



LINDT & SPRÜNGLI

# Lindt & Sprüngli

## Responsible Marketing Policy

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At Lindt & Sprüngli, we are proud to produce premium chocolate. But our vision is not just to make the finest products; it is to match our high quality standards with equally high ethical standards in every aspect of our business. We have therefore established a responsible marketing policy that reflects these values and principles. Our organization is committed to responsible marketing communications, specifically towards: 1) advertising to children 2) encouraging responsible consumption, and 3) nutritional transparency.

### Advertising to children

We commit ourselves to avoid the direct advertising of our products to children when they are most likely exposed to commercial communication without the presence of gatekeepers (e.g. parental supervision). Lindt & Sprüngli has therefore committed to: 1) not advertise its products in media where at least 30% of the audience are children under 12 years, and 2) not engage in any communication related to our products in primary and secondary schools.

The above advertising commitments apply to the following covered media: TV, radio, print, cinema, online, direct marketing, product placement, interactive games, outdoor marketing, mobile and SMS marketing.

Furthermore, all messaging in advertising, on packaging and on in-store materials are directed to gatekeepers. While some of our products make great gifts for children, no advertising or promotional material will be developed to appeal primarily to children under 12.

As a sign of our commitment to the policy and to ensure external validation, Lindt & Sprüngli has signed up to the EU Pledge (<https://eu-pledge.eu/>) which includes a third party audit. Additionally, Lindt & Sprüngli is actively seeking equivalent pledges in other regions where we operate.

### Encouraging responsible consumption

Our communications will not encourage or condone excessive consumption by: 1) never exceeding recommended portion sizes, and 2) never portraying unhealthy or inappropriate consumption of Lindt & Sprüngli products.

### Nutritional transparency

We believe that transparent information and product labelling is fundamental. We are therefore committed to displaying clear and easily understandable nutritional information and calorie guidelines on pack. Therefore, we continuously seek to simplify our ingredient lists and reduce artificial additives.