

Children's Food and Beverage Advertising Initiative
Nestlé in the USA, Inc. Pledge
10.18.18

Nestlé in the USA, part of the world's leading nutrition, health and wellness company, is formally amending its 2010 Children's Food and Beverage Advertising Initiative Pledge and 2014 Pledge Amendment. This restated Pledge is consistent with Nestlé USA's previous CFBAI pledges. As of March 31, 2014, Nestlé in the USA has not engaged in advertising that is primarily directed to children under the age of 12 in "covered media" as that term is defined in Section B.1.

A. Identifying Information

1. The corporate name and address of the Participant:

Nestlé USA, Inc.

c/o Nestlé USA

1812 N. Moore St

Arlington, VA 22209

2. The name and contact information of an individual(s) responsible for overall implementation of and compliance with the Nestlé USA Pledge.

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3. The name of the specific entity or entities covered by the Pledge.

Nestlé USA, Inc., Nestlé Waters North America, Nestlé Nutrition (Gerber) and Nespresso, collectively “Nestlé in the USA.”

4. The name of each brand and/or product line that is covered by the Pledge.

All relevant Nestlé brands in the US.

B. Nestlé’s Advertising Commitments

1. Nestlé in the USA does not engage in advertising that is primarily directed to children under age 12. This commitment specifically includes marketing communications using television, radio, print, digital media (digisphere), mobile, games, consumer relationship marketing, word-of-mouth, apps, e-mail/SMS, Nestlé owned websites, and G and PG movie tie-ins.

2. Where data is available, Nestlé in the USA will consider any program or content **where 25%** or more of the total viewing audience is under 12 years of age to be child-directed programming and subject to its pledge. Audience demographic calculations will be measured in media impressions primarily directed to specific demographic groups at the time in which the media is purchased. Our media buying agencies are aware of our CFBAI Pledge and execute and monitor all our buys accordingly to help ensure compliance with the Pledge.

3. Often actual demographic data is not available for online or mobile content. In these circumstances, content primarily directed to children under 12 will be determined based

on a number of factors, including the content's subject matter, graphics, language, format, overall presentation, and projected intended audience demographics.

4. Nestlé in the USA will not pay for or actively seek to place any products into program/editorial content of any medium primarily directed to children under 12 for the purpose of promoting the sale of those products.

5. Nestlé in the USA does not incorporate its products in interactive games that are primarily directed to children under 12.

6. Nestlé in the USA does not advertise in elementary schools and complies with the CFBAI Advertising in Schools principle. This commitment is subject to the exceptions identified in the CFBAI Core Commitments.

7. Nestlé in the USA does not use licensed characters and celebrities primarily appealing to children under 12 in child-directed advertising.

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

9. Products produced and distributed by Nestlé but not marketed by the company are excluded from the scope of the Nestlé pledge restrictions.

10. Nestlé in the USA is committed to annual internal training and self-assessment for Nestlé marketers on Marketing to Children. On an annual basis, all Nestlé marketers are required to take an assessment of their understanding of the Marketing Communication to Children Policy. Results will be tracked and reported.