

CCE/NWEN

Responsible Sales and Marketing

Overarching Principles

Coca-Cola takes its position as a responsible company very seriously, especially in today's environment. We believe that good health comes from a balanced diet and an active lifestyle. All our marketing and sales activity will encourage our consumers to live active, balanced lifestyles, according to their needs, in which they balance the energy they consume with the energy they expend. It will be underpinned by the four key principles below.

PRINCIPLE 1

CHOICE – Provide a **range of beverages** to support consumers in making sensible choices to suit balanced diets and active lifestyles

We will ensure that a wide range of products, including our low and no-calorie options, and a range of portion sizes, are available in all channels, and in promotional activity.

PRINCIPLE 2

BALANCE - Encourage **sensible consumption** and **moderation**

We will strive to ensure that all our sales and marketing activity encourages the sensible and moderate consumption of our products. The range of portion sizes, products and promotions we offer should enable our consumers to choose balanced diets and active lifestyles, and to balance the energy they consume with the energy they expend.

PRINCIPLE 3

HONESTY - Ensure **honesty and transparency** in all marketing and sales activity

We will support consumers in making informed, sensible choices for their lifestyles by ensuring that nutritional information, including calories and sugar, is displayed clearly on label and on pack. All marketing communications must be scientifically valid, legal, transparent, truthful and compliant with applicable laws and regulations. They must also be obviously identifiable and never open to interpretation as misleading or ambiguous (e.g. omitting or exaggerating information, or making unclear or false claims).

PRINCIPLE 4

NO MARKETING TO CHILDREN - Do not market any products to **children under 12**

Respecting the rights of parents and caregivers to make the appropriate choices for their children is a cornerstone of Coca-Cola's global Responsible Marketing Guidelines. All our marketing content, messaging, design and placement must be created for an audience of 12 years and above and shown in media and programs whose audience is predominantly made up of adults and teens.