

**Children's Food and Beverage Advertising Initiative
General Mills Pledge**

March 2026

General Mills is pleased to submit its restated Pledge to the Children's Food and Beverage Advertising Initiative (CFBAI), a self-regulation program with the goal of improving the landscape of food and beverage advertising directed to children in the United States. General Mills is proud to be a charter member of CFBAI and is committed to maintaining the highest standards for responsible advertising. The scope and breadth of our Pledge, which reflects CFBAI's Core Principles, demonstrates General Mills' continuing commitment to providing clear leadership on this important issue. This Pledge takes effect March 1, 2026.

A. Identifying Information and Pledge Overview

1. Corporate contact information:

General Mills, Inc.
Number One General Mills Boulevard
Minneapolis, Minnesota 55426
(763) 764-7600
www.generalmills.com

2. Individual responsible for overall implementation of the Pledge:

Mark Gustaferra
Chief Counsel
mark.gustaferra@genmills.com
(763) 764-4169

3. Entities covered by the Pledge:

General Mills, Inc. and its U.S. subsidiaries.

4. Brands and product lines covered by the Pledge; overview of Pledge:

This Pledge covers our U.S. food business. Please see www.generalmills.com for an overview of our brands and product lines.

General Mills commits that it will not engage in any advertising primarily directed to children under 13. General Mills will provide information to CFBAI upon its request

so as to allow CFBAI to effectively monitor General Mills' compliance with this Pledge.

B. Core Principles and Commitments

1. Advertising primarily directed to children under age 13

General Mills commits that it will not engage in advertising primarily directed to children under age 13 in covered media.

2. Covered media

The advertising commitment applies to advertising primarily directed to children under age 13 the following media ("covered media"):

- Television
- Radio
- Print
- Digital media, including but not limited to the following media (and influencer content therein):
 - Company-owned websites
 - Third-party websites, including display, banner, pop-up, audio, or video advertising¹
 - Mobile apps or mobile media, including advertising on phones, laptops, tablets, other personal digital devices, in whatever form, including email, text, IM, or SMS messaging
 - Podcasts
 - Social media²
 - Video sharing platforms (e.g., YouTube)
 - Gaming platforms (e.g., Roblox)
 - Over-the-top (OTT) streaming platforms (e.g., Netflix, Disney+)
- Video and computer games
- DVDs
- Word of mouth.³

3. Product placements

¹ User-generated content that is not under the control of General Mills is not covered by the commitment.

² As provided in CFBAI's Core Principles, advertising on a platform that uses valid age verification to restrict access presumptively is not primarily directed to children under age 13.

³ Word of mouth advertising refers to advertising that is primarily directed to children under age 13 by brand ambassadors, influencers, or other individuals with whom the advertiser has a material connection as the result of the advertiser providing payment, product samples, or other incentives (financial or otherwise) to such individuals in consideration for such individuals promoting the advertiser's branded food or beverages.

General Mills commits to not paying for or actively seeking to place its foods into third-party program or editorial content of any medium primarily directed to children under age 13 to promote the sale of those products.

4. Product integrations

General Mills commits to not paying for or actively seeking to integrate its foods in any medium primarily directed to children under age 13, including in interactive games or other digital content.

5. Influencers

General Mills commits to not use influencers to promote foods in communications primarily directed to children under 13.

6. Licensed characters, celebrities and movie tie-ins

General Mills commits that its use of third-party licensed characters, celebrities (including athletes), and movie tie-ins in advertising will be consistent with its advertising commitments set forth above.⁴

7. Advertising in schools

General Mills continues its longstanding commitment to refrain from advertising foods to children and older students in schools or at school events – and this commitment applies to all schools, from pre-K through 12th grade. This commitment covers all forms of advertising (beyond the identification of the brand and product on menus and packaging). For example, we do not depict or display food brands, products, or logos on posters, signs, scoreboards, or school equipment, nor do we promote foods by distributing product samples or branded merchandise in schools. There are no exceptions to our commitment.

We operate the Box Tops for Education school fundraising program which, through sales of our products and those of many other companies (primarily nonfood companies), has provided close to \$1 billion to schools since the program's inception in 1996. Though schools are the beneficiaries of this program, we refrain from advertising the program to school children (whether inside or outside the school environment).

C. Definitions of Child-Directed Advertising

⁴ This commitment does not apply to other marketing channels outside of covered media, such as point-of-sale materials or packaging (provided that the packaging does not appear in advertising primarily directed to children). This commitment also does not apply to the use of company-owned characters.

As set forth in CFBAI's Core Principles, General Mills will use the following criteria to define advertising primarily directed to children and to demonstrate compliance with CFBAI's requirements and this Pledge:

An advertisement will be deemed child-directed advertising when:

- (1) children ages 2-12 constitute 30% or more of the expected audience at the time the advertisement placement is purchased based on reliable third-party audience measurement data;⁵
- (2) targeting tools direct the digital advertisement to be served to users in a defined age demographic that includes ages 12 or younger or to content expressly designated or categorized as child-directed by the publisher or content creator;⁶ or
- (3) (a) the advertiser lacks reliable third-party audience measurement data showing children to be less than 30% of the expected audience; (b) the advertiser cannot demonstrate that reliable age-gating or age-targeting tools were used such that individuals under age 13 were expressly excluded from the audience⁷; and (c) the content in which the advertisement is placed appears to be primarily directed to children based on an evaluation of multiple factors relating to the content, including but not limited to the subject matter, visual content, language used, difficulty of game play, kind of music or audio content, influencers featured, actions taken to restrict children's access to the site or content, and entertainment ratings or content identifiers that may be used to label child-directed content.⁸

In addition, General Mills recognizes that digital media often provides advertisers with tools to direct or "serve" an advertisement only to users identified as having certain characteristics (e.g., age) or to place an advertisement only on digital content having

⁵ Because audience measurement data for children is more readily available in the U.S. for children under age 12, we may apply a 27% audience threshold for children under 12 (as measured in media impressions) as a proxy for the 30% audience threshold for children under 13. We typically purchase most television advertising once annually, well in advance of when the advertising will air, on a daypart or time block basis. Advertising placed in purchased dayparts or time blocks will be evaluated for purposes of CFBAI pledge commitment compliance based on an analysis of the annualized audience composition data for the block of time purchased.

⁶ For example, content designated on YouTube as "Made for Kids" or content categorized by a video streaming platform as children's programming.

⁷ Advertisements permitted to be served to users whose age is unknown would not be deemed to expressly exclude individuals under age 13.

⁸ This multi-factor analysis also applies in determining whether influencers or product integrations are child-directed when reliable audience data is unavailable or targeting tools have not been employed.

certain characteristics (e.g., news site).⁹ Accordingly, in digital advertising, General Mills commits to use one or more of the following tools, where available and appropriate, to avoid serving advertisements to children:

- (1) age-based targeting of only users identified as age 13 or older and excluding all individuals under age 13 or whose age is unknown;
- (2) interest-based or behavior-based targeting of only consumers identified as having an interest not primarily associated with individuals under age 13 or exhibiting online behavior that is not reasonably associated with individuals under age 13; and
- (3) exclusion lists of sites, channels, or content known to be or identified as child-directed and/or filters that exclude keywords and topics likely to be of primary appeal to children.

D. No Advertising to Children Under 6

Though this is inherent within our commitment to refrain from engaging in advertising primarily directed to children under age 13, General Mills also reaffirms our longstanding commitment to not engage in any advertising primarily directed to children under age 6.

⁹ Information about a specific user, which may include a user's age, location, or interests, might be obtained directly from the user (such as when the user creates an account or profile) or inferred from the user's behavior or from information collected from the user's device. The Children's Online Privacy Protection Act prohibits the collection or use of personal information from children under age 13 without notice and parental consent.