

Children’s Food and Beverage Advertising Initiative
PepsiCo, Inc. Pledge

January 2026

At PepsiCo, we believe children are a special kind of audience. When communicating about our products, we take particular care to support the role of parents or others responsible for guiding children’s diet and lifestyle choices. For example, pursuant to our Global Policy on Responsible Advertising to Children, we advertise to children under age 13 only those products that meet PepsiCo’s Global Nutrition Criteria for Advertising to Children. We also restrict direct sales of certain foods and beverages to schools and signed on to industry-led voluntary initiatives through several global, regional and national Pledge Programs. More information about these and related commitments can be found on www.pepsico.com.

PepsiCo is proud to be a founding 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. PepsiCo supports CFBAI’s objectives and is committed to its Core Principles. PepsiCo is pleased to submit this restated pledge, which reflects CFBAI’s Core Principles, 8th ed. (2024).¹ This pledge takes effect January 1, 2026.

I. Identifying Information

1. *Corporate Contact Information:*

PepsiCo, Inc.
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www.pepsico.com

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

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3. *Entities covered by the Pledge:*

PepsiCo and its U.S. subsidiaries

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.

PepsiCo commits that all advertising primarily directed to children in covered media will be for foods that meet CFBAI’s Category-Specific Uniform Nutrition Criteria, 2nd ed.

PepsiCo will use best efforts to provide information regarding any products they plan to advertise to children under the age of 13 to CFBAI prior to advertising them so that CFBAI can assess whether the products meet CFBAI’s nutrition criteria and publicly indicate that the products qualify, and effectively monitor PepsiCo’s compliance with its Pledge.

2. Covered Media

This 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):
 - PepsiCo-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

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

3. Product Placements

PepsiCo 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.

4. Product Integrations

PepsiCo commits that the paid for or actively sought integration of their foods or beverages in any medium primarily directed to children under age 13, including in interactive games or other digital content, will promote only foods or beverages that meet CFBAI's uniform nutrition criteria.

5. Influencers

PepsiCo commits to use influencers to promote foods and beverages in communications primarily directed to children under 13 only if the foods or beverages meet CFBAI's Uniform Nutrition Criteria.

6. Licensed Characters, Celebrities and Movie Tie-Ins

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

7. Advertising in Elementary and Middle Schools

PepsiCo commits to not advertising branded foods or beverages to children in elementary and middle schools. 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; fundraising support; public service messaging; curriculum materials; items given to school administrators for their personal use; charitable donations, or sponsorships.

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.

III. Determining When Advertising Is Child-Directed

PepsiCo will consider 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;⁵ or
- (3) PepsiCo lacks reliable third-party audience measurement data showing children to be less than 30% of the expected audience; (b) PepsiCo 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;⁶ 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.

PepsiCo typically purchases television advertising once annually, well in advance of when the advertising will air, on a daypart or timeblock basis. Advertising placed in purchased dayparts or timeblocks will be identified as compliant for purposes of CFBAI based on an analysis of the annualized audience composition data for the block of time purchased.

In digital advertising, PepsiCo 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

⁵ For example, content designated on YouTube as "Made for Kids" or content categorized by a video streaming platform as children's programming.

⁶ Advertisements permitted to be served to users whose age is unknown would not be deemed to expressly exclude individuals under age 13.

- (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

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