

# ADVERTISING COMMITMENT

## FOOD AND BEVERAGE MANUFACTURING COMPANIES

The Peruvian Advertising Commitment is a voluntary self-regulatory agreement to best publicize food and beverages on television, internet<sup>1</sup> and written press aimed at children under 12 years of age in Peru.

This commitment is based on the pledges signed by the companies in regards to the self-regulating codes from the International Chamber of Commerce – ICC – and the ICC Document “Framework for Responsible Foods and Non-alcoholic Beverages Advertising”.

The undersigning companies have already implemented or will implement within the timeframe established in this commitment, specific measures per company in order to comply with this objective.

The companies participating are:

1. Coca-Cola Servicios de Peru S.A.
2. Kellogg de Peru S.R.L.
3. Kraft Foods Peru S.A.
4. Master Foods Perú S.R.L..
5. Nestlé Peru S.A.
6. Panificadora Bimbo del Perú S.A.
7. Pepsico Alimentos Perú S.R.L.
8. Pepsi Cola Panamericana S.R.L.
9. Unilever Andina Perú S.A:

The aforementioned companies, which represent approximately 45% of the advertising investment for food and beverages of Peru<sup>2</sup>, will adopt as a minimum the commitments established in it, being free to set up additional commitments individually.

The participating companies will publish their individual advertising commitments within thirty (30) calendar days, counted from the first working day after it is signed, in the Webpage of the Consejo Nacional de Autorregulación Publicitaria del Perú -CONAR- ([www.conarperu.org/web](http://www.conarperu.org/web)) and will implement their commitments no later than one hundred and eighty calendar (180) days counted from the first working day after it is signed. The individual commitment of each participant will include an implementation calendar for each of the commitments signed by the company.

Additionally, these companies agree that their individual commitments will comply with the following criteria:

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<sup>1</sup> Includes only food and beverage advertising aimed at children under 12 years of age in web pages located in Peru from the signing companies, and food and beverage advertising aimed at children under 12 years old that the signing companies contract, whether paid or free, in other web pages located in Peru and/or expressly aimed at children under 12 years of age located in the Peruvian market.

<sup>2</sup> Based on published tariffs in US\$. It does not include advertising investment in digital media.

- a) All publicity of food and beverages aimed at children under 12 years of age must include products that comply with specific nutritional criteria for each category based in accepted scientific evidence and/or in local and international diet guides.

Nevertheless, if the company prefers so, the commitment of not advertising any product to children under 12 years of age.

For all effects of the current Commitment “advertising for children under 12 years of age” means publicity intentionally aimed at children under 12 years of age and with a minimum audience of 35% of children under 12 years of age<sup>3</sup>.

- b) No commercial Communications of any type related to the products in elementary schools, except for those specifically requested, or with the agreement of the administration of each school for educational or informative purposes.

The signatories of this Commitment are obliged to supervise their commitments in a transparent, participative and measurable manner. A periodic supervision of the current Commitment will take place no later than two hundred and forty (240) calendar days counted from the first working day after it is signed, through the Consejo Nacional de Autorregulación Publicitaria del Perú -CONAR-. Whereby key criteria shall be established to supervise how the publicity of the participating companies complies with the Fundamental Principles outlines in the current initiative.

The purpose of this study is to measure the conformity of the companies with this initiative, establish the nature of improvements in performance that might be necessary and report their findings. This study will be repeated periodically.

The participating companies, as a sign of acceptance and commitment, subscribe this document in Lima, Peru, on December 30, 2011.

Coca-Cola Servicios de Perú S.A.  
Jorge Edmundo Humberto Zogbi Nogales  
Gerente General  
Carnet de Extranjería 000404481

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<sup>3</sup> In the case of Pepsi Cola Panamericana S.R.L. and Pepsico Alimentos Perú S.R.L. the minimum 35% audience of children under 12 years of age will apply starting on January 2013. Until that date the 50% standard will apply.

Kellogg de Perú S.R.L  
Gustavo Rincón Estrada  
Gerente General  
Pasaporte: CC80407594 (Colombia)  
Poder inscrito en la partida Registral # 11352445

Kraft Foods Perú S.A.  
Patricio Jaramillo  
Gerente General  
Carnet de Extranjería 000628941

Master Foods Perú S.R.L  
Juan Carlos Chumbe Cabrera  
Market Manager Mars Peru  
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Nestlé Perú S.A  
Carlos Fernando Velasco Carreón  
Gerente General  
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Panificadora Bimbo del Perú S.A.  
Juan Manuel Paniagua Espinosa  
Gerente General  
C.E. 000615954

Pepsico Alimentos Perú S.R.L  
Hernán Vergani Guzmán,  
Apoderado Legal  
DNI 07823404

Pepsi Cola Panamericana S.R.L.  
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Apoderado Legal  
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Unilever Andina Perú S.A.  
Hans Eugenio Eben Ivanschitz  
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Operaciones Arcos Dorados de Peru  
Luis Alberto Raganato Aporta  
Director General  
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