



Responsible Marketing Global Policy



OBJECTIVE

Ensure our marketing practices are done responsibly and in compliance with local and national regulations (where we operate) across all of Sigma's brands, taking into consideration communication requirements for each particular audience to protect and promote consumer confidence, and allow them to make informed choices.

DEFINITIONS

Children:

People under thirteen years old.

Teens:

People from thirteen to seventeen years old.

POLICY

As a multinational food Company with global brands that millions of consumers enjoy every day, we understand that responsible marketing is vital for our business, as it builds and preserves the consumer's trust in our brands.

Our Commitments:

We ensure our marketing practices provide legal, honest, decent, and truthful information about our products, and are consistent with internationally accepted best practices.

We comply with all laws and regulations in the countries where we operate.



Sigma's marketing communication practices include:

- When communicating product claims, we ensure they are substantiated by scientific evidence (internal and/or from third parties) and comply with local regulatory frameworks.
- When communicating specific product nutritional or health benefits, we share truthful statements to the best of our knowledge, aiming to not mislead consumers concerning any of those characteristics.
- When products are presented in the context of a meal, a reasonable variety of foods is shown to reflect a “healthy plate” as recommended by government agencies.

Additionally, Sigma's marketing communication considers the audience each product is being marketed to, therefore our brands targeted to Children or Teens:

- Do not exploit their inexperience or credulity (for example, exaggerating the true size, value, nature, durability, and performance of the product).
- Do not use any statement or visual treatment that could have a mental, moral, or physical harming effect.
- Do not suggest that failure to possess or consume our products may lead to friend or peer group rejection.
- Unless proven by scientific evidence, do not suggest that possession or use of the promoted product will give a Child or Teen advantages over other Children or Teens, or that not possessing the product will have the opposite effect.
- Do not undermine the authority, responsibility, judgement, or tastes of parents, regarding relevant social and cultural values.

Governance:

Each Marketing Leader of the Organizational Units (OUs) and Business Units (BUs) within Sigma has a process for reviewing and approving marketing campaign materials to, among other things, drive compliance with this Policy and local regulations.

With discretion of each OU or BU, the process may require approval of the Marketing VP (or equivalent) and/or the OU's CEO prior to the release of any content. It also may require legal consultation, especially when any uncertainty arises with this Policy or a local regulation.