International Food And Beverages Alliance ("IFA") - Turkey Pledge:

This Pledge is a commitment regarding our food and beverage advertising on TV, print and internet to children under the age of 12.

Signatory companies have already or will implement company-specific voluntary measures by the end of 2010 in order to meet this objective.

These voluntary measures are made by food and beverage companies in support of parental efforts to promote healthy lifestyles.

The current participating companies are:

- Coca-Cola
- Kraft
- Nestlé
- PepsiCo (Frito Lay and Pepsi)
- Unilever

The above companies, representing a majority of the food and beverage advertising spend in Turkey, will implement their commitments no later than January 1st, 2011. In case of mergers or acquisitions, an adequate transition period will be allowed for the implementation of measures taken under this Pledge.

- No advertising of products to children under 12 years, except for products which fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines. For the purpose of this initiative, “advertising to children under 12 years” means advertising to media audiences with a minimum of 50% of children under 12 years.

- No communication related to products in primary schools (until 12 years old), except where specifically requested by, or agreed with, the school administration for educational purposes.

Companies may take more measures in line with their internal policies.

Pledge signatories are required to monitor commitments in a transparent, accountable and participative way. Independent compliance monitoring of the EU Pledge will cover TV, print and internet advertising and will start in January 1st, 2011.

İstanbul, May 2010

Coca Cola  Mars  PepsiCo

Kraft  Nestlé  Unilever