

Advertising & Marketing to Children Policy (12th December 2008)

PepsiCo believes that advertising & marketing is a critical driver of product innovation, including the development of healthier foods and beverages. Advertising and marketing also promotes healthy competition in the marketplace which can benefit consumers everywhere in terms of increased choice and competitive prices.

PepsiCo has long been a promoter of responsible advertising to all consumers, shown for example through our adherence to the [Consolidated ICC Code of Advertising and Marketing Communication Practice](#).

We further acknowledge that children, as a potentially vulnerable group of consumers, deserve greater attention.

PepsiCo has therefore joined a group of top global food and beverage manufacturers¹, in adopting a worldwide voluntary commitment² to restrict our advertising and marketing to children³ only to those products which meet specific nutrition criteria⁴ intended to encourage the consumption of healthier food and beverage products.

In Australia & New Zealand we adhere 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 - Food and Beverages Communications Code](#), [Australian Association of National Advertisers 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](#)

¹ Including Coca-Cola, General Mills, Grupo Bimbo, Kellogg's, Kraft, Mars, Nestle and Unilever

² This commitment establishes a minimum standard for all PepsiCo product and brand advertising and marketing around the world. It is not intended to replace existing commitments and/or regulatory obligations.

³ Any paid third-party advertising or marketing channels which may be widely assumed to have an audience (print, TV, cinema, internet site, etc) which is comprised of a majority of under 12s.

⁴ Nutrition criteria will be based on recognized and accepted scientific and nutrition principles. The exact criteria will be subject to a further communication by PepsiCo in 2009 and may differ around the world to take into account different dietary habits and nutrition requirements.