



THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE COMPANY ACTION PLAN

COMPANY NAME: Coca-Cola South Pacific

DESCRIPTION OF CORE BUSINESS: Coca-Cola South Pacific offers a wide range of refreshing beverages to meet the needs of people of all ages and lifestyles, including diet and regular sparkling beverages, fruit juices, fruit drinks, water, teas, sports drinks and dairy-based drinks. We are committed to offering people the beverage choices that suit their needs.

Our brands include Coca-Cola, Diet Coke, Coke Zero, Sprite, Sprite Zero, Fanta, Fanta Zero, Lift, POWERADE, Nestea, Pump, Pumped, Goulburn Valley, Mother, glaceau vitaminwater, Neverfail and Peats Ridge.

STATEMENT OF COMPANY COMMITMENT: Coca-Cola South Pacific respects and supports the primary role that parents, guardians and other caregivers play in the broad range of decisions affecting the lives of young children, including choices about diet and lifestyle. Consequently, we believe decisions about the beverages children drink should belong to those most responsible for their care. Based on that belief, we have reaffirmed our guidelines.

In keeping with our local policy that has been in place since 2000, Coca-Cola South Pacific and our local bottling partner do not aim or direct any media marketing activity from any source to children under the age of 12.

The intent of this policy is to impose limitations and conditions on marketing to children under 12 and to prevent interference with parental guidance with regard to diet. To view our entire policy, refer to the attached document titled 'Coca Cola South Pacific Marketing to Children Policy 2008.pdf'.

CORE PRINCIPLES:

We will meet each of the core principles outlined in the Responsible Children's Marketing Initiative by:

Advertising Messaging .1

Coca-Cola South Pacific will undertake no direct targeting of children under 12 years in any media for any brand messaging. This applies to all media and all beverages.

Advertising Messaging .2

Coca-Cola South Pacific will undertake no direct targeting of children under 12 years in any media for any brand messaging. This applies to all media and all beverages.

Use of popular personalities and characters

Coca-Cola South Pacific will undertake no direct targeting of children under 12 years in any media for any brand messaging. This applies to all media and all beverages.

Product placement

Coca-Cola South Pacific will undertake no direct targeting of children under 12 years in any media for any brand messaging. This applies to all media and all beverages.

Use of products in interactive games

Coca-Cola South Pacific will undertake no direct targeting of children under 12 years in any media for any brand messaging. This applies to all media and all beverages.

Advertising in schools

We will not promote our brands to children under 12 years in schools and will respect their classrooms as a commercial-free zone. This is not intended to prevent the Company or its local bottler from offering appropriate added-value programs to schools that encourage physical activity, academic achievement and positive youth development. In keeping with this policy, any Company or bottler added-value programs in primary schools will not carry product branding. When we support programs in the schools, it is our policy to focus on activities that promote physical activity and provide education about balanced nutrition and healthy habits. This policy supports our conviction we have a role to play in supporting health and nutrition awareness programs.

Use of premium offers

Marketing or advertising for products bearing trademarks owned by The Coca-Cola Company, such as clothing, toys, novelties and collectibles, are subject to the same guidelines. That is, Coca-Cola South Pacific will undertake no direct targeting of children under 12 years in any media for any brand messaging. This applies to all media and all beverages.

SCIENTIFIC OR GOVERNMENT STANDARDS:

In determining which of our products are considered acceptable for advertising to children under 12, we have used the following scientific or government standards to determine that those products represent a healthy dietary choice:

List standards used.

Not applicable as Coca-Cola South Pacific will undertake no direct targeting of children under 12 years in any media for any brand messaging. This applies to all media and all beverages.

MEDIA

This initiative applies to television, radio, print, cinema and third-party internet sites where the audience is predominantly children and/or having regard to the theme, visuals, and language used are directed primarily to children.

We will not directly target children under 12 in any media for any brand messaging. We will not advertise in print or broadcast media primarily directed to younger children or in venues frequented by unsupervised children. Media for brand messaging includes above the line advertising, sponsorships, point of sale, promotions or internet activity and sites.

COMPLIANCE AND COMPLAINTS

We agree to abide by any decision or ruling made by the appointed arbiter in relation to the execution of this plan.

REPORTING

We will provide a report of our marketing activity against this plan on an annual basis; due by the end of February each year.

Coca-Cola South Pacific Advertising and Promotion to Children Policy

The Coca-Cola system offers people around the world a wide range of refreshing beverages to meet the needs of people of all ages and lifestyles, including diet and regular sparkling beverages, fruit juices, fruit drinks, water, coffees, teas, sports drinks and dairy-based drinks. We are committed to offering people the beverage choices that suit their needs.

The Coca-Cola system respects and supports the primary role that parents, guardians and other caregivers play in the broad range of decisions affecting the lives of young children, including choices about diet and lifestyle. Consequently, we believe that decisions about the beverages that children drink should belong to those most responsible for their care. Based on that belief, we now reaffirm and update the following guidelines.

In keeping with a policy that has been in place for more than half a century, Coca-Cola South Pacific and its local bottling partners do not aim or direct any media marketing activity from any source to children under the age of 12.

The intent of this policy is to impose limitations and conditions on marketing to children under 12 and to prevent interference with parental guidance with regard to diet. This policy is not intended to prevent the Company or its local bottlers from engaging in advertising or promotional efforts directed to activities of a family nature.

There is no objection to offering school children under 12 years of age tours or visits to a local production facility, or to depicting children under 12 years of age participating in such tours or visits. This is a news item as distinguished from a direct advertisement.

The Coca-Cola Company will adhere to the following guidelines:

1. **No direct targeting of children under 12 in any media for any brand messaging.**
 - This policy applies to all media and all beverages.
 - In the selection of quality media programming, regardless of the sources, we shall limit ourselves to programs designed to appeal to audiences consisting of at least 50% adults and/or teenagers. We will not advertise in print or broadcast media primarily directed to younger children or in venues frequented primarily by unsupervised children.
 - Media for brand messaging includes above the line advertising, sponsorships, point of sale, promotions or internet activity and sites.
2. **Do not show children under 12 in advertising or promotional materials consuming the Company's beverages.** It is acceptable to market brands that appeal to children, as long as marketing efforts for those brands are directed to their parents or those responsible for their care.
3. **Company-sponsored sampling events will be directed to people over the age of 12.** While sampling of our beverages to young children in the presence and with the support of a parent or other responsible adult is acceptable, sampling personnel will not provide samples to unsupervised children under 12.

4. **We will not promote our brands to children under 12 in schools and will respect their classroom as a commercial-free zone.** This is not intended to prevent the Company or its local bottlers from offering appropriate added-value programs to schools that encourage physical activity, academic achievement and positive youth development. In keeping with this policy, any Company or bottler added-value programs in primary schools will not carry product branding. When we support programs in the schools, it is our policy to focus on activities that promote physical activity and provide education about balanced nutrition and healthy habits. This policy supports the system's conviction that it has a role to play in supporting health and nutrition awareness programs.
5. **This policy applies only to beverages sold under brands owned by The Coca-Cola Company.** Other companies are independently responsible for the advertising and promotional standards they practice. The Company will encourage other companies not to involve its brands and trademarks in advertising and promotion programs that are contrary to our policy.
6. **Marketing or advertising for products bearing trademarks owned by The Coca-Cola Company, such as clothing, toys, novelties and collectibles, are subject to these same guidelines.**

Last Updated June 2007