

PepsiCo Policy on Responsible Advertising to Children

As part of a multinational food and beverage company with global brands that millions of consumers enjoy every day, we understand that it is vital to communicate responsibly about our products and healthy eating.

Globally, PepsiCo is committed to responsible advertising to all consumers, as shown for example through our adherence to the International Chamber of Commerce Consolidated ICC Code of Advertising and Marketing Communication Practice. Additionally, we consistently apply the ICC “Framework for Responsible Food and Beverage Communication” as well as the regional and national self-regulatory Codes developed locally on that basis.

PepsiCo believes children are a special audience and takes particular care in developing advertisements and evaluating programming that carries messages to children under 12 years of age. Therefore, we are committed to only advertise to children under 12 those products that meet PepsiCo’s Global Nutrition Criteria for Advertising to Children (A2C Criteria) intended to encourage the consumption of healthier food and beverage products.

PepsiCo has also adopted similar industry-led voluntary commitments through several global, regional and national pledge programs (Pledge Programs). These Pledge Programs are all based on the principle that pledge program signatories only advertise products to children under the age of 12 that meet specific nutrition criteria.¹

PepsiCo’s A2C Criteria are grounded in well-established and broadly recognized scientific principles in accordance with international and national nutrition authorities and reflect dietary recommendations of these authorities (e.g. WHO/FAO).

Our policy applies to TV, print and internet (including third party, corporate and brand-owned websites) advertising directed to children under 12.

Refer [PepsiCo Policy on Responsible Advertising to Children](#).

PepsiCo Australia & New Zealand adheres to voluntary industry wide marketing practices which include specific guidelines for advertising to children which are consistent with our overall global strategy. These practices include the [Australian Association of National Advertisers \(AANA\) - Food and Beverages Communications Code](#), [AANA Best Practice Guideline Responsible Marketing Communications in the Digital Space](#), [AANA Code for Advertising & Marketing Communications to Children](#), [Australian Food and Grocery Council - The Responsible Children’s Marketing Initiative](#) and the [NZ Food & Beverage Classification System](#).

We are committed to annual monitoring and reporting compliance to this policy.

¹ As of August 2012, PepsiCo has adopted pledges in the United States, the 27 countries of the European Union, the six countries of the Cooperation Council for the Arab States of the Gulf, and in Australia, Brazil, Canada, India, México, Peru, The Philippines, Russia, South Africa, Switzerland, Turkey and Thailand. We also adopted the *IFBA Global Policy on Marketing and Advertising to Children*.

Issued May, 2014