

HiPP
FINAL ASSESSMENT OF BMS CALL TO ACTION SIGNATORIES



Das Beste aus der Natur. Das Beste für die Natur.

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

To the Signatories of the
Breastmilk Substitutes Call to Action

Pfaffenhofen, 4 December 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 GmbH & Co. Vertrieb KG - Georg-Hipp-Str.7 - D-85276 Pfaffenhofen/Ilm - Telefon +49 (0)8441 / 757-0, Telefax +49 (0)8441 / 757-492
Korrespondenzadresse: HiPP GmbH & Co. Vertrieb KG - Postfach 15 51 - D-85265 Pfaffenhofen/Ilm - Internetadresse: www.hipp.de

Bankverbindungen: Commerzbank Ingolstadt	BLZ 721 400 52	Kto.	1 970 565 00	IBAN: DE67721400520197056500	SWIFT: COBADEFF721
Deutsche Bank Ingolstadt	BLZ 721 700 07	Kto.	300 1435 00	IBAN: DE59721700070300143500	SWIFT: DEUTDEM721
HypoVereinsbank Ingolstadt	BLZ 721 200 78	Kto.	4 479 351	IBAN: DE26721200780004479351	SWIFT: HYVEDEMM426
Postbank München	BLZ 700 100 80	Kto.	6 010 806	IBAN: DE48700100800006010806	SWIFT: PBNKDEFF
Raiffeisenbank Ingolstadt	BLZ 721 608 18	Kto.	10 065	IBAN: DE32721608180000010065	SWIFT: GENODEF1INP
Sparkasse Pfaffenhofen	BLZ 721 516 50	Kto.	7 773	IBAN: DE26721516500000007773	SWIFT: BYLADEM1PAF



HiPP
FINAL ASSESSMENT OF BMS CALL TO ACTION SIGNATORIES



Das Beste aus der Natur. Das Beste für die Natur.

- **HiPP supports the aims and principles of the WHO BMS Marketing Code.**

Signatories' assessment

Ask 1: Publicly commit your company to full compliance with the International Code of Marketing of Breast-milk Substitutes and subsequent resolutions (the Code) globally (including covering of breast-milk substitutes up to 36 months of age), and disclose a concrete plan for achieving this goal by 2030 at the latest, with delineation of clear incremental steps.

The company does not make the requested commitments.

- **HiPP will publish its BMS Marketing Policy in 2021. It is applicable to all countries where HiPP sells its products directly or via authorised third-parties.**

Signatories' assessment

Ask 2: As a first step towards full Code compliance, by the end of 2020, adopt a Code-aligned BMS marketing policy for all countries for products marketed as suitable for infants between birth and 12 months of age, and commit to upholding your policy including in all jurisdictions where regulations are absent or less stringent than your policy. In countries where national law is more stringent than your policy, adherence to national law always takes precedence.

The Signatories welcome HiPP's commitment to publish a BMS marketing policy that is applicable to all countries where HiPP sells its products. To fully meet this request, the company would need to ensure that its policy is fully Code-aligned for products marketed as suitable for infants between birth and 12 months of age and commit to upholding this policy where regulations are absent or less stringent.

Further evaluation will be needed to determine whether the forthcoming policy is fully Code-aligned.

- **HiPP strictly complies with all applicable laws and regulations**

Signatories' assessment

Ask 3: Commit to support the adoption and implementation of national legislation fully aligned with the Code in order to create a level playing field for all companies.

The company does not make the requested commitment.

HiPP
FINAL ASSESSMENT OF BMS CALL TO ACTION SIGNATORIES

- **HiPP will start a dialogue with ATNI to understand the expectations and methodologies of the Index.**

Signatories' assessment

Ask 4: Agree to provide information on your company's policies and practices to the Access to Nutrition Initiative (ATNI) as requested, recognizing ATNI as an independent actor responsible for monitoring companies' progress toward their plans for achieving Code compliance.

The company notes its intention to start a dialogue with ATNI. To fully meet this request, the company would need to state that it will provide information on its policies and practices to ATNI as requested.

HiPP is not currently included in ATNI's forthcoming 2021 BMS Marketing Index. It may be included in future Indexes.

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.

Stefan Hipp

Yours sincerely,

