



May 31, 2018

Jan Sebastian Frederich-Rust

Executive Director

Action Gegen Den Hunger

Wallstrabe 15A

10179 Berlin Germany

Dear Sir

We are writing in response to your letter dated 22nd May which we only received today.

RB's purpose is to deliver innovative solutions for healthier lives and happier homes. We aim to support consumers across all of life's stages, especially during the first 1000 days.

Acting responsibly is core to our purpose:

- Market BMS products responsibly and ethically
- Support the aims and principles of 1981 WHO Code
- Strict adherence to RB BMS Policy
- Provide the highest quality infant and nutritional products.

We support the WHO recommendation for exclusive breastfeeding in the first six months and support continued breastfeeding up to two years of age and beyond. We believe breast-milk provides the best nutrition for infants to achieve optimal growth and development. We will create supportive environments for breastfeeding and encourages all women should they choose, to breastfeed their infant in the first six months of life. We will not promote Infant Formula in a way that encourages women to choose it over breastfeeding. RB will help children survive and thrive by providing the best nutritional start in life, whichever feeding method parents choose. We will communicate in a responsible and ethical way at all times, so as to create clarity – not confusion – for mothers who are making informed choices about their children's nutrition.

We believe that there is an important role for RB in providing innovative and science-based nutrition solutions that promote healthy diets for mothers and children. We share ATNI's goal to ensure infants and children around the world have every opportunity for optimal nutrition to promote growth and development.

Since acquiring MJN in June of 2017, RB has strengthened a number of existing policies, processes and procedures. In February 2018 we introduced our Infant and Child Nutrition Pledge – our overarching commitment on Breast-Milk Substitutes ("BMS"). In April 2018, RB introduced its first BMS Marketing Policy, an important milestone and a firm illustration of our commitment to acknowledging the importance of the principles and aims of the 1981 WHO Code and subsequent relevant World Health Assembly (WHA) resolutions as implemented by governments all over the world.

Both our Infant and Child Nutrition Pledge, and the BMS Marketing Policy, apply to all in the RB Group. Our commitments will be applied consistently wherever we operate and adherence is mandatory for all RB employees and authorised third parties acting under the direction of RB. Should you have any questions, please feel free to reach out directly.

Sincerely,

Patty O'Hayer

Director of Corporate Affairs and External Relations