



Press release – Paris, 17 June, 2021

Danone leads the 2021 Access to Nutrition Initiative's Index for responsible marketing of Breast Milk Substitutes

- **Access to Nutrition Initiative (ATNI) ranks Danone number 1 globally in its Breast Milk Substitute (BMS) and Complementary Foods (CF) Marketing Index with an overall score of 68%**
- **The ATNI BMS Marketing Index evaluates the alignment of a company's marketing policies and practices with the World Health Organization's (WHO) 1981 Code for the Marketing of Breast Milk Substitutes (baby formula) and all subsequent relevant World Health Assembly (WHA) resolutions.**
- **Danone's leadership position re-affirms the company's commitment to pursuing full compliance with the WHO Code for the Marketing of Breast Milk Substitutes by 2030 in collaboration with all relevant partners.**

The Access to Nutrition Initiative (ATNI) today published its BMS/CF Marketing Index that ranked Danone first with a score of 68%, which also represents a significant improvement on the company's 2018 score of 46% in this category.

ATNI acknowledged Danone's work to strengthen its overarching commitments to the responsible marketing of breast milk substitutes, particularly with regards to its applicability to and implementation in its affiliates across the globe.

The ranking reflects Danone's approach to ethical marketing of breast milk substitutes based on its far-reaching and industry-leading policies to protect and promote breastfeeding. Danone is the first company to prohibit the promotion of breast milk substitutes for children aged 0-6 months anywhere in the world, even where it is still permitted by local law.

"We welcome ATNI's assessment as we strongly believe that external monitoring raises the compliance and integrity of marketing practices of individual companies, and ultimately, the entire industry" said Jean Marc Magnaudet, President Danone Specialized Nutrition.

"Parents place their trust in us and we aim to repay that trust by ensuring that every parent feels supported with truthful, science-based information about nutrition options for their child, and by providing this information in a responsible, transparent and open way."

The ranking builds on other recent external verifications of Danone's leadership position in responsible marketing of breast milk substitutes. In 2020 Danone was re-certified for the 5th

consecutive year as a constituent of the FTSE4Good Index Series. Danone is 1 of only 3 breast milk substitute manufacturers included in the FTSE4Good Index Series, a global responsible investment index series, measuring performance of companies across Environmental, Social and Governance (ESG) practices.

As an “*Entreprise à Mission*” or purpose-driven company, Danone works to protect, promote and support breastfeeding to improve infant and maternal nutrition and health locally. This achievement in the 2021 ATNI BMS Marketing Global Index reiterates Danone’s long-term commitment to high standards of societal and environmental performance.

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Note to Editors - about the Access To Nutrition Initiative Breast Milk Substitute (BMS) and Complementary Foods (CF) Marketing Index

Access to Nutrition Initiative is hosted by the Access to Nutrition Foundation, an independent not-for-profit organization based in the Netherlands that works internationally. ATNI focuses on developing tools and initiatives that track and drive the contribution made by the food and beverage sector to addressing the world’s global nutrition challenges.

ATNI’s principal objective in assessing the selected major baby food companies is to determine the extent to which they market their Breast milk Substitutes and Complementary Foods in line with The Code (refers both to the 1981 WHO Code and all subsequent and relevant WHA resolutions, up to and including WHA 69,9).

Baby food companies can play a critical role in supporting optimal breastfeeding and the timely introduction of Complementary Foods by marketing their products in line with The Code and/or national legal measures, whichever are stricter. In doing so they can also contribute to achieving global nutrition targets and the Sustainable Development Goals.

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About Danone (www.danone.com)

Danone is a leading multi-local food and beverage company building on health-focused and fast-growing categories in 3 businesses: Essential Dairy & Plant-Based products, Waters and Specialized Nutrition. With its ‘One Planet. One Health’ frame of action, which considers the health of people and the planet as intimately interconnected, Danone aims to inspire healthier and more sustainable eating and drinking practices. To accelerate this food revolution and create superior, sustainable, profitable value for all its stakeholders, Danone has defined nine 2030 Goals, and paved the way as the first listed company to adopt the “*Entreprise à Mission*” status in France. With a purpose to bring health through food to as many people as possible, and corresponding social, societal and environmental objectives set out in its articles of association, Danone commits to operating in an efficient, responsible and inclusive manner, in line with the Sustainable Development Goals (SDGs) of the United Nations. By 2025, Danone aims to become one of the first multinational companies to obtain B Corp™ certification. With more than 100,000 employees, and products sold in over 120 markets, Danone generated €23.6 billion in sales in 2020. Danone’s portfolio includes leading international brands (Actimel, Activia, Alpro, Aptamil, Danette, Danio, Danonino, evian, Nutricia, Nutrilon, Volvic, among others) as well as

strong local and regional brands (including AQUA, Blédina, Bonafont, Cow & Gate, Horizon Organic, Mizone, Oikos, Prostokvashino, Silk, Vega). Listed on Euronext Paris and present on the OTCQX market via an ADR (American Depositary Receipt) program, Danone is a component stock of leading sustainability indexes including the ones managed by Vigeo Eiris and Sustainalytics, as well as the Ethibel Sustainability Index, the MSCI ESG Indexes, the FTSE4Good Index Series, Bloomberg Gender Equality Index, and the Access to Nutrition Index