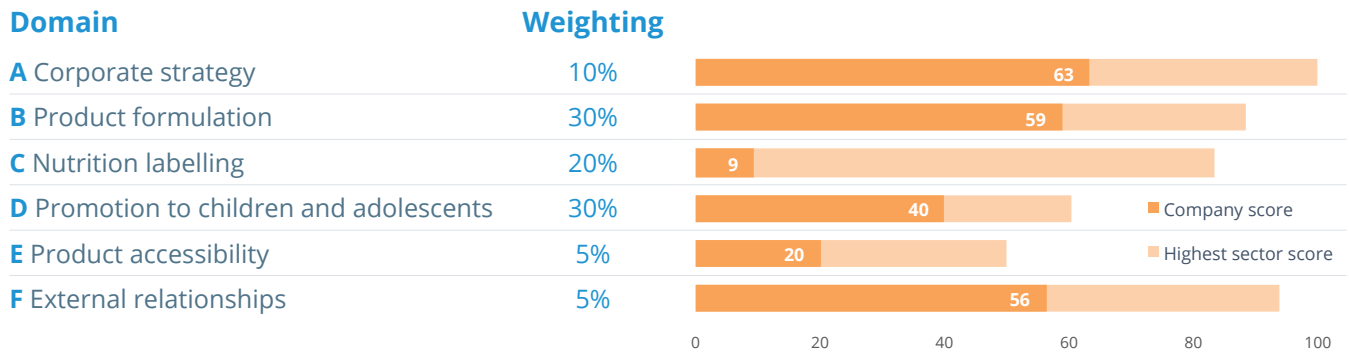


Mondelēz*

13th OUT OF 19 FOOD AND BEVERAGE MANUFACTURERS

42 OVERALL SCORE (OUT OF 100)



Areas of strength

- A| Corporate strategy** - Mondelēz identifies nutrition and health as an area of focus for the company at the global level. Globally, it reports against some of its nutrition and health objectives and references priorities laid out by the WHO
- B| Product formulation** - Mondelēz has set global reformulation targets to reduce levels of sodium, artificially produced trans fat and saturated across the company's portfolio
- E| Product accessibility** - Mondelēz makes a commitment that 25% of its revenue will come from its 'healthier' product range by 2020

Prioritised recommended actions for Mondelēz

- 1| Elevate** nutrition and health as a priority focus area within the business at the national level, and report on progress against Australia-specific health and nutrition objectives
- 2| Implement** a strengthened policy for reducing promotion of 'less healthy' products/brands that applies to children and adolescents (**up to the age of 18**), across all media channels, and includes all times/events when a large number of children /adolescents are likely to be exposed. Adopt government guidelines for classifying the healthiness of foods
- 3| Develop** and publicise specific, time-bound reformulation targets for the reduction of free sugars across the company's portfolio
- 4| Commit** to full implementation of the Health Star Rating system across all relevant products, with specific roll-out plan
- 5| Provide** comprehensive online information for all products in the company's portfolio
- 6| Commit** not to sponsor sporting and community events that are popular with children/families using 'less healthy' products and brands
- 7| Eliminate** use of promotion techniques (e.g., cartoon characters, interactive games) with strong appeal to children in relation to 'less healthy' products and brands
- 8| Commit** to work with retailers to increase the prominence of healthier products relative to 'less healthy' products in-store (e.g., through shelf space and strategic placement) and in promotional catalogues

*Assessment based on publicly available information only