

Children’s Food and Beverage Advertising Initiative
Mars, Incorporated Pledge

Mars, Incorporated (“Mars”) is a participant in the Children’s Food and Beverage Advertising Initiative (CFBAI), a self-regulation program with the goal of improving the landscape of food and beverage advertising directed to children. Mars supports CFBAI’s objectives and is committed to its Core Principles. Mars is pleased to submit this restated pledge, which is consistent with its previous CFBAI pledges and reflects CFBAI’s Core Principles, 7th ed. (2024).

I. Identifying Information

1. *Corporate Contact Information:*

Mars, Incorporated
6885 Elm Street
McLean, VA 22101

www.mars.com

2. *Individual(s) responsible for overall implementation of the Pledge:*

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U.S. Public Affairs Director – Health & Nutrition
Mars, Incorporated
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3. *Entities covered by the Pledge:*

Mars, Incorporated (“Mars” or “the Company”) on behalf of all Mars human food businesses (hereafter “Mars Pledge Entities”).

Brand(s) and/or product line(s) covered by the Pledge: The Company’s pledge covers all U.S. human food products. See the www.mars.com website for our covered brands and product lines.

Mars, on behalf of Mars Pledge Entities, commits that it will not advertise any covered products in advertising primarily directed to children under 13, in accordance with its pledge below. Mars applies additional commitments to its advertising to children that go further, as detailed in the [Mars Marketing Code for Human Food](#). Should any Mars Pledge Entity in the future decide to advertise products that comply with CFBAI’s nutrition criteria in advertising primarily directed to children under age 13, Mars will notify CFBAI and will provide information

regarding such products to CFBAI prior to advertising them so that CFBAI can assess whether the foods meet CFBAI's nutrition criteria and publicly indicate that the products qualify, and effectively monitor the Company's compliance with its Pledge.

II. Core Principles

1. Advertising Primarily Directed to Children under Age 13

Mars commits that it will not engage in advertising primarily directed to children under 13 in covered media.

2. Covered media

The Mars advertising commitment applies to all forms of marketing communications across all media. For the specific purposes of CFBAI's monitoring, the following media are "covered media":

- Television
- Radio
- Print
- Internet/Digital media, including but not necessarily limited to:
 - Company-owned websites
 - Third-party websites, including display, banner, pop-up, audio or video advertising¹
 - Mobile apps or mobile media, including advertising on phones, laptops, tablets, other personal digital devices, in whatever form, including email, text, IM or SMS messaging
- Platforms (e.g., YouTube) that may have content or channels that are primarily directed to children²
- Video and computer games that are primarily directed to children under age 13
- Marketing for movies and other video content that is primarily directed to children under 13.
- Word of mouth and influencer marketing.⁷

¹ User-generated content that is not under the control of Mars is not covered by the Core Commitments.

² As provided in CFBAI's Core Principles, advertising on a platform that uses valid age verification to restrict access presumptively is not primarily directed to children under age 13. Mars has enhanced advertising restrictions to advertising on digital platforms, regardless of whether the platform uses an age verification process. For more see our MMC at [Mars Marketing Code for Human Food](#)

⁷ Word of mouth advertising refers to advertising primarily directed to children where a participant provides incentives (financial or otherwise), product samples or other support to individuals or groups who are not employees to encourage such individuals or groups to discuss the company's branded foods or beverages.

3. Product Placements

Mars commits to not paying for or actively seeking to place Mars Pledge Entity products into third-party program or editorial content of any medium primarily directed to children under age 13 to promote the sale of those products.

4. Product Integrations

Mars commits that it will not pay for or actively seek integration of any Mars Pledge Entity foods or beverages in any medium primarily directed to children under age 13, including in interactive games or other digital content.

5. Influencers

Mars commits to not using influencers to promote Mars Entity products in communications primarily directed to children under 13.

6. Licensed Characters, Celebrities and Movie Tie-Ins

Mars commits that its use of third-party licensed characters, celebrities (including athletes) and movie tie-ins will be consistent with its advertising commitments set forth above.⁹

7. Advertising in Elementary and Middle Schools

Mars commits to not advertising Mars Entity food and beverage products to children and adolescents in elementary and middle schools, pre-K through 8th grade. This includes but is not limited to advertising on or through the following items:

- Posters
- Scoreboards
- School buses
- Pencils, book covers, and other school supplies offered for sale in school
- Textbooks
- Tray liners, cups, napkins, plates
- Coolers
- Food samples and taste tests

This commitment does not apply to displays of foods and beverages that identify foods that are for sale; fundraising support; public service messaging; curriculum materials; items given to school administrators for their personal use; charitable donations, or sponsorships. Any activity is additionally covered by the Mars Marketing Code for Human Food.

⁹ This commitment does not apply to the use of company-owned characters.

III. Definitions of Child-Directed Advertising

Mars will use the following criteria to define advertising primarily directed to children and to demonstrate compliance with CFBAI's Core Commitments.

Measured media. For measured media, Mars will define "advertising primarily directed to children" as advertising for which children ages 2-12 constitute at least 25% of the expected audience (the "audience threshold"). The audience demographics that determine compliance with this audience threshold will be measured in media impressions expected to be received by specific demographic groups at the time the advertising is purchased, based on reliable third-party information (e.g., Nielsen ratings for TV or comScore data for digital media).

Mars typically purchases television advertising once annually, well in advance of when the advertising will air, on a daypart or timeblock basis. Advertising placed in purchased dayparts or timeblocks will be identified as compliant for purposes of CFBAI based on an analysis of the annualized audience composition data for the block of time purchased.

Digital and online media. For "contextual advertising," which is served based on the content that is adjacent to the ad or in which the ad is placed, Mars will determine whether such content is child-directed based on an assessment of the composition of the audience for that content (if known) or, where reliable audience composition data is not available, an assessment of multiple factors related to that content.

Where audience composition is known, Mars will consider such advertising primarily directed to children if 25% or more of the audience for the site, app, or content in which the ad is placed are children under age 13. Where audience composition data is inadequate to make this determination, such advertising will be deemed primarily directed to children if the ad is placed in content that appears to be child-directed based on an evaluation of multiple factors related to that content, including whatever age demographics for the site or digital content may be available, an assessment of the overall nature of the content, including but not limited to the subject matter of the site or video, the visual content, the language used, the kind of music or audio content, the difficulty of game play, the influencer or influencers featured in the content, actions taken to restrict children's access to the site or content, and content identifier tools that indicate whether content is child-directed provided by platforms or content developers.

Other digital advertising (not "contextual advertising") is targeted to the audience for that ad in a variety of ways. Mars will meet its CFBAI commitments when placing such "targeted advertising" in digital media by using reliable age-targeting tools and/or other interest-based or behavioral factors to avoid serving ads for foods that do not meet CFBAI's Uniform Nutrition Criteria to children. These tools include:

1. Age-targeting (based on cookie data or other age indicia) to audiences other than children;

2. Targeting based on interest-based or behavioral data to audiences other than children;
3. Exclusion lists of specific sites, channels or other content that are directed to children; and
4. The use of relevant topic, keyword, or content classification or identification systems or filters provided by the platform owner or content developer (e.g., an app developer) to avoid advertising to children.

IV. ADVERTISING TO CHILDREN UNDER SIX YEARS OLD

Mars commits to not engaging in advertising primarily directed to children under six.