



JDE PEET'S

# RESPONSIBLE MARKETING POLICY

## INTRODUCTION

At JDE Peet's we unleash the possibilities of coffee & tea through our strong portfolio of brands. These brands are built upon a rich history and heritage and are deeply rooted in the diverse coffee & tea cultures in which we operate. They respect local nuances based on cultural drinking habits, stage of category development and brand heritage. By reflecting these cultures our brands communicate a sense of meaning that meets the needs of local consumers.

Thus our brands bring people together, creating moments of connection and enjoyment, while providing energy and sensory experiences. They give people the freedom to express their individuality and the power to transform themselves, because amazing things can happen over a cup of coffee or tea.

At JDE Peet's we are committed to respecting the needs of our consumers and we seek to earn their trust through everything we do. In order to articulate our commitment to responsible marketing, we have developed a **Responsible Marketing Policy** for use by all those involved in marketing throughout the organisation. This policy is specifically designed for those associates (and third-party agencies) authorised to officially communicate on behalf of JDE Peet's and our brands. The policy defines guidelines and recommended actions for fair and responsible marketing and includes specific guidelines regarding claims, advertising, nutrition, packaging, and DE&I which are particularly relevant to the consumers of our brands.

Our **Responsible Marketing Policy** outlines the ways in which we put our principles and beliefs into practice. In doing so it serves as a statement of commitment from management and senior executives, a guideline for our marketing teams, and a promise to our associates, partners, suppliers and any other parties we interact with.

## SCOPE

The scope of **Responsible Marketing Policy** covers the JDE Peet's marketing departments in all markets. It extends to external global agency partners who support the department by providing services to the marketing department and those authorised to officially communicate on behalf of JDE Peet's and our brands.

  
A COFFEE & TEA  
FOR EVERY CUP

# GUIDELINES

## OUR PRODUCTS POLICY

Since its creation, JDE Peet's has been delighting its consumers with coffee and tea products. The aim of the JDE Peet's Nutrition Program is to protect our healthy nutrition heritage as the consumer trends grow into new beverage segments with higher nutritional values. At the same time, nutrition becomes a key driver to create a better and a more sustainable future. Marketing seeks to innovate and adapt products to further reduce sugar and (saturated) fat levels to contribute to our consumer's healthy diet.

In order to anticipate future national guidelines, the JDE Peet's Research and Development team has started a Healthy Indulgence Program (HIP). This initiative, which involves cross-category specialists, aims to map products in the JDE Peet's portfolio that are high in fat, saturated fat, sugar and salt. The ultimate objective is to find and propose healthier alternatives without impacting consumer preferences.

## OUR CLAIMS AND LABELLING POLICY

Our products are clearly and comprehensively labelled. We seek to display accurate information of our products, for example the nutritional value of products, so that consumers can make informed choices. We comply with product labelling laws and regulations in all markets in which we operate and seek to ensure content of labels are accessible of critical information for consumers.

We communicate the facts about our products and their ingredients honestly and accurately. We do not make misleading comparisons between our products and those of our competitors. All claims made by JDE Peet's and our brands (including on pack, and advertising) in the public domain is validated by external research data. Within the Marketing community there is a robust approval process in place regarding the usage of brand claims including the approval by legal and regulatory teams.

## OUR PACKAGING POLICY

The packaging of our products is critical to ensure great taste, freshness, safety and an attractive consumer experience. But we recognise that some packaging becomes waste and that its lifecycle must be managed to limit the environmental impact.

That's why we are working hard to reduce the amount of packaging material without compromising on the product quality. Where packaging is absolutely required, we aim to provide consumers with responsibly packaged products and optimised end-of-life solutions.

Delivering against our packaging commitments requires significant technical development and effort across our entire organisation. But the intention of our efforts is clear: to minimise the impact of the packaging we use on our planet. We focus on 3 areas:

### REDUCE

Our reduction target creates immediate environmental benefits and allows us to make an impact in places where collection and recycling facilities do not exist. It also challenges our packaging engineers and marketers to find the most efficient ways of delivering our products to our customers and consumers.

### REUSE, RECYCLE, COMPOST

In addition, we want to address packaging waste and pollution by moving towards packaging that is designed to be recyclable, compostable or reusable. Reusability creates routes to new business models in which packaging is used over and over again.

### RECYCLED CONTENT

In order to close the loop, we aim to maximise recycled content in our packaging, while ensuring compliance to relevant and applicable local laws and regulations.

Our efforts are guided by our vision for our packaging sustainability "A Planet Free of Packaging Waste" by 2025.



## OUR ADVERTISING POLICY

Every day we engage with consumers, customers and other stakeholders by sharing images, videos and text on a range of different topics across different platforms. These platforms include (but are not limited to) TV, Facebook, Instagram, YouTube, Twitter, SnapChat and Pinterest. This activity incorporates paid-for advertising and organic activity, in which associates engage directly with users on behalf of the brands. JDE Peet's is committed to acting responsibly in all our communications, which must be honest, truthful, not misleading, and not condone or encourage harmful, unbalanced or unhealthy behaviours as covered in JDE Peet's Code of Conduct.

We do not actively target our advertising to consumers below 14 years of age. Instead, we focus advertising on channels that target 18+ consumers. Our marketing communications comply with all applicable laws governing marketing communications to children under the age of 14.

We don't breach the law and/or post anything that breaches the JDE Peet's Code of Conduct and ethics. This includes our strict rules on equal employment, anti-discrimination, anti-harassment, anti-retaliation and data privacy, ensuring that we adhere to all regulations in place in market.

JDE Peet's recognizes the importance of protecting privacy and thus personal data. We are committed to protecting personal data and to complying with all applicable data privacy laws and regulations.

## DE&I (DIVERSITY, EQUITY, AND INCLUSION)

At JDE Peet's we aim to create a better future in which we authentically serve, reflect and embrace everyone. Diversity, Equity & Inclusion (DE&I) is embedded in our JDE Peet's values and in all that we do. This means we do not tolerate discrimination on the basis of race, ethnicity, nationality, religion, age, sex, gender identity, sexual orientation, disability, socio-economic background, or any other area. By living our values, we make sure that we are an organisation free of barriers, where each employee takes responsibility for progress on our commitments and where we stand together in our differences.

A diverse, equitable and inclusive organisation enables us to realise our vision. We believe that broadening the diversity of our people and creating an environment where their unique voices are heard enables us to serve our increasingly diverse consumer base, both now and in the future.

At JDE Peet's, DE&I is recognised as a key business enabler. In order to live up to our commitment throughout our organisation, our strategic framework focuses on:

- Workforce: our people reflecting the diversity of our consumer base and talent pool
- Workplace: JDE Peet's being recognized for its inclusive culture where everyone feels like they truly belong
- Marketplace: our brands authentically serving the needs of all our consumers
- Supply chain: our supply chain actively contributing to creating an inclusive ecosystem.

Our marketing communications use fair representation of people in our talent selection to the greatest extent possible. Our communications encourage human diversity in all forms, and we do not tolerate offending individuals or groups through our marketing and advertising content. We seek to convey a good and fair representation of modern family life, including but not limited to race and sexual preferences. We avoid politically sensitive topics in our marketing such as failure to protect the environment, racism, social inclusion, etc.

## COMPLIANCE

We constantly work to comply with all applicable laws and regulations in all the markets in which we operate. To this end we establish and maintain appropriate compliance programmes to ensure management and associate involvement of the **Responsible Marketing Policy**. We have a Global Issue and Crisis Management Policy and Code of Conduct which outlines how to assess the severity of the adverse event and the appropriate escalation processes.



## COMMUNICATION CHANNELS

JDE Peet's invests heavily in the modernization of its workplace and believes that technology plays an important role in reaching and engaging with internal and external stakeholders. All JDE Peet's marketing staff will receive training to facilitate compliance of this policy. The **Responsible Marketing Policy** will also be referenced in JDE Peet's contracts with relevant external partners, such as marketing, communication and media agencies.

Workplace is currently our primary internal communications channel, designed to fast-track the sharing of news and information between the company and associates around the world. Most associates with an @JDEcoffee.com email address have access to Workplace from both a web-browser and through a mobile application.

The **Responsible Marketing Policy** will be stored on SharePoint which is the JDE Peet's cloud-based file repository storage system (SharePoint team sites). It also serves as a gateway to other items including: JDE Peet's policies & procedures (Compliance Framework), JDE Peet's global communication tools & templates (Corporate Identity Portal), and the Learning & Development Café (Cornerstone).