

Glico Group Breast-milk Substitutes Marketing Policy

The World Health Organization (WHO) adopted the "International Code of Marketing of Breast-milk Substitutes" ("the WHO Code") to prevent impairment of breast-feeding and adverse impact on the health of infants and young children due to excessive advertising and inappropriate use of breast-milk substitutes, such as infant formula.

The Glico Group supports the WHO's recommendation to breast-feed in the first six months of age and then introduce appropriate complementary foods in addition to breast-feeding. Therefore, we will promote our marketing activities in accordance with the guidelines shown in 1 through 6 below.

[Guidelines]

1. In marketing our infant formula products* ("Our Products"), we will comply with the laws and regulations of each country/region in which we conduct business, and will be engaged in activities respecting the WHO Code.

*Products targeting infants up to about twelve months of age.

2. We provide objective information when governments or medical institutions request information on Our Products.
3. As for Our Products, we do not engage in sales promotion activities targeting the general public.
4. We cooperate with medical institutions, social welfare organizations, disaster relief organizations and so forth when such cooperation is requested.
5. We print on Our Products not only the superiority of breast-feeding but also the information necessary for safe and appropriate use of Our Products. Further, we do not use pictures or texts which may idealize the use of Our Products.
6. We educate our officers and employees* for securing compliance with these guidelines. Also, we ask our partner companies to respect these guidelines.

*The term "officers and employees" in these guidelines means officer(s) (including, but not limited to, directors, auditors and officers) and employee(s) (including, but not limited to, contract employees and temporary workers) of Glico Group.

Established in December 2023