FERRERO U.S.A. CFBAI Commitments  
(November 2013)

ENTITY COVERED  
Ferrero U.S.A., 600 Cottontail Lane, Somerset, New Jersey 08873

KEY CONTACT  
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PRODUCTS COVERED BY PLEDGE COMMITMENTS  
All products sold by Ferrero U.S.A.: Tic Tac, Ferrero Rocher, Nutella, Raffaello, Rond Noir, Collection

IMPLEMENTATION  
The commitments described below have been in effect since September 1, 2013.

PLEDGE  
As a privately-held, family company specializing in food and confections, Ferrero fully understands it has a responsibility to help parents in the management of their families’ daily nutritional needs. Ferrero believes that confections can play a role in the context of a balanced diet. It believes there is no such thing as a good food/bad food, but rather good diets/bad diets. And it recognizes that a key to achieving a healthy lifestyle is a combination of balanced diet and daily physical activity. Towards this end, it offers high-quality products in small, portion-controllable sizes.

Ferrero also believes it can assist parents by being a responsible marketer, i.e., providing educational and transparent nutritional labeling and avoiding the marketing of its products to children under 12, who are most vulnerable to commercial messages.

Ferrero U.S.A. is pleased to be a member of the CFBAI and agrees to uphold the general commitments of the Pledge, specifically:

1) **Commitment on advertising**, to include the following media: TV, print, internet (third-party websites); videos, computer games, interactive games, DVDs; mobile, word-of-mouth; product placement

Ferrero has always believed in the crucial role played by parents in educating their children about proper nutrition and healthy lifestyles. Ferrero U.S.A. agrees that it is preferable to avoid advertising to children when they are most likely exposed to commercial communications without parental supervision.

As such, Ferrero U.S.A. will not advertise its products in:

- **measured media**, where the composition of the under 12 audience is estimated to be at least 35% of the total audience;
- **media difficult to measure** but clearly ‘child-directed’, for example— but not necessarily limited to—radio, children’s magazines and children’s websites.

2) **Commitment on digital communications**

Ferrero websites will not include product communication directed to children under 12 and will implement appropriate age-screening techniques aimed at ensuring that all reasonable steps have been taken in order to restrict children under 12 from submitting personal information, viewing advertising and downloading branded leave-behind materials without parental consent.
In terms of ensuring that product communication included in its websites does not appeal to children under 12, Ferrero U.S.A. will apply strict qualitative guidelines to elements that would normally attract the attention of children under 12, namely: licensed characters, tie-ins, games, animation and sound effects, toys, graphics, colors, language and site navigation.

3) **Commitment on communications in school**
Ferrero U.S.A. will not carry out any type of communication, distribution or sampling of its products in primary and secondary schools.

4) **Celebrities and licensed characters**
Consistent with the “ICC Framework for responsible Food and Beverage Communication”, Ferrero will ensure that live or animated personalities featured in its advertising will not be used to sell its products to children under 12 in a way that obscures the distinction between editorial content and commercial promotion.

Third-party licensed characters will not be used in:
- *measured media*, where the composition of the under 12 audience is estimated to be at least 35% of the total audience;
- *media difficult to measure*, but clearly ‘child-directed’.