

# PepsiCo Policy on Responsible Advertising and Marketing to Children

Effective January 2022 (original policy adopted 2008 with subsequent amendments)

As 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.

PepsiCo is committed to responsible advertising to all consumers, as shown for example through our adherence to the International Chamber of Commerce (ICC) Code of Advertising and Marketing Communication Practice (10th Revision 2018) and the ICC Framework for Responsible Food and Beverage Communications (2019) as well as the regional and national self-regulatory codes locally developed on that basis. Together these codes help ensure our marketing provides legal, honest, decent, and truthful information about our products.

PepsiCo believes children are a special audience and takes particular care in developing advertisements and evaluating programming that carries messages to children under 13 years of age.<sup>1</sup> Therefore, to encourage the consumption of healthier food and beverage products, we are committed on a global basis to only advertise to children under 13 those products that meet the [International Food and Beverage Alliance \(IFBA\) Common Nutrition Criteria](#). Also, only plain water, fruit or vegetable juice, and dairy-based beverages may be marketed, consistent with the [International Council of Beverages Associations \(ICBA\) Marketing to Children Guidelines](#). Additionally, PepsiCo will not advertise any products (regardless of nutritional profile) to children who are under the age of 6.

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 to children products that meet specific nutrition criteria.

We adhere to all relevant laws and regulations within the countries in which we operate.

In the event there are conflicts between this policy and any law, regulation, or Pledge Program, we apply the strictest criteria.

This policy applies to TV<sup>2</sup>, radio, print, cinema, online (including company-owned websites, third party, social media, corporate and brand-owned websites), DVD/CD-ROM, direct marketing, product placement, interactive games, outdoor marketing, mobile and SMS marketing. Packaging, in-store and point of sale, and forms of marketing communications which are not under PepsiCo's direct control are not covered by this policy.

This policy covers any paid advertising or commercial sales messages in all covered media, including marketing communications that use licensed characters (excluding company-owned, brand equity characters), celebrities (including influencers) and movie tie-ins, primarily directed to children under 13.

PepsiCo further commits not to engage in product advertising or marketing communications directed to students in primary schools. This restriction does not apply to menus and signage at the point of sale identifying those products available for purchase, charitable donations or fundraising activities, public service messages, and items provided to school administrators for education purposes or for their personal use.

We are committed to participating in industry-led regular monitoring and reporting on compliance with this policy.

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<sup>1</sup> Until December 31, 2021 the policy will apply to children under the age of 12.

<sup>2</sup> This means that PepsiCo will not buy advertising in programs with an audience profile greater than 30% of children under 13. (Until December 31, 2021 the policy will apply to programs with an audience profile greater than 35% under the age of 12).