

## MENGNUI RESPONSIBLE MARKETING POLICY OF BREAST-MILK SUBSTITUTES

Mengniu's sustainability vision is to promise a healthier world by producing more nutritious products, enabling of a better life and contributing to a more sustainable planet. It is the fundamental requirement and prerequisite for everything we do.

Mengniu firmly believes that breastmilk is the best food for infants. Therefore, we actively promote breast-feeding and practice responsible marketing for breast-milk substitutes. We fully support and advocate for the World Health Organization's (WHO) global public health recommendation of exclusive breast-feeding for the first six months of life, the introduction of safe and appropriate complementary foods after six months together with continued breast-feeding up to two years of age and beyond, as well as the timely provision of appropriate and safe nutritional supplements to meet the nutritional needs of infants and children when breast-milk substitutes are necessary.

### References

Mengniu consistently supports and advocates responsible marketing practices. For breast-milk substitutes, we strictly require our marketing practices to comply with the *WHO International Code of Marketing Breastmilk Substitutes* (the WHO code). We have formulated *Mengniu Responsible Marketing Policy of Breast-Milk Substitutes* (the BMS Policy) based on the WHO code and our related business.

### Scope

The BMS Policy applies to all Mengniu employees and entities and partners involved in marketing, distribution, and sales of breast-milk substitutes.

The BMS Policy applies to the marketing of Mengniu's breast-milk substitutes, including:

- Infant formula milk powder suitable for infants aged 0-6 months
- Any other food or beverage that is presented to be a partial or total replacement

of breast-milk for infants up to six months of age.

- Feeding equipment, such as bottles and teats, etc.

## **Contents**

### **1. Supporting Breast-feeding**

- We support the WHO's recommendation of exclusive breast-feeding for at least six months by protecting and promoting breast-feeding as well as by ensuring that breast-milk substitutes, when necessary, are used properly on the basis of adequate information and appropriate marketing and distribution practices.

### **2. Product Quality**

- We are committed to providing high-quality and high-standard dairy products for infants and young children to ensure their health and nutritional safety.
- We promise that our production and sale of breast-milk substitutes comply with the *Food Safety Law of the People's Republic of China* and other laws, regulations, rules and standards, as well as the relevant laws and regulations of the countries and regions where we do business.

### **3. Publicity & Education**

- We promise that all advertising and marketing materials for Mengniu products will not undermine breast-feeding practices.
- We publish scientific tips for supporting breast-feeding on the official websites of Mengniu's affiliated infant formula brands and provide necessary guidance on breast-feeding for pregnant women, mothers of infants and their family members.
- Labelling and any other kind of information concerning breast-milk substitutes shall not undermine breast-feeding and shall not include pictures of infants. The use of the terms "humanised", "maternalised", or similar terms shall be avoided.
- We will not advertise or promote breast-milk substitutes defined within the BMS Policy in any country or region where we do business.
- We will not expressly or implicitly advertise or promote breast-milk substitutes in whole or in part through mass media or in public places.

- We will not send samples of breast-milk substitutes to healthcare institutions, pregnant women and their family members; We will not use our points of sale, advertising, samples, or other promotional measures to induce end consumers to purchase breast-milk substitutes.

#### **4. Employees**

- All Mengniu employees involved in the marketing of breast-milk substitutes shall receive corresponding training regarding the WHO Code and the BMS Policy.

#### **5. Suppliers & Partners**

- We emphasize to our distributors, retailers and partners the importance of abiding by the WHO Code and the BMS Policy, as well as their obligation to comply with all applicable local laws and regulations in the countries and regions where they do business.
- We work closely with our partners, trade associations, industry groups, and **other** stakeholders to promote responsible and ethical marketing practices.