

FOSTER'S GROUP LIMITED

Foster's Alcohol in the Community Policy incorporating Responsible Marketing Guidelines

OUR POLICY

Foster's Group aims to ensure that its products are in all cases enjoyed responsibly and by informed adults. Minimising the potential negative impacts of alcohol misuse on individuals, their families and the broader community is a shared responsibility and one which we take seriously.

Our commitments and how we are fulfilling them

Foster's Group commits itself to:

1. Being a responsible producer and marketer of alcohol beverages;
2. Promoting the responsible consumption and service of alcohol;
3. Minimising potential harm to consumers and our community as a result of consumption of our products; and
4. A process of continuous improvement towards these goals.

Foster's Group fulfils this commitment by:

1. Supporting education campaigns and forging partnerships to raise awareness of alcohol / health issues and promote responsible consumption practices. This means engaging on many levels from local to international, with a range of stakeholders including the community, educators, health professionals, government and industry. Foster's Group places particular emphasis on vulnerable groups and on issues of community concern.
2. Ensuring our marketing and advertising abide by both the letter and the spirit of all relevant standards, including those contained in the voluntary Alcoholic Beverages Advertising Code to which we subscribe, and our own Responsible Marketing Guidelines.
3. Leveraging our relationships with retailers and other business partners to promote responsible service and consumption of alcohol on-premise.
4. Ensuring that consumers are fully informed about our products, including through clear labelling which specifies as much information as practicable about the product and its alcohol content.
5. Extending these commitments to each of our subsidiaries in all locations around the globe.

Responsible Marketing Guidelines

Overriding Principles

Key Elements of Responsible Marketing Guidelines

- Product design
- Communication with consumers via media
- Direct communications with consumers
- Who needs to know Foster's guidelines?
- Monitoring

Foster's Group Limited is a global producer and marketer of premium beer, wine and spirit beverages which are enjoyed by millions of consumers around the world.

Foster's brands have always played a special role at gatherings, celebrations and social occasions and wherever fine beverages are consumed.

As a marketer of alcohol beverages we recognise the positive contribution Foster's can make in depicting moderate, responsible consumption as an enjoyable part of healthy life-styles and discouraging irresponsible and hazardous drinking patterns.

This guideline establishes a framework for responsibly marketing Foster's range of drinks worldwide. It is important to recognise that Foster's and its divisions incorporate the guideline in marketing all Foster's brands.

Furthermore, we recognise that marketing incorporates a wide range of functions including product design, packaging, naming, advertising and many other promotional activities. This holistic approach ensures that the principles of responsibility remain integrated with all aspects of Foster's beverages and their promotion.

Overriding Principles

Marketing should:

- Accord with the mandatory and voluntary codes that exist in the markets where Foster's brands are sold. Where such codes are absent or do not include items in this guideline, the Foster's guideline should be used. Further, there may be opportunities for Foster's to assist in developing voluntary industry codes where they are absent or still being developed.
- Recognise the cultural, legal and ethical norms of the communities in which it operates.
- Always be honest and fair.
- Recognise the social responsibility shared by beverage marketers in encouraging responsible consumption of their products, which includes avoiding all aspects of excessive or inappropriate drinking.

Key Elements of Responsible Marketing Guidelines

Product design

The physical attributes of a beverage play a role in conveying a message of responsibility. These features include clear information about alcohol content, the style of packaging and the brand name.

- The alcohol content of drinks should be clearly labelled (in line with existing regulations) so that consumers are aware how much alcohol they will consume. Furthermore, the physical presentation of a beverage should not purport to be any non-alcoholic product.
- Beverages should not be designed to attract underage drinkers. This requires consideration of the shape and colouring of packages and labels, the naming of the beverage and any reflection of non-alcoholic products that are popular with minors or people under the legal drinking age.
- Products should not appear to have any association with violence, generally offensive behaviour or any illegal behaviour or activity; for example association with illicit drugs should not be used.

Communication with consumers via media

This section deals with the range of drinks marketing communications via various media, including public relations, advertising in print, signage and electronic formats, consumer contests and sponsorships.

- Communications should not encourage or depict excessive drinking or irresponsible drinking. They should also not ridicule abstinence in any way.
- Communications should be directed at and depict adult drinkers. The content of television commercials should target adult audiences and use actors in drinking situations who are and appear to be 25 years of age or older.
- Communications should not involve endorsement by celebrities who are exclusively heroes of the young.
- Communications should not claim a beverage has medical or therapeutic values.
- Communications should encourage responsible use of alcohol, or abstinence where appropriate, particularly in relation to skilled activities and/or activities that would be potentially dangerous if drinking precedes or occurs during the activity. It should be clear that consumption by people controlling vehicles, operating machinery, undertaking sporting activities or any other activity where performance can be impaired by alcohol, should take place only after the skilled activity is complete.
- Communications should encourage responsible work practices by ensuring that work activities and success in the work place are not associated with alcohol consumption prior to or during work activities, except where consumption is a component of the work activity, e.g. beverage tasting, etc.
- Communications should depict responsible use of alcohol in celebration, social and other settings but should not attribute personal success in business, social sexual or other aspects of life-style.

Direct communications with consumers

This section deals with marketing that involves face-to-face contact with consumers and potential consumers, such as product tastings and supply of drinks to functions. Such communications often involve third parties including retailers and contract promotional staff.

The free supply of Foster's beverages to consumers for tasting, promotion, by way of support for organisations or events, entertainment of the company's guests or similar purposes should:

- Comply with all legal requirements for such supply.
- Not be made to minors.
- Ensure that consumption is moderate and supply is not made to intoxicated persons.
- Where consumption is not under the direct control of Foster's staff or its agents/contractors the conditions in these guidelines will be provided to those persons in control of dispensing those drinks.
- Be made in good taste and in a manner that is sensitive to the cultural, religious and social norms of the market.
- A specific version of these guidelines pertaining to third party (contractors, retailers, recipients of product grants) control of drinks is provided in the types of circumstances that are addressed in this section of the guidelines.

Who needs to know Foster's guidelines?

These guidelines are important for understanding and implementing Foster's commitment to responsible marketing. It is therefore vital that the guidelines are a public expression so that the company is accountable for these commitments.

So that the guidelines are integrated into everyday practice the guidelines are clearly understood and responsibility for them rests with:

- The Foster's Group President and CEO
- MDs of all Foster's group companies, affiliates and business partners
- Heads of Marketing functions within the Foster's Group, its subsidiaries, affiliates and business partners
- Public Affairs/Relations functions within the Foster's Group, its subsidiaries, affiliates and business partners
- Suppliers of marketing related services – advertising and public relations consultants, media outlets
- Retailers, on-premise service staff and others who receive and dispense Foster's beverages.

Monitoring

Compliance with these guidelines is the primary responsibility of the heads of marketing functions throughout the Foster's Group. This requires assessing and monitoring all marketing activities against these guidelines in a manner that ensures all public materials and activities comply before they are released and/or undertaken. This should follow other marketing sign-off procedures as exist throughout the Foster's Group from time to time.

Complaints regarding Marketing activities in relation to these guidelines will be promptly managed by the responsible Marketing division.