



Philippine Food and Beverage Alliance

“Responsible Advertising to Children” Initiative (*The Philippine Pledge*)

Introduction

The Philippine Food and Beverage Industry is committed to advertising products to children in the Philippines in a responsible way to support parental efforts to promote healthy lifestyles to their children. We recognize that the special nature and needs of children require particular care and diligence on the part of advertisers.

Our Commitment

The Philippine Food and Beverage Alliance has developed this voluntary framework on “Responsible Advertising to Children” (also known as the *Philippine Pledge*) with the aim of helping to support healthy lifestyles. It also aims to reassure consumers that advertisers are behaving responsibly, while providing a transparent process for the monitoring and review of advertising practices.

Core Principles

These companies agree to demonstrate that their specific commitments comply with the following minimum criteria in addition to any applicable regulatory or legal requirements:

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- Advertising of products to children under 12 years of age must be for products which fulfill specific nutrition criteria per product category based on accepted scientific evidence and/or applicable national and international dietary guidelines relevant to children. For the purposes of this Pledge, “advertising to children under the age of 12 years of age” means advertising that intentionally targets children under 12 years and advertising to media audiences with an intended minimum of 50% of children under 12 years of age. “Advertising” covers TV and print media.
- No commercial communication to primary school students will be conducted except if it is specifically requested by, or agreed with, the school administration for educational or informational purposes.

Individual Company Action Plans

Participating companies will sign up to this initiative as a minimum voluntary commitment, but may go further if they so wish. The signatory companies will develop and publish individual Company Action Plans that outline their specific commitments including individual nutritional standards, if applicable, in order to meet the Core Principles of this initiative.

Compliance and Monitoring

Key criteria will be established for monitoring how the advertising of participating companies is meeting the Core Principles outlined in this initiative.

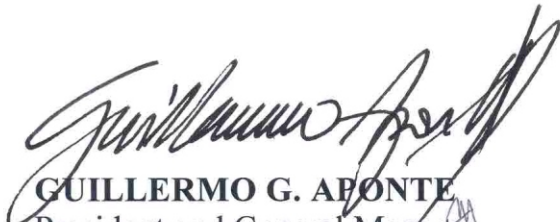
The Philippine Food and Beverage Alliance will therefore commission a study to monitor food and beverage advertising from the commencement of this initiative. This will be repeated periodically.

The purpose of this study will be to measure the participating company’s compliance with this initiative, assess the nature of improvements in performance that may be necessary and to report on the findings.




Implementation

1. Agreement to this initiative to be finalized by July 30, 2010.
2. Individual Company Action Plans to be published by September 2010.
3. Commissioning of Monitoring Study to be finalized by November 2010.
4. Start of Monitoring Study will be January 2011.



GUILLERMO G. APONTE
 President and General Manager
 Coca-Cola Far East Ltd.




JOHN MARTIN MILLER
 Chairman and CEO
 Nestlé Philippines, Inc.



SUDIP MALL
 President and General Manager
 Kraft Foods Philippines, Inc.



SUNIL D'SOUZA
 General Manager
 Pepsico International



HENRY P. AZCARRAGA
 Country Head
 Mars Philippines



FERNANDO FERNANDEZ
 Chairman and CEO
 Unilever Philippines, Inc.

Kellogg's

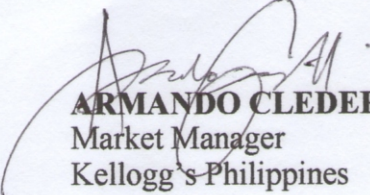
Magnolia

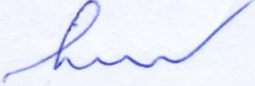
Oishi

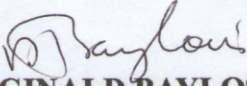
**PUREFOODS
HORMEL**

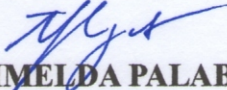

**SAN MIGUEL
FOODS, INC.**

**San Miguel
Pure Foods**

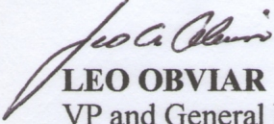

ARMANDO CLEDERA
Market Manager
Kellogg's Philippines

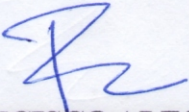

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