

Meiji Group Marketing Communication to Children Policy

We, Meiji Group, will engage in responsible marketing communication to children based on this Policy. This our Policy is global and applied to every market of confectionery and ice cream, hereinafter referred to as the “Products”, where we do business.

1. Our Fundamental Position

- As to the Products, we will engage in responsible advertising in any media primarily directed to children under the age of 12.
- We direct our advertising for the Products to gatekeepers (adults, parents, guardians), as well as people over the age of 12, whom we empower with information and product choices to make mindful snacking decisions.
- We prohibit all advertising, any type of commercial messaging and in-school marketing for the Products in primary and secondary schools (prior to university level).

2. Our policy

- We use best judgment to avoid programs and publications in connection with the Products, that are geared for or have high appeal to children under the age of 12.
As “programs and publications” mentioned above, the following media is covered : radio, our own websites, DVDs/CDs/games, print media, mobile and SMS marketing, cinema, outdoor marketing, sponsorship and product placement in movies.
- Games and downloads will be geared to gatekeepers (adults, parents, guardians)/persons over the age of 12.
- We prohibit all in-school marketing for the Products in pre-school.
- We do not permit any branded communication for the Products in schools, including branded educational materials or equipment.
- As to the Products, all of communications on packaging and on in-store materials are directed to gatekeepers (adults, parents, guardians).
- We offer products that support, and promote the awareness of, healthy diets and food culture to support the healthy lifestyles.

3. Our food marketing standards

In addition to the foregoing and as to the Products, we, Meiji Group, share further guidance set forth below. These standards are consistent with and support the International Chamber of Commerce (ICC) Code of Advertising and Marketing Communication Practice and the ICC Framework for Responsible Food and Beverage Communications, and ensure consistent, responsible depiction of food and lifestyle choices by the customers.

- We show proper serving and portion sizes, as well as consumption, in photography and imagery.

- We display nutrition information and serving sizes in recipes.
- We portray active and safe lifestyle choices.
- We clearly represent eating occasions.
- We reflect diversity of the consumers, in ethnicity, age and gender, as well as size and shape.
- We portray safe behaviors, including safe food handling and kitchen practices.

Established in February 2020