

Critical anchors **continued**

We practice

RESPONSIBLE MARKETING

We ensure that when our products go to market, they are aligned with appropriate responsible marketing and communication practices. We practice and promote transparent and responsible labelling of our food products, and play a leading role on nutrition labelling (see page 28). We remain in full compliance with national regulations requiring the labelling and declaration of certain ingredients, additives and allergens, and we ensure responsible marketing in regard to children.

We have various policies in place that responsibly steer our advertising and marketing communications practices. Our policy framework covers general marketing policy, marketing research, packaging design, and digital and social media marketing. We are also signatories to the South African Marketing to Children Pledge.

Our system for managing our advertising and marketing practices includes SOPs relating to television advertising production, marketing material approval, consumer services, and media procurement. Responsible marketing and communication is further built into our innovation process (see page 28). Our practices are also bound by the corporate delegation of authority protocol that is used across the business to ensure that roles and responsibilities are clearly articulated for key activities across the business, including advertising and marketing.

Our policies and operating procedures are socialised across the entire marketing organisation. Our senior marketing leadership and core team are strongly aware of our commitments and what standards and ethical principles need to be adhered to. We conduct internal audits of our advertising and marketing activities to ensure that practice is correctly managed and aligned to agreed principles, plans and budgets. In cases where third-party agencies conduct work on our behalf, all relevant policies and guidelines are shared with the service provider when contracts are signed, including caveats

to ensure responsible marketing to children, and our own brand teams sign-off on all creative material.

DECLARATION OF INGREDIENTS, ADDITIVES AND ALLERGENS

We declare ingredients, additives and allergens for all our products in line with local and international requirements. We clearly label additional information, where required, including Halaal, Kosher, vegan etc.

We declare irradiated foodstuffs, individual irradiated ingredients, and genetically modified ingredients in line with local and international requirements. Similarly we will declare the use of nanotechnologies in our products should this become a requirement.

MARKETING TO CHILDREN

We are signatory to the South African Marketing to Children Pledge that was initiated through the CGCSA and adopted as part of the Advertising Standards Authority Code of Advertising. Since the ASA no longer exists, the Code is now part of the ARB. As a signatory, we have publicly committed to implementing a set of responsible marketing and advertising principles in respect to children of 12 years and under, and with a view to only promoting healthy dietary choices and healthy lifestyle directly to children in this age group.

The pledge stipulates restrictions on advertising and marketing to children in the stipulated age group in the following areas:

- › The nature of products advertised
- › Use of third-party characters and celebrities in advertising
- › Marketing promotions on television
- › Advertising of products on or in close proximity to pre- and primary schools.

We continue to adhere to the principles of the pledge, and conduct our advertising and marketing communications in line with the practices articulated under the above focus areas. In 2021, adverts for two of our products, Doom and Black Cat, were the subject of complaints and an inquiry into non-conformance with responsible marketing codes through the Advertising Regulatory Board (ARB). The former was dismissed with a voluntary undertaking to make a minor amendment, and the other was partially upheld and also settled on condition of amendments to the advert. Public disclosure of these rulings can be found here: <http://arb.org.za/2021-rulings.html>.

