



Mars Chocolate Australia established its first manufacturing plant in Ballarat in 1979 and, since that time has grown to become Australia's second largest chocolate company, producing nine leading brands at the site.

The business has developed a reputation synonymous with quality, value and enjoyment. It produces many of Australia's favourite confectionery products, including the iconic MARS® and SNICKERS® bars, as well as M&Ms® and MALTESERS®. Mars Chocolate employs over 500 Associates in Australia and exports to the Asia Pacific region.

Mars Chocolate Australia is part of Mars Australia Ltd, a leading consumer brand company with more than 35 leading brands and 2200 Associates across six manufacturing sites and a number of sales offices. We have four business segments: Chocolate, Food, Petcare and Wrigley.

MAKING CHOCOLATE BETTER

Mars Chocolate Australia is committed to proving consumers with products that can be part of a balanced diet.

Understanding the science behind nutrition is one important aspect of our approach. We examine the available evidence and invest in research to find opportunities to improve the nutritional value of our products. Each of our business segments focuses on three areas: information, renovation and innovation.

INFORMATION

At Mars, we listen to our customers and provide nutrition information. Product quality and safety are our top priorities, and we comply with all regulations.



%DI

We are improving product information and labelling to help our consumers make informed choices about their diet. We provide clear information about the nutritional value of our products. Guideline Daily Amount (GDA) labelling is on 100% of our products. 100% of our products have kJ on front-of-pack so consumers know exactly what they are eating.

Mars Chocolate Australia recommends consumers

Be treatwise and look for the %DI thumbnails on the front of pack (percentage daily intakes are based on an average adult diet of 8700kJ).

MARS® 348kJ (18g)
SNICKERS® 370kJ (18g)
MILKY WAY® 226kJ (12g)
BOUNTY® 285kJ (14g)
TWIX® 313kJ (14.5g)
MALTESERS® 269 (12g)

Marketing Codes

Our Global Marketing Code states that we do not target children younger than 12 years of age when advertising our products.

We were one of the first signatories to the Australian Responsible Children's Marketing Initiative through the Australian Food and Grocery Council.



RENOVATION

Mars is driving product reformulation to improve the nutritional profile of our products. Our goal is to make our products better for you without compromising on taste.

Serving Size

We are renovating our products to provide healthier options. We know chocolate isn't an apple. We sell a simple treat that provides people with pleasure and indulgence. We know that if you banned chocolate today, the obesity issue would still exist. We have reduced our bar sizes to 250 calories which means that we have taken over 14.7 billion calories from the Australian food supply.

All our fun-size ('Little Bit Of') treats are less than 100 calories.

Our king-size MARS® Bars have been made into two pieces to encourage responsible snacking.

Our target is not to produce or sell any core Mars chocolate products anywhere in the world that exceed 250 calories a portion by 2014.



Saturated Fat

We have reduced the saturated fat of our MARS® Bars by 22% and MILKY WAY® Bars by 19%.

The saturated fat in MARS® Bars has been reduced from 5.7g to 4.4g per 53g bar. The saturated fat in MILKY WAY® Bars has been reduced from 2.3g to 1.8g per 25g bar. We have achieved this change by moving from a hard fat to a high oleic sunflower oil (HOSO). This has removed 130 – 160 tonnes of saturated fat a year from the Australian food supply.



Artificial Colours

The colours we use in our products, which have been used safely in Australia for more than 25 years, comply with all regulations and laws set by Food Standards Australia and New Zealand. Our ingredients, including any colours, are listed in the ingredient declaration on each package label.

We are constantly reviewing the science and consumer sentiment relating to our products and ingredients, and will continue to do so. We have made our core chocolate bars free of artificial colours and flavours.



INNOVATION

In addition to looking at how to enhance the nutritional profile of our product portfolio, we are introducing new products to give consumers greater choice. We are also partnering with top scientific institutions to research the potential nutritional benefits of cocoa flavanols.

- According to the *'Australian Guide to Healthy Eating'*, one fun-size bar can be included as part of a balanced diet. One bar counts towards one extra food.

<http://consultations.nhmrc.gov.au/files/consultations/AGTHE%20For%20Public%20Consultation-%20Dec%202011.pdf>

- Eating fun-size bars helps consumers have the occasional treat, but in a responsible portion size – in line with the *Eating for Healthy Adult New Zealanders*

<https://www.healthed.govt.nz/resource/atinghealthyadultnewzealandersng%C4%81-kait%C5%8Dtika-ma-te-hunga-pakeke-o-aotearoa>



HEALTHY ACTIVE LIFESTYLES

We promote greater physical activity, sports and healthier lifestyles including in our workplace with participation in activities like 'Associate Health Checks', 'Flu Vaccinations', 'Run for the Kids', 'Walk Around the Lake', 'Footy Training', and 'Ride to Work Day' just to name a few.

We enjoy getting involved in our local community in Ballarat and sponsor a vast array of sporting and charity groups.

We are a major sponsor of the AFL Carlton Football Club and the Mars Cycling Australia Road National Championships, which encourage healthy active lifestyles.

SUSTAINABILITY

Mars Chocolate Australia, in line with other Mars businesses around the world, is committed to becoming sustainable in a generation. To help meet its commitments, Mars Chocolate Australia is investing \$6.2 million to upgrade the environmental performance of its Ballarat site. This investment will deliver significant water and energy efficiencies over 10 years, including:

- a reduction in energy consumption of 30%
- a reduction in greenhouse gas emissions of about 8,600 tCO₂e
- a reduction in mains water usage of 41%
- zero waste to landfill by 2015





Rainforest Alliance Certified™

RAINFOREST ALLIANCE CERTIFIED COCOA

MARS® Bars in Australia and New Zealand are produced using 100% certified cocoa sourced from Rainforest Alliance Certified™ farms in West Africa and Asia.

MARS® Bars not only taste good but do good, with the assurance that the cocoa beans used have been sourced from Rainforest Alliance certified farms that meet strict criteria on labour, environmental sustainability and pesticide standards.

The use of certified cocoa helps thousands of farmers, farm workers and their families in West Africa to improve their productivity and their profitability. The flow-on effect from Rainforest Alliance certification is that communities

benefit from better sanitation, access to clean water, medical care and education for farmers and their families.

Mars is the only company to work with all three certification bodies – Rainforest Alliance, Fairtrade and UTZ – to ensure we meet our commitment to use only certified cocoa by 2020. In Australia, we plan to convert to 100% certified cocoa well in advance of our global 2020 commitment.

Mars is also working with governments, NGOs and cocoa growers in West Africa and Asia to improve their productivity, income and community infrastructure.



PALM OIL

At Mars, we are committed to making progress towards more sustainable palm oil production. We have a global commitment to sourcing 100% Roundtable on Sustainable Palm Oil (RSPO) by

2015. We are well on the way to achieving this.

In Australia we are currently using palm oil sourced through mass balance within the RSPO certification program and in 2014 we will move towards 100% fully segregated sustainable palm oil.

At Mars, we believe in making a difference and we will continue to explore all avenues that enable us to use palm oil in a sustainable way. While we are not a large global consumer, using less than 0.2% of global yields, we still recognise the need to play our part to protect rainforests and orang-utans.

Sustainability is a journey. We are changing over to segregated sustainable palm oil, however we cannot do this overnight. Currently there are only very small amounts of segregated sustainable palm oil available, however through working with suppliers and organisations such as the RSPO to overcome the challenges the industry faces we can make sustainable palm oil a reality.

