

# FrieslandCampina Corporate Standard on Claims

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| <b>Version</b>             | 4.0                                                                                                                                                                                                                                                            |
| <b>Date of application</b> | December 2023                                                                                                                                                                                                                                                  |
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| <b>Approving body</b>      | Executive Board                                                                                                                                                                                                                                                |
| <b>Target audience</b>     | FrieslandCampina employees, distributors and other partners of FrieslandCampina involved in the marketing and sales of FrieslandCampina branded foods<br><br>Interested members of the public                                                                  |
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| <b>Repository</b>          | <a href="https://www.frieslandcampina.com/sustainability/better-nutrition/responsible-communications/">https://www.frieslandcampina.com/sustainability/better-nutrition/responsible-communications/</a>                                                        |

# FrieslandCampina Corporate Standard on Claims

**The purpose of FrieslandCampina is nourishing by nature. This stands for better nutrition for the world's consumers, a good living for our farmers, now and for generations to come. To support consumers in making healthy and informed choices, they need clear, credible and transparent information. Claims that are made on our brands and branded products should therefore be truthful and meaningful. The objective of this FrieslandCampina Corporate Standard on Claims is to set a framework for all claims that are used in order to support the positive positioning of FrieslandCampina, its brands and branded products.**

## Scope

The FrieslandCampina Corporate Standard on Claims applies globally to all claims, for all communications on pack and off pack of all FrieslandCampina brands and branded products.

## Definitions

Within the framework of this Corporate Standard, the following definitions apply:

### **Claim:**

Any message, statement or representation, which is not mandatory under legislation, including pictorial, graphic or symbolic representation, in any form, which states, suggests or implies that a food has particular characteristics in relation to its origin, nutritional properties, composition, production, nature or any other quality. This definition includes nutrition and health claims.

### **Nutrition claim:**

Any claim which states, suggests or implies that a food has particular beneficial nutritional properties due to the energy, nutrients or substances it contains or does not contain or it contains in reduced or increased proportions.

### **Health claim:**

Any claim that states, suggests or implies that a relationship exists between a food category, a food or one of its constituents and health.

### **Medical claim:**

Any claim referring to preventing, treating or curing a disease. The difference between a health claim and a medical claim lies often in the *phrasing*. In relation to food, medical claims are prohibited, meaning that medicinal properties are not to be attributed to foods.

## General principles

A claim must:

- Be compliant with local legislation, regulations and/or guidelines. In case of absence of local legislation or guidelines, the Codex Alimentarius Standards and Guidelines have to be applied;
- Be credible and substantiated;
- Be understandable to the average consumer;
- Be in line with internal FrieslandCampina Policies, Standards and Guidelines which are applicable in addition to this Standard;
- Have a claimed benefit that should arise from the consumption of a reasonable and defensible quantity of the food (constituent) in the context of a balanced diet; if applicable.

A claim must not:

- Be false, misleading or deceptive;
- Encourage excessive consumption of a food;
- State or imply that a balanced diet supplies inadequate amounts of all nutrients;
- Give rise to doubt about the safety of food in general or in particular.

Medical claims on food are forbidden at all times.

As a nourishing company, FrieslandCampina commits itself to only use health claims on products which meet the nutritional criteria set in the FrieslandCampina Global Nutritional Standards. This commitment applies globally to all FrieslandCampina branded consumer products for the general public.

## Monitoring

FrieslandCampina provides training to assure that employees for whom this is relevant are aware of the *FrieslandCampina Corporate Standard on Claims* and adhere to it. Compliance to the *FrieslandCampina Corporate Standard on Claims* will be monitored on a regular basis. In case of non-compliance, FrieslandCampina will take appropriate actions for improvement.