

Commercial Communication Code

① Scope

For the purposes of this code, 'commercial communications' are defined as 'all brand advertising and marketing communications to consumers regardless of the medium used, such as broadcast media, internet (including our promotions on third-party websites), labelling, merchandising, packaging, print media, point-of-sale material, premiums, promotions and sponsorship'.

- Commercial communications do not include:*
- ▶ non-advertising materials or statements to the media, government agencies or the public about issues of societal concern, such as the risks or benefits related to the consumption of beverages;
 - ▶ educational messages about responsible drinking or the role of alcohol in society.

All our corporate and brand-related websites should request confirmation of age on the homepage by inviting visitors to actively type in their date of birth and should restrict access to the site to only those above the legal drinking age.

② Basic principles

- Our commercial communications should:*
- ▶ be legal, decent, honest and truthful and conform to accepted principles of fair competition and good business practice;
 - ▶ be prepared with due regard for our social responsibility and based on principles of fairness and good faith;
 - ▶ in no circumstances be unethical or otherwise impugn human dignity and integrity.

③ Responsible drinking

- Our commercial communication should not:*
- ▶ encourage excessive or irresponsible consumption or present abstinence or moderation in a negative light;
 - ▶ suggest any association with anti-social behaviour;
 - ▶ suggest any association with illegal drugs or the drug culture.

④ Minors

- Our commercial communications must:*
- ▶ not be targeted at minors (under the legal drinking age or <LDA) or show minors drinking beer;
 - ▶ not promote our brands via media, events or programmes where minors are known to make up the majority of the audience. We should only promote our brands in media, events or programmes where it is reasonably anticipated that adults over the legal drinking age will make up at least 70% of the audience;
 - ▶ use people who are at least 25 and who act and look their age.

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⑤ Driving

- Our commercial communications should not:*
- ▶ depict or encourage consumption of alcohol in the context of driving;
 - ▶ relate to events connected with motor vehicles, including advertising hoardings at motor racing circuits.

⑥ Performance and workplace

- Our commercial communications should not:*
- ▶ create the impression that consumption of alcohol enhances mental or physical ability or performance;
 - ▶ link consumption of our products with the workplace.

⑦ Violence and danger

- Our commercial communications should not:*
- ▶ suggest any association with violent, aggressive, dangerous or anti-social behaviour;
 - ▶ link consumption of our products with the operation of potentially dangerous machinery or potentially dangerous activities.

We will not sponsor events which are associated with violence and/or aggression and/or which may endanger third parties.

⑧ Health aspects and alcohol content

- Our commercial communications should not:*
- ▶ associate any of our products with the prevention, treatment or cure of a human disease or suggest that they possess such properties;
 - ▶ claim that alcohol has therapeutic qualities or that it is a stimulant, a sedative or a means of resolving personal conflicts;
 - ▶ create any confusion as to the strength of brands or their alcohol content;
 - ▶ represent a high alcohol content as a positive attribute of beverages;
 - ▶ associate alcohol with pregnancy.

⑨ Social and sexual success

- Our commercial communications should not:*
- ▶ create the impression that the consumption of alcohol contributes to or is a prerequisite of social or sexual success;
 - ▶ suggest any association with sexual success or enhanced sexual performance;
 - ▶ offend against generally prevailing standards of taste and decency.

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⑩ Sports

Our commercial communications should not create the impression that the consumption of alcohol enhances athletic performance.

⑪ Free samples

- Distribution of free samples is subject to the following rules:*
- ▶ free samples may not be offered to minors;
 - ▶ free samples may not be offered in public places (such as streets and supermarkets);
 - ▶ free beer may only be provided in hospitality areas.