

**Children's Food and Beverage Advertising Initiative:
Ferrara Candy Company Pledge
Effective as of January 1, 2026**

Ferrara Candy Company ("Ferrara") is proud to be a participant in 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. Ferrara is pleased to submit this pledge, which applies to all brands and products of the company and reflects CFBAI's Core Principles, 8th ed. (2026).¹

I. Identifying Information

1. *Corporate Contact Information:*

Ferrara Candy Company
404 W. Harrison St., Suite 650
Chicago, IL 60607
www.ferrara.com

2. *Individual(s) responsible for overall implementation of the pledge:*

Greg Guidotti
Chief Marketing Officer
404 W. Harrison St., Suite 650
Chicago, IL 60607
Greg.guidotti@ferrara.com

Brittany Finlayson
VP, General Counsel- Brand
404 W. Harrison St., Suite 650
Chicago, IL 60607
Brittany.finlayson@ferrara.com

3. *Entities and brands covered by the pledge:* The pledge covers all U.S.-based businesses of Ferrara and all Ferrara's food products sold in the U.S.

Ferrara currently does not engage in advertising primarily directed to children under age 13. If Ferrara decides to engage in advertising primarily directed to children under age 13 in Covered Media, it commits that it will advertise only its foods and beverages that comply with the CFBAI's Uniform Nutrition Criteria, 2nd ed. Ferrara will provide information regarding such products to CFBAI prior to advertising them so that CFBAI may assess whether the products meet CFBAI's nutrition criteria and publicly indicate that the products qualify, and effectively monitor Ferrara's compliance with its pledge. Ferrara may further amend this pledge through working with CFBAI.

¹ This commitment does not apply to other marketing channels, 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.

II. Core Principles

1. Advertising Primarily Directed to Children under Age 13

For purposes of this pledge, “children” refers to persons under age 13. For television and other measurable media, this means marketing communications where children under age 13 represent at least 30% of the expected audience.

Ferrara does not currently advertise in media primarily directed to children under the age of 13. Ferrara commits that any future advertising primarily directed to children under the age of 13 in covered media will be for foods that meet CFBAI’s Category-Specific Nutrition Criteria, 2nd ed. as set out above.

2. Covered Media:

The pledge commitment applies to advertising primarily directed to children under age 13 in the following media (“covered media”):

- Television
- Radio
- Print
- Digital media, including but not limited to the following media (and influencer content therein):
 - Ferrara-owned websites
 - Third-party websites, including display, banner, pop-up, audio or video advertising²
 - 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 media³
 - 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 mouth⁴

3. Product Placements

Ferrara commits to not paying for or actively seeking to place their foods or beverages into third-party program or editorial content of any medium primarily directed to children

² User-generated content that is not under the control of company is not covered by the Core Commitments.

³ Advertising on platforms that use valid age verification measures to restrict platform access by children under age 13 is presumptively not advertising primarily directed to children under age 13.

⁴ Word-of-mouth advertising refers to advertising of a participant’s food or beverage products that is primarily directed to children under age 13 by brand ambassadors, influencers, or other individuals with whom the participant has a material connection as the result of the participant providing payment, product samples, or other incentives (financial or otherwise) to such individuals in consideration for such individuals promoting the participant’s branded food or beverages.

under age 13 to promote the sale of those products.⁵

4. *Product Integrations*

Ferrara commits that the paid or actively sought integration of its foods or beverages in any medium primarily directed to children under 13 years old will promote only foods or beverages that meet CFBAI's Uniform Nutrition Criteria, 2nd ed.

5. *Influencers*

Ferrara commits to use influencers to promote foods and beverages in communications primarily directed to children under 13 years old only if the foods or beverages meet CFBAI's Uniform Nutrition Criteria, 2nd ed.

6. *Licensed Characters, Celebrities and Movie Tie-Ins*

Ferrara commits that its use of third-party licensed characters, celebrities (including athletes) and movie tie-ins in advertising primarily directed to children under 13 years old will be consistent with its advertising commitments set forth above.

7. *Elementary and Middle Schools*

Ferrara will not advertise its products to children in elementary and middle schools (pre-K through 8th grade) as described in CFBAI's Core Principles. This includes but is not limited to advertising on or through the following items:

- Posters
- Scoreboards
- School buses
- Pencils, book covers, and other school supplies offered for sale in school
- Textbooks
- Tray liners, cups, napkins, plates
- Coolers
- Food samples and taste tests

The foregoing commitment does not apply to displays of foods and beverages that identify the products that are being offered for sale, charitable fundraising activities, public service messaging, curriculum materials, items provided to school administrators for their personal use, charitable donations, or sponsorships.

8. *Advertising to Children Under Age Six*

Ferrara will not engage in advertising primarily directed to children under age six.

III. Determining When Advertising Is Child-Directed

Ferrara will use the following criteria to define advertising primarily directed to children:

⁵ As covered in these Core Principles, the term "product placement" contemplates the insertion of a product into entertainment/editorial programming in an incidental, prop-like manner. Although the product is visible, it is not incorporated into the script, story line, dialogue, or action of the scene in an integral way. The incidental nature of the product's incorporation in the entertainment content distinguishes product "placement" from product "integration."

- (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;
- (2) targeting tools have been used to direct the digital advertisement to be served to users in a defined age demographic that includes ages 12 or younger or in content expressly designated or categorized as child-directed by the publisher or content creator;⁶ or
- (3) Ferrara lacks reliable third-party audience measurement data showing children to be less than 30% of the expected audience; (b) Ferrara cannot demonstrate that reliable age-gating or age-targeting tools were used such that individuals under age 13 were expressly excluded from the target audience;⁷ 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.

In digital advertising, Ferrara commits to using one or more of the following tools, where available and appropriate, to avoid serving advertisements for foods that do not meet CFBAI's Uniform Nutrition Criteria 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.

Ferrara Candy Company is an Illinois corporation with offices located in Chicago, Illinois.

Questions about the Ferrara pledge should be directed to:

Blair Klein
Vice President, Institutional Affairs & Corporate Communications
Ferrara Candy Company
404 W. Harrison St., Suite 650
Chicago, IL 60607
773-243-4348
Blair.klein@ferrara.com

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.