

Children’s Food and Beverage Advertising Initiative
Mondelēz Global LLC Pledge
January 2026

Mondelēz Global LLC (“Mondelēz Global”) is 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. Mondelēz Global does not market directly to children under 13 years of age; therefore, our all-family marketing is directed to the adults/parents/guardians, who we empower with information and product choices to make mindful snacking decisions. Mondelēz Global supports CFBAI’s objectives and is committed to its Core Principles. Mondelēz Global is pleased to submit this restated pledge, which is consistent with its previous CFBAI pledges and reflects CFBAI’s Core Principles, 8th ed. (2026).¹ This pledge takes effect on January 1, 2026.

I. Identifying Information

1. *Corporate Contact Information:*

Mondelēz Global LLC
100 Deforest Avenue
East Hanover, New Jersey 07936

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

Vice President and Chief Counsel, North America
100 Deforest Avenue
East Hanover, NJ
Phone number: 973-503-2023
e-mail: CFBAIpledgeinquiries@mdlz.com

3. *Entities covered by the Pledge:*

U.S based business of Mondelēz Global LLC

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.

Mondelēz Global recognizes CFBAI’s Uniform Nutrition Criteria; however, Mondelēz Global does not advertise in media primarily directed to children under 13, irrespective of the product's nutritional profile.

2. Covered Media

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

- Television

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.

- 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 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

Mondelēz Global commits to not paying for or actively seeking to place its foods or beverages into third-party program or editorial content of any medium primarily directed to children under age 13 to promote the sale of those products.⁵

4. Product Integrations

Mondelēz Global commits to not paying for or actively seeking integration of its foods or beverages in any medium primarily directed to children under age 13, including in interactive games or other digital content.

5. Influencers

Mondelēz Global commits to not using influencers to promote foods and beverages in communications primarily directed to children under 13.

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

Mondelēz Global will not engage in using third-party licensed characters, celebrities (including athletes) and movie tie-ins in advertising primarily directed to children under age 13.

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.

⁵ As provided in the 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."

7. In-School Advertising

Mondelēz Global does not advertise its brands or market in school prior to the university level, during school hours or during school-sponsored activities outside of school hours. 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

This commitment does not apply to displays of foods and beverages that identify foods that are for sale.

We will continue to allow corporate philanthropic funding of school programs, as long as this support is free of any marketing or consumer-branded messaging and that our participation is philanthropic in nature and free of any selling intent.

III. Definitions of Child-Directed Advertising

Mondelēz Global will advertising to be primarily directed to children 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;
- (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) Mondelēz Global lacks reliable third-party audience measurement data showing children to be less than 30% of the expected audience; (b) Mondelēz Global 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.

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.

In digital advertising, Mondelēz Global commits to use 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.

IV. Advertising to Children Under Six Years Old

Mondelēz Global commits to not engaging in advertising primarily directed to children under six.