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HiPP GmbH & Co. Vertrieb KG · Postfach 15 51 · D-85265 Pfaffenhofen/Ilm

To the Signatories of the
Breastmilk Substitutes Call to Action

Pfaffenhofen, 25 September 2020

Dear Signatories,

HiPP welcomes your Call to Action, inviting the twenty largest manufacturers of breast-milk substitutes to progress towards the implementation of the World Health Organization's (WHO) International Code of Marketing of Breastmilk Substitutes (BMS) and getting into contact with our company for the first time.

We highly appreciate your initiative as we share the common goal of supporting and promoting breastfeeding and the optimal and safe nutrition of those infants and young children that are not breastfed. At HiPP, our purpose is protecting the most valuable in life. Therefore, we believe and support that breastfeeding is best for babies.

With our 3,500 employees and our partners, we operate in a company network with the production processes in our own hands and under the direct management and ownership of the Hipp family. We sell our formula products predominantly in Europe and are exporting our products to several additional countries where the HiPP quality is well recognised (a complete list of countries can be found here: www.hipp.com).

Those who put babies in the centre of attention, bear great responsibility. As a family business for four generations, we at HiPP are very conscious about developing nutritious, high-quality products, producing them in the safest manner, and marketing the products following the guidelines established by the WHO's Code as implemented by national legislation. All communication on our products must be science-based and fact-driven. In case an infant is not breast-fed, we at HiPP believe that is fundamental for parents and caregivers to receive the best possible information and advice on adequate nutrition during infancy and early childhood.

We therefore answer your Call to Action as follows:

- HiPP supports the aims and principles of the WHO BMS Marketing Code.
- HiPP will publish its BMS Marketing Policy in 2021.
- HiPP strictly complies with all applicable laws and regulations.
- HiPP will start a dialogue with ATNI to understand the expectations and methodologies of the Index.

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We are very much looking forward to engaging further with the Signatories in order to achieve an environment, where mothers and parents have all the information and resources needed to ensure the nutritional needs of their infants and young children and to improve their health.

Yours sincerely,

A handwritten signature in black ink, reading "Stefan Hipp". The signature is written in a cursive, flowing style with a large initial 'S'.

Stefan Hipp