

Morinaga Milk Group Breast-Milk Substitutes (BMS) Marketing Policy

In the marketing of infant formula and follow-up formula (hereinafter collectively referred to as "Products") handled by the Morinaga Milk Group, we respect the WHO International Code of Marketing of Breast-milk Substitutes (BMS) (hereinafter "WHO Code"), comply with applicable laws and regulations in the countries and regions where we conduct business, appropriately guide employees and distributors in accordance with this marketing policy (hereinafter "Policy"), and conduct activities in accordance with the Policy.

1. Basic Policy

- 1) Recognizing that breastfeeding provides the best and optimal source of nutrition and plays an important role in the growth and development of infants, and that breastfeeding not only builds infants' immune systems but also fosters a strong bond between mothers and infants, we support the recommendation by the WHO that breastfeeding be performed for the first six months after birth, followed thereafter by the introduction of safe and appropriate complementary foods.
- 2) Recognizing the importance of the WHO Code in providing safe and appropriate nutrition to infants, we strive for the protection and promotion of breastfeeding and engage in marketing activities grounded in appropriate information.

2. Applicable Scope of the Policy

The Policy applies to all Group employees involved in the marketing and sales of the Products in all countries where our Group conducts business.

3. Guiding principles

- 1) We support policies, rules, and standards set by governments and by expert health and nutrition agencies on the basis of objective and consistent information and science.
- 2) We do not advertise or promote Products to the general public.
- 3) We do not engage in advertising or sales promotion of Products for infants between 0 to 12 months of age in higher risk countries*1.
- 4) Where permitted by the laws of countries where we conduct business, we share our recognition of the Policy with third parties and engage in advertising and sales promotion activities in compliance with the laws and ordinances of the countries where we conduct business.
- 5) When providing Product-related information to healthcare practitioners, we limit information to objective and scientific information, and do not include information that indicates or implies that bottle-feeding with the Products is superior to or equivalent to breastfeeding.
- 6) In package labels for the Products, we provide all necessary information regarding the safe and proper use of the Products and take care not to discourage breastfeeding.
- 7) We use clear and conspicuous descriptions in package labels for the Products, and, using

expressions that are easy to read and easy to understand, extol the superiority of breastfeeding and include labels concerning proper methods of formula preparation, warnings regarding health hazards caused by inappropriate preparation etc. In addition, we do not use photographs of babies on containers or in the package labels for the Products, and do not use pictures or expressions that idealize the use of the Products.

- 8) Recognizing that the quality of the Products is an indispensable factor in protecting the health of infants, we manufacture the Products in accordance with standards recognized in the countries and regions where we conduct business, following strict hygiene control and quality control procedures.
- 9) When selling or otherwise distributing the Products, we comply with applicable quality and hygiene standards and local laws and ordinances.

*1 A list of higher risk countries is indicated in Appendix A on the following website.

https://research.ftserussell.com/products/downloads/F4G_BMS_Criteria.pdf

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