



# 1<sup>ST</sup> GLOBAL ICE CREAM BRAND WITH A "RESPONSIBLY MADE FOR KIDS" PROMISE

**W**e at Wall's believe that **everyone deserves a little joyous treat** from time to time. We therefore strive to ensure our products offer something for everyone: no matter if you like biting or licking, scooping or munching, sweet or sour, or both ... our aim is to offer the yummiest ice cream to brighten up your day and bring a smile to your face!

Our **most precious consumers are kids** and although we appreciate how a simple thing like an ice cream can bring them instant joy, we are not just about the fun! As a global ice cream maker, we seriously consider our role and impact.

It is our **mission to offer permissible treats** that empower parents and caregivers **to make better choices that also bring happiness, joy and excitement to their kids.**

That's where our "Responsibly Made for Kids" promise comes in!

## WHAT IS "RESPONSIBLY MADE FOR KIDS"?



We want to support parents and kids to make good choices, especially in the challenging context of rise in childhood obesity, the impact of social media and the vast number of products to choose from.

To achieve that, we are stepping forward making a clear promise that is built around **Responsibly Communicated, Responsibly Sold and Responsibly Developed.**

## 1 RESPONSIBLY COMMUNICATED



At Wall's we love connecting with our consumers, so we are diligent in the ways we go about doing it. Our foundation of **refraining from any form of communication to kids under the age of 6** remains firmly in place. We have also made **significant revisions<sup>1</sup>** to our marketing principles which apply to our global kids' ice cream portfolio.

- We will not intentionally target any **paid Marketing Communications** to children aged under 16. This includes no Marketing Communications where children aged under 16 represent over 25% of the audience.
- We will **not use influencers** such as celebrities, social media stars or others **who appeal primarily to kids under 16,**
- **nor use influencers who are younger than 16 years of age themselves.**
- We are also making a significant change in our marketing communications model by **fully shifting communication to parents** as we believe parents/caregivers should be the decision maker when it comes to their kids having a treat.

## 2 RESPONSIBLY SOLD



Every day, consumers around the world excitedly seek out their favourite Wall's ice creams while scanning through the price card. Since we know that children under 16 will be exposed to our products at point of sale, we use our Point of Sale Communications to indicate to parents and caregivers which products are 'Responsibly Made For Kids, so that they can make a responsible choice when buying our products.

For this, we have created certain signposts. Our kid's product packs and price cards will carry the **Responsibly Made for Kids** logo to help parents and caregivers identify products especially made for kids.

## 3 RESPONSIBLY DEVELOPED



We believe kids should be able to enjoy a delicious ice cream as an occasional treat and therefore we have taken great care in the design of our **"Responsibly Made for Kids"** product range. It means that our global kid's ice cream portfolio will adhere to carefully self-imposed nutritional standards, set out in **Unilever's Highest Nutritional Standards**, which are based on the WHO dietary guidelines. We have taken into account how much of a specific product category is normally consumed, and then translated the WHO guidelines into nutrition criteria per product category.

Every Wall's kids ice cream will have **no more than 110 calories, a maximum of 12 grams of sugar and 3 grams of saturated fat per portion** and we are continuously working to further improve this.

## RESPONSIBLY MADE FOR KIDS

These three fundamentals come together in our "Responsibly Made for Kids" promise. It is our genuine commitment to kids, to everyone, which involves how we develop and position our ice cream products. It is the promise of spreading happiness amongst kids through fun, tasty and responsible ice cream treats and we bring it to life through the visual on some of our communication materials, on our packaging and on the price cards.

<sup>1</sup>Details can be found in Unilever's principles on responsible food and beverage marketing to children, update issued October 2022