



The EU Pledge Coca-Cola Europe Commitments

Core Principles

Advertising Messaging Principles

Coca-Cola Europe recognizes the positive role it can play in developing and promoting healthy and nutritious beverage choices and in promoting healthy lifestyles. To help us define and update this role over time, we listen to our customers and consumers and to parents, teachers, health professionals and other key stakeholders in Europe. Accordingly, our current marketing policy reflects our commitment to support parents and other caregivers in their role as gatekeeper in all decisions affecting the lives of their children including their beverage and package choice.

All our products are wholesome and suitable for all consumers. At the same time, we understand that children are impressionable, and we respect the role of parents and caregivers in raising children. Therefore, we are committed not to direct commercial messages for any of our beverages to children under the age of 12. We will:

- Not place any advertising for any of our beverages on any media that is primarily directed to, and has an audience of 50% or more, children under the age of 12.
- Not place any marketing communication in printed media, websites or during broadcast programs specifically aimed at children.
- Avoid any direct appeal to children to persuade parents or other adults to buy products for them or to do anything else that goes expressly against the wishes or authority of a parent, guardian or educator.

Use of licensed characters

As we have in the past, Coca-Cola Europe will continue to be responsible when pairing our brands in licensing and promotional activities that include other food categories. We shall continue to avoid the use of third party licensed characters in any form of company advertising on any media that is primarily directed to children under 12.

Product placement

Coca-Cola Europe will not feature our beverages within editorial content on any medium primarily directed to children under 12.

Interactive games

Coca-Cola Europe does not conduct promotional efforts on interactive games that are directed primarily to children under 12.

Advertising in schools

Coca-Cola Europe and the European bottling system adhere to the following principles:

PRIMARY SCHOOLS

- Not engage in any direct commercial activity in primary schools, unless otherwise requested by school authorities.



SECONDARY SCHOOLS

- Ensure that in secondary schools, with the agreement and active participation of educators and parents, a full range of beverages (including water, juices and other beverages in both regular and low-calorie/calorie-free versions), is made available in appropriate container sizes that allow for portion control.
- Respect the commercial-free character of schools by providing, where directly responsible for final distribution of products, unbranded vending machines, preferably including educational images and messages promoting balanced diets and healthy and active lifestyles.
- Make third-party distributors aware of these commitments in such cases where we are not directly responsible for the final distribution of their products to schools.

Public education, healthy lifestyles and physical activity programs

Coca-Cola Europe will step up its involvement, at national and EU levels, together with appropriate private and public partners, in educational programmes aimed at providing consumers with relevant information on healthy eating and healthy active lifestyles.

Implementation schedule

Coca-Cola Europe's marketing practices have already been implemented. We are working in cooperation with our bottling partners and customers to ensure we continue to adhere to them.

Supporting Data

In accordance with the EU Pledge initiative, we are committed to transparent third party monitoring systems to demonstrate that we are in compliance with our EU Pledge public commitments.

Contact information

For all enquiries relating to Coca-Cola's commitments in the framework of the EU Pledge programme, please contact:

Steve Leroy

European Spokesperson
Coca-Cola Europe
Tel: +32 (0) 2 559 2333
E-mail: sleroy@eur.ko.com