
THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE

COMPANY ACTION PLAN

COMPANY NAME: General Mills Australia Pty Ltd (**General Mills Australia**)

DESCRIPTION OF CORE BUSINESS: General Mills is a leading global food company whose purpose is to make food the world loves.

In Australia, General Mills brands include, Old El Paso™, Latina™ Fresh, Betty Crocker™, Nature Valley™, Haagen-Dazs™ Fibre One™ and Pecks™.

STATEMENT OF COMPANY COMMITMENT:

General Mills Australia is part of the worldwide General Mills Inc group (**General Mills**). At General Mills, we make food the world loves. We put our consumers first and strive to earn their trust every day. We hold ourselves to the highest standards for responsible marketing.

CORE PRINCIPLES:

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

Advertising Messaging 1

Because of the nature of our brands, we do not advertise to children under 12 in Australia and currently have no plans to do so.

Advertising Messaging 2

Because of the nature of our brands, we do not advertise to children under 12 in Australia and currently have no plans to do so.

Use of popular personalities and licensed characters

Because of the nature of our brands, we do not advertise to children under 12 in Australia and currently have no plans to do so.

Product placement

We do not pay for or seek product placement of our products into children's programs or media primarily directed at children under 12.

Use of products in interactive games

We do not use any of our products in interactive games primarily directed at children under 12.

Advertising in schools

We do not market our products to children in schools, to school groups or through school groups.

Use of premium offers

We do not advertise premium offers primarily directed at children under the age of 12 years old.

SCIENTIFIC OR GOVERNMENT STANDARDS:

Because of the nature of the nature of our brands, we do not advertise to children under 12 in Australia and currently have no plans to do so.

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 make the following commitment: While we do not advertise to children under 12 in Australia, General Mills is committed to maintaining the highest standards for responsible advertising.

CHILD MARKETING NUTRITION STANDARDS:

In all markets around the world, General Mills has committed that it will not direct any marketing to children under 12 for any product unless that product meets strict nutrition standards ("Nutrition Standards"). In the United States, the applicable Nutrition Standards are those established by the Children's Food and Beverage Advertising Initiative ("CFBAI"), which is operated by the Better Business Bureau. We are a founding member of CFBAI and a variety of analogous self-regulatory programs around the world. In any market where we are a member of such a program (or where specific regulatory requirements exist), we apply the Nutrition Standards that are applicable in that jurisdiction (in lieu of applying the CFBAI Nutrition Standards). In all other markets, we apply the CFBAI Nutrition Standards, thereby assuring that our commitment is global, including Australia.

If a product does not meet the Nutrition Standards:

- the product will not be advertised on children's programming, defined as any program for which 35 percent (or more) of the total viewing audience is under age 12;
- the product will not participate in digital or interactive marketing activities (including websites, blogs, games, etc.) directed to children under age 12; and
- the product will not participate in promotion marketing activities (including sweepstakes, contests, premiums, sponsorships, etc.) directed to children under age 12.

COMPLIANCE AND COMPLAINTS:

We are committed to ensuring that we abide by the principles in this Company Action Plan and will implement appropriate internal guidelines for review of advertising.

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.