

The Coca-Cola Company's Responsible Marketing Policy

September 2014

The Coca-Cola Company is committed to the responsible marketing of our products. TCCC has a history of aligning its commercial practices with our sustainability goals, our business goals, and our values. Our Responsible Marketing Policy sets forth our expectations in this regard:

- We will respect the rights of parents and caregivers by not marketing directly to children under 12 any of our beverages, regardless of their nutritional composition.

Specifically, this means we will not advertise in:

- All media which directly targets children under 12, including television shows and cartoons, print media, websites, social media, movies, and SMS/email marketing.¹
- We define media that directly targets children under 12 as media in which 35% or more of the audience is composed of children under 12, where this information is possible to obtain.

In the absence of information regarding the percentage of the audience which is children under 12, we will not design our marketing communications in a way that directly appeals to children under 12. Specifically, we will not use, in any communications created after the date of adoption of this policy:

- Celebrities or characters whose primary appeal is to children under the age of 12, with the exception of brand equity characters already in use
- Movie tie-ins related to movies of primary appeal to children under 12
- Games or contests designed to appeal primarily to children under 12
- Branded toys whose primary appeal is to children under 12
- Images of our products being consumed by children under 12 without an adult present
- Branded sponsorship of sporting and entertainment events which primarily target children under 12

As a global business, we respect and recognize the unique learning environment of schools and believe in commercial-free classrooms. We will not commercially advertise in primary schools. The following are incorporated by reference and made part of this policy:

- o The Coca-Cola Company's Global School Beverage Guidelines
- o Any additional Guidelines with respect to schools adopted at Regional or Local levels
- Our system supports education programs for children under 12 in local communities throughout the world, particularly programs focused on promoting active healthy living. Any brand presence in

programs for children will simply indicate sponsorship and will not be for the purposes of advertising.

- We will ensure compliance with our Responsible Marketing Policy and will share publicly the third-party verified results.

1 Communications occurring in store, at point of sale, or on packaging are not covered by this Commitment because: (a) we do not always control marketing communications in the retail environment; (b) packaging is an inherent part of the product - common industry rules for packaging would impinge upon our intellectual property rights; and (c) parents or other adults are those who predominantly purchase the products in the retail environment.

For more information on The Coca-Cola Company's responsible marketing policy and its engagement within the EU Pledge; please contact:



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