation/pledge must be met for brands and products permitted to communicate to children. In the absence of a locally relevant pledge, the EU Pledge nutrition criteria will apply.

For the majority of pledges and categories, a product must meet thresholds for:

- a. nutrients to limit (e.g., total sugars, sodium, saturated fats and energy); and
- b. high value food groups/ingredients (e.g., fruit, vegetable and whole grain) or an essential nutrient (e.g., calcium and polyunsaturated fatty acids).

Marketing Communication

Refers to all paid and unpaid marketing communication developed directly by, or on behalf of Nestlé. It specifically includes marketing communication using television, radio, print, cinema, outdoor/places where children gather, digital media including social media and video sharing platforms (digisphere), influencers, native online marketing, mobile, games, consumer relationship marketing, viral marketing, apps, e-mail/SMS, Nestlé-owned websites, movie tie-ins, promotions, premiums (gifts, toys, books), contests, product sponsorships, sampling, and point of sale.

Paid media advertising

Refers to all media channels in which age targeting is possible. In particular TV and online platforms, including social media and gaming ones with greater than 25% of their audience under 16 years old.

Compliance and monitoring

This Policy should be read in conjunction with detailed Implementation Guidelines and guidance on roles and responsibilities at local and global level, which have been developed to ensure consistent and effective implementation. Based on internal auditing as well as external monitoring surveys, a Global Compliance Report continues to be produced on a yearly basis by a Committee with representatives of Public Affairs, Marketing & Consumer Communication and Legal & Compliance.

The Marketing Communication to Children Compliance Rate will be published in the Nestlé Creating Shared Value and Sustainability Report.

Compliance with Industry Pledges (e.g. EU Pledge) will continue to be monitored by an independent third party. In addition, Nestlé will keep commissioning third-party auditors to review the adherence to this Policy in markets. The reports will be published on Nestle.com.

Marketers are required to be trained on the Marketing Communication to Children Policy as part of their onboarding and take regular refresher trainings.