

# Responsible Choices

## Nourishing Wellbeing

Mars is a family-run business and wants to continue producing chocolate for generations to come. We can only achieve this by helping consumers to make their decisions in a responsible way. Our Five Principles form the basis of the choices that we make within the context of Nourishing Wellbeing. Mutuality is the business model for our success, we strive to be the most mutual organisation in the world.



### QUALITY

The consumer is our boss, quality is our work and value for money is our goal.

### RESPONSIBILITY

As individuals we demand total responsibility from ourselves; As Associates we support the responsibility of others.

### MUTUALITY

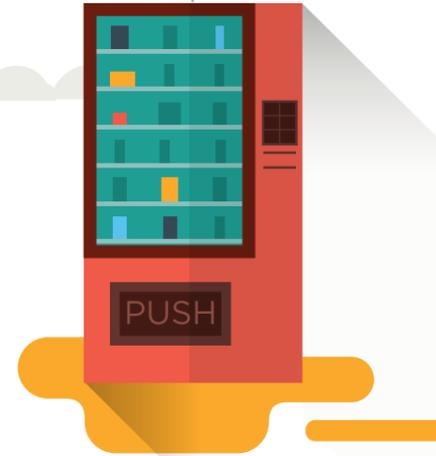
A mutual benefit is a shared benefit; a shared benefit will endure.

### EFFICIENCY

We use resources to the full. Waste nothing and do only what we can do best.

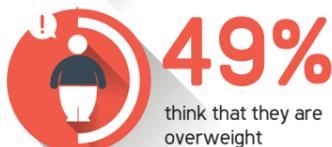
### FREEDOM

We need freedom to shape our future; we need profit to remain free.

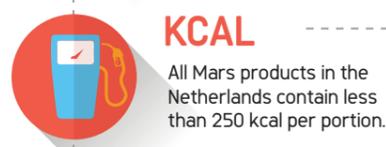


## PRIORITIES In The Netherlands

**TRENDS**  
The following Nourishing Wellbeing trends are visible worldwide:



**RESULT**  
We are proud of:



**AMBITIONS**



**WHO**  
Mars supports World Health Organization guideline: 10% of the daily energy intake may consist of sugar.

- Fastfood restaurants
- Cross promotions
- Licensing

**KIDS MARKETING**

**<12**  
Mars does not aim any marketing activities at children younger than 12 years of age.

**CHARACTERS**  
Mars wants restrictions to be implemented on the use of licensed characters on packaging.

**HEALTHY SCHOOL CANTEEN**

**Education**  
Mars is a signing partner to the 'Healthy Food at Schools' Agreement. Mars was the first manufacturer to apply stickers stating the caloric value of its products to these machines and the number of minutes cycling needed to burn off these calories.

**80%/20%**  
Mars is dedicated to reconstruct its vending machines to meet the Healthy School Canteen standards.

**<110 Kcal**  
Mars is introducing products that are under the 110 kcal limit per portion in its vending machines.