



THE HERSHEY COMPANY

Global Marketing Principles

Hershey is committed to the responsible marketing of our products. Our strong values guide our behavior in all aspects of our brand-building work, and we apply these values to all consumer communications worldwide

Hershey will apply its Global Marketing Principles to all forms of media designed for consumers, including broadcast and cable television, print advertising, radio, online and digital advertising and video.

At The Hershey Company, we make the chocolate brands that people love. Hershey's Mission Statement, *Bringing sweet moments of Hershey happiness to the world every day*, summarizes our company, our people, our past and our future. Our history of producing the world's best treats goes back more than 100 years. We take great pride in our brands and in the fun and enjoyment our products add to the lives of our consumers.

Hershey has a distinguished record of supporting the well-being of children through our relationship with Milton Hershey School. The School was established by the company's founder in 1909 and provides a nurturing environment, quality education, housing, and medical care at no cost to children in social and financial need. The School is administered by the Hershey Trust Company, Hershey's largest shareholder, making the students of Milton Hershey School direct beneficiaries of Hershey's success.

[Hershey's Track & Field Games](#) promote healthy lifestyles and physical fitness among children ages nine to 14 throughout North America. Founded in 1975, Hershey's Track & Field Games has grown from a local playground event in a single community to an international program. More than 10 million children from the United States and Canada have participated in the Hershey's Track & Field Games to date. Hershey also sponsors the *Hershey's Tour de Pink*, a four-day bike ride from Hershey, Pa., to New York City, to help raise awareness for breast cancer. The ride benefits the Young Survival Coalition, the premier non-profit network of breast cancer survivors and supporters dedicated to addressing the concerns and issues unique to young women and breast cancer.

The following principles reflect our values and apply to the marketing of all of our products around the world.

1. General Marketing Principles

- Hershey's brands and products generally appeal to people of all ages. All our products may be enjoyed when consumed in moderation and in connection with a balanced diet and an active lifestyle.
- Hershey's consumer communications reflect the diversity of our consumers and the cultural values of local markets wherever we do business around the world. We try to avoid social stereotyping and we incorporate minority and other groups in advertisements and present positive role models whenever possible.
- Hershey advertises accurately, truthfully and fairly, and in a fashion consistent with local laws and accepted practices where the Company has operations around the world.

2. Advertising to Children

- Parents play a crucial role in teaching children healthy eating habits and the appropriate role of treats and snacks in a balanced diet. Hershey supports this parental gate-keeping role, particularly in connection with children under the age of 12.
- Hershey is proud of the positive role its products can play in raising funds for a wide range of organizations and programs, including elementary and secondary schools. We do not advertise to children or youth in school settings. By agreement we allow selected third parties to display our well-known brands on a variety of high-quality food and nonfood items to be sold in various outlets throughout the world, but we do not license our brands for use on educational materials or materials intended for use primarily in elementary or secondary schools.
- When children are portrayed in our advertising, we strive to show them demonstrating positive personal qualities and behaviors, such as being honest and respectful of others, and taking safety precautions.
- In the markets where we advertise to children, we take into account the limited knowledge, experience, sophistication and maturity of children and advertise in a manner that is fair and appropriate for them.

3. Application and Governance

- The Hershey Company participates in a number of industry self-regulation organizations to promote responsible children’s advertising and to ensure that advertising directed to children is not deceptive, unfair or inappropriate for its intended audience.

In the United States:

- Hershey is a participant in the Council for Better Business Bureau (“CBBB”) Food and Beverage Advertising Initiative (“CFBAI”). Hershey’s CFBAI pledge can be viewed at <http://us.bbb.org/WWWRoot/SitePage.aspx?site=113&id=9a35a6f9-6768-4ad6-8b1d-9bb1039da8cd>
- Also in the United States, Hershey is a supporter of CARU (the Children’s Advertising Review Unit of the CBBB). The CARU Guidelines may be viewed at <http://www.caru.org/guidelines/index.aspx>
- Hershey is a member of the Healthy Weight Commitment (HWC), a program developed by more than seventeen major food manufacturers and retailers. HWC has three core areas of focus: the Healthy Schools Partnership, workplace fitness and nutrition programs, and marketplace initiatives such as product innovation, packaging changes and better communication of the caloric value of product. The Healthy Schools Partnership, developed in conjunction with PE4Life and the American Dietetic Association, works in schools to increase physical activity and nutrition education.

In Canada:

- Hershey is a participant in the Children’s Food and Beverage Advertising Initiative administered by Advertising Standards Canada. Hershey’s pledge can be viewed at: http://www.adstandards.com/en/childrensinitiative/Hershey_E.pdf.

In Mexico:

- In Mexico, Hershey is a participant in developing the Con Mexico industry self-regulatory initiative.
- Hershey’s Communications/Advertising Review Board (C/ARB) reviews all consumer communications for consistency with these principles and the programs mentioned above.