

**Malaysian Food and Beverage Industry's "Responsible Advertising to Children" Initiative**  
(The Malaysia Pledge)

**Introduction:**

The Malaysian pledge is an initiative to demonstrate our commitment to responsible marketing of food and beverage to children. Signatories to this initiative must also abide by the Malaysian Code of Advertising Practice.

**The framework minimum criteria of the Pledge are based on the following:-**

- We only advertise certain products that meet specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines (since food company portfolios vary widely, each company determines its own nutritional criteria and makes these public) to children under 12 years OR not to advertise their products at all to children under the age of 12 years.
- For the purpose of this initiative 'advertising to children under 12 years' means advertising to media audiences where 35% or more of the audience is under 12 years of age. These media include television programming, radio and print.
- No communication related to products in primary schools except where specifically requested by, or agreed with the school administration for educational or informational purposes.

**Individual Company Action Plans**

The signatories will develop and publish individual company action plans that outline their specific commitments including individual nutritional standards if applicable to meet the framework of this initiative.

Because companies and their product lines vary, the way companies comply with this framework will differ. However, all commitments will be consistent with the framework outlined in this initiative.

This document outlines the minimum commitments required by signatories. Companies may choose to adopt additional commitments.

## **Complaints**

Member companies have formulated a complaints system, managed by FMM MAFMAG.

## **Monitoring**

FMM MAFMAG will be responsible for coordinating the monitoring of company activities on an annual basis.

Independent monitoring of members' compliance with the guideline will take place. To ensure transparency and credibility, all the media research data analyzed by independent monitoring agency should be gained from sources independent of participating companies and their associated media agencies.

## **Implementation**

Pledge signatories will publish their individual commitments by January 1, 2014

### **GILL MCLAREN**

General Manager-Singapore-  
Malaysia-Brunei Region  
The Coca-Cola Company

### **BRANDON TAY**

Chief Executive Officer  
Guan Chong Cocoa Manufacturer  
Sdn Bhd

### **KHALID ALVI**

Managing Director  
F&N Beverages & Marketing Sdn Bhd

### **TAN HOCK BENG**

Managing Director  
F&N Dairies (Malaysia) Sdn Bhd

### **ONG CHIEK MING**

General Manager, Malaysia  
Mars Foods Malaysia Sdn Bhd

### **MELATI ABDUL HAI**

Head of Marketing  
McDonald's Malaysia

**SUNIL SETHI**

**Managing Director**

Mondelez Malaysia Sales Sdn Bhd

**ALOIS HAFBAUER**

**Managing Director**

Nestle Products Sdn Bhd

**JOCELYN NG**

**General Manager**

PepsiCo (Malaysia) Sdn Bhd

**RAKESH MOHAN**

**Chairman & Managing Director**

Unilever (Malaysia) Holdings

Sdn Bhd