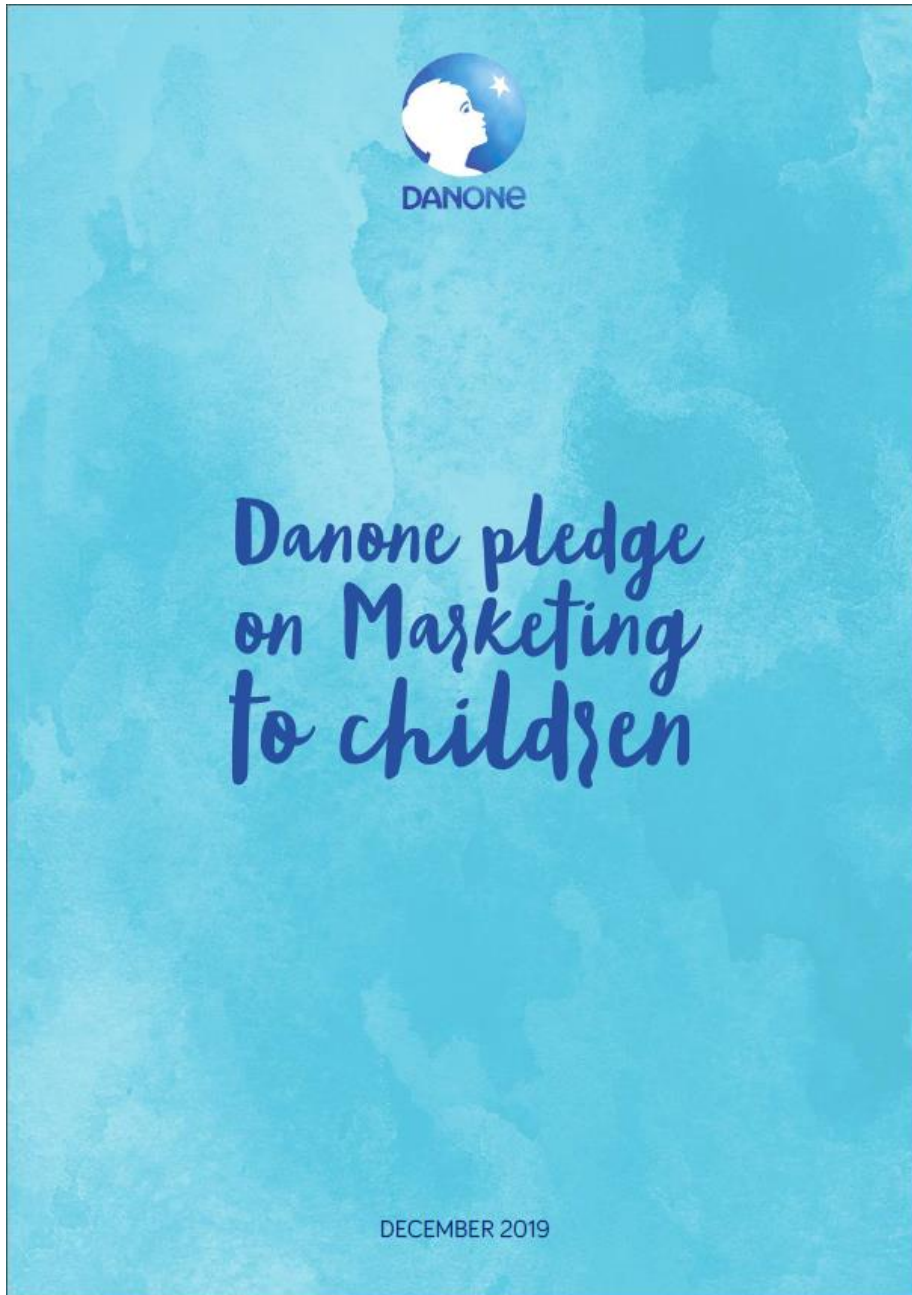


We are committed to responsible marketing practices

We are committed to bringing health through food to as many people. We are also committed to promoting healthy diets and healthy lifestyles, and to marketing our products responsibly, including with respect to children.



At Danone, since 2007 we apply our principles on responsible marketing and advertising principles on all the food and beverage products we promote. Our pledge on Marketing to Children requires that our marketing communications be legal, decent, honest, and truthful,

with claims that have a sound scientific basis. For more information, please refer to [Danone's pledge on Marketing to Children](#)

Working Together

For more than a decade, we've been playing an important role in promoting industry-wide voluntary initiatives to advocate responsible marketing of foods and beverages. Companies who sign up to these industry pledges promise not to advertise products to Children that do not meet strict nutritional criteria.

Danone Canada is proud to be a member of the Children's Advertising Initiative. Click [here](#) for more information and to see the commitment made by Canada's Food and Beverage Industry.

Danone Canada is also committed to responsible advertising in compliance with the [Canadian Code of Advertising Standards](#) published by the [Canadian Association of Broadcasters](#) in cooperation with [Ad Standards](#).