

Meiji Group Policy for the Marketing of Breast-Milk Substitutes (BMS Policy)

We, Meiji Group, commit to market our products ethically and are ensuring that our practices comply with laws and regulations of the countries where we do business. The purpose of this policy is to provide employees, distributors, and agents with appropriate guidance in the marketing of infant and follow-on formula*¹.

1. Our Fundamental Position

- We acknowledge the importance of, and commits to the principles of, the WHO Code and subsequent relevant WHA resolutions.
- We support the WHO's global public health recommendation calling for exclusive breast-feeding for the first six months of life, followed by the introduction of safe and appropriate Complementary Foods thereafter.
- We encourage the importance of breast-feeding, alongside the introduction of safe and appropriate Complementary Foods after six months of age.

2. Our Policy

- We are committed to ensuring that the practice of breast-feeding is not undermined through Marketing Material on any of our products.
- We will not advertise or promote Infant Formula in any country where we do business.
- We will not advertise or promote Follow-on Formula, in Higher Risk Countries*².
- We support and advocate responsible Marketing practices that promote good health and safe nutrition for all infants and young children.
- We work with Partners, trade associations, industry groups and multiple stakeholders to promote responsible and ethical Marketing practices.
- We work with retail customers and Partners, acting on behalf of Meiji involved in bringing our products to the market to establish awareness and emphasize the importance of abiding by relevant laws, the WHO Code and this BMS Policy.
- We comply with all applicable local laws and regulations in the countries where we do business.
- We respect the role of national governments to develop health policies that are appropriate to their social and legislative frameworks.

*¹ Follow-on Formula means, for the purpose of this BMS Policy, a formula product intended for,

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and marketed for, infants from six to twelve months of age.

*2 A list of Higher Risk Countries is included in Appendix A at the following website.

https://research.ftserussell.com/products/downloads/F4G_BMS_Criteria.pdf

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