



**R E S P O N S I B L E**  
**N U T R I T I O N**  
**C O M M U N I C A T I O N**  
**G U I D E**

---

**YILDIZ ★ HOLDING**



As Yildiz Holding, we believe that advertising is our most potent communication tool in helping consumers to make informed decisions.



# YILDIZ HOLDING

---

The Ülker brothers, founders of our company, believed that, **“every person, everywhere in the world, has the right to a happy childhood.”** Since 1944, their philosophy has guided our brands and our growth. It still represents our organisation today, even as we step into the global arena.

The ever-expanding scope of Yıldız Holding demands an international and multicultural business model. In addition to Ülker, our flagship brand, we reach global consumers through new partnerships with Godiva, DeMet’s, United Biscuits and McVitie’s. Every company in the Yıldız family, whether Turkish or international, shares our core values of **respect for people and society.**

We strive to create "happy moments" for our consumers, by offering products that comply with food safety regulations while providing adequate and balanced nutrition. In addition, Yıldız Holding strengthens its commitment to science and innovation through international co-operation by adopting sound nutritional policies.



# OUR GENERAL PRINCIPLES

---

**“Our priority in communication is to protect and improve community health.”**

Our marketing commitments for our products include such communication tools as media ads, commercials, sponsorships, random drawings, rewards, and other similar promotional activities.

We are committed to responsible marketing and open communication in the promotion of our brands. Only when consumers are properly informed can they make informed choices.

This guide outlines the standards we uphold in our marketing and communication. These basic principles guide us in all our local, regional and global businesses.

**We pledge to stay committed to the following principles in all our communications with our consumers:**

- We believe as much in healthy nutrition as we do the quality of our products. We want the foods we make to be a part of a healthy and delicious diet for consumers of all ages.
- Our communication messages do not and never will underestimate or distort the importance of healthy, balanced nutrition and physical activity.
- Our communication messages do not encourage excess consumption of any food or drink.
- Our communication messages do not present our products as an alternative to complete regular meals.
- We do not associate our products with people who are unusually over or underweight.

# OUR GENERAL PRINCIPLES

---

- We support and sponsor initiatives that promote an active lifestyle and physical activities.
- In advertising content and media procurement we direct our marketing communication messages through all media channels to our consumers, who make their purchasing choices at home.
- We will continue to provide responsible and creative advertisements for our products and registered trademarks, using mascots which appeal to the target audience.
- In our communication messages, nutrition and health declarations based on scientific\* principles are legally compliant and written to be easily understood by the consumer.
- All comparisons with rival products in our advertisements are based on scientific data.



# OUR GENERAL PRINCIPLES

---

- Our communication messages and advertisements have a simplicity and fluency that can be understood by the average consumer.
- Social values are protected in our communications used in advertisements and media.

**\*Studies that consider statistical significance with cause-effect relation in the academic declarations of scientists who are accountable and expert in their relevant fields are taken into account.**



# OUR PRINCIPLES FOR CHILDREN

---

**“We are aware that communication must be positive and encouraging for children.”**

We are aware of the importance of living a healthy life. We pledge to provide the highest standards in responsible marketing directed toward all our consumers, especially children.

## **Our advertisement and communication tools for children:**

- Do not undermine parental authority.
- Do not mislead children regarding the potential benefits of product usage.
- Do not create unrealistic success or popularity expectations in children.
- Do not create any sense of urgency in children.
- Encourage healthy nutrition and physical activity.
- With respect to the distribution of our products to schools and other situations where we are not directly responsible for final distribution to consumers, we guide our distributors in accordance with these pledges.

