

PRESS RELEASE



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MOM Group commits to responsible food marketing communications through the EU Pledge program

Today MOM Group, a leader in fruit and shelf-stable dairy healthy snacking in targeted geographies, announces it joined the EU Pledge, a voluntary initiative to restrict advertising to products in compliance with common nutrition criteria based on accepted scientific evidence.

Since 1 January 2019 MOM Group commits to applying the EU Pledge principles in all its marketing communications across the European Union. There will be no advertising of products to children under 12 years on television, print, company owned and third-party internet media, except for products which meet the EU Pledge nutrition criteria updated in October 2018.

Compliance of MOM Group marketing communications will be monitored in the yearly EU Pledge monitoring and published in annual reports.

MOM Group sees its responsible marketing approach as a continuous improvement process. This mindset is shared by the Group leadership committee. Michel Larroche, MOM Group CEO commented: *"This initiative paves the way through our strong commitment to help families eat well day after day and our decision to join the EU Pledge program strengthens our strong commitment as an accountable and responsible company"*.

As an additional commitment, MOM Group agrees not to use third party licensed characters and not to engage in sponsoring for any of its products that do not meet the EU Pledge nutrition criteria.

To maintain consumers' loyalty, the Group is continually improving its products to suit their evolving lifestyles and meet their expectations.

About MOM GROUP

MOM Group was founded in 2006 following the merger of Mont Blanc and Materne, two companies with a century of know-how in the French dairy and fruit dessert industries. Today, with its fruit and dairy pouches, Pom'Potes® in France and GoGo squeeZ® in the United States, the group is dedicated to offering families healthy, convenient and fun snacking solutions made from the best of nature. It draws its success from its industrial know-how and its capacity to innovate and create healthy snacking solutions based on high-quality raw materials.

MOM Group has experienced outstanding growth in the last ten years and, in doing so, has consolidated its position as a healthy snacking leader in several strategic geographies. It is comprised of 1,300 employees across 5 countries and 4 factories in France and the United States.

Since December 2016, Bel Group, a world leader in single-serving portion cheese, holds a 65% ownership in MOM Group, alongside a 35% ownership by its managers.

To learn more about the MOM Group, please visit our site www.momgroup.com

About the EU Pledge

[The EU Pledge](#) is a voluntary initiative by leading food and beverage companies to change food and beverage advertising to children under the age of twelve in the European Union. It consists of two main commitments:

- No advertising for food and beverage products to children under the age of twelve on TV, print and internet, except for products which fulfil [common nutritional criteria](#).
- No communication related to products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.

These are minimum common standards that enable joint monitoring and accountability. Individual companies can apply corporate standards that go above and beyond these common rules.

The EU Pledge was launched in December 2007 as part of signatories' commitment to the multi-stakeholder European Union Platform for Action on Diet, Physical Activity and Health, forum. In the context of the EU Platform, the EU Pledge commitment is owned by the World Federation of Advertisers (WFA), which also supports the programme.

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