



DEL MONTE PHILIPPINES, INC.

Responsible Marketing Policy

Del Monte Philippines, Inc. (DMPI) is passionate about food and beverage that bring health and nutrition to our consumers. With one of the most well-known and trusted brands in the market, we aspire to preserve this trust among consumers.

DMPI commits to responsible marketing, including truthful, accurate and transparent communication. The company understands the role of parents and guardians, and that our marketing communication is directed to them in choosing the appropriate diet and lifestyle for children. As a signatory to the "Philippine Pledge on Responsible Advertising to Children Initiative," DMPI adheres to responsible marketing communication to children.

We commit to do the following:

- Respect applicable global and local marketing laws;
- Advertise to children under 12 years of age only products that meet specific nutrition criteria based on accepted scientific evidence and/or applicable national or international dietary guidelines. For such products, direct all marketing communication to parents and guardians of children below 12 years of age;
- Adhere to the definition of 'advertising to children under 12 years' which means advertising to media audiences where 35% or more of the audience are under 12 years, and where media is defined as TV, radio, print, company and e-commerce websites, digital devices with access to social media, streaming apps, video/mobile games, as well as cinema, outdoor (including sporting or entertainment events) and product placement, among others;
- Refrain from implementing marketing activities and communications related to products in primary schools except where specifically requested by, or agreed with, the school administration for educational or informational purposes;
- Provide adequate support claims based on facts and nutritional information;
- Comply with applicable data and privacy laws, and obtain consent from a parent or legal guardian before disclosing the personal data of children, where it is authorized by law;
- Not alter images used in marketing communication, nor advertise in media known to promote violence, pornography or negative behavior, nor associate with products that discriminate against nationality, race, appearance, age, culture, religion, gender, sexual orientation, disability or minority group;
- Ensure that media agencies and relevant external service providers adhere to this policy and that the provisions are referenced in our contracts with them; and
- Conduct training to marketers on the company's Responsible Marketing Policy.

True to our vision of "Nourishing Families. Enriching Lives. Every Day.," Del Monte Philippines, Inc. strives to make life better for everyone.