

Jollibee Group

Responsible Marketing Policy

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TOMORROW

Jollibee Group Responsible Marketing Policy

In line with our commitment to the principles of Responsible Marketing, we outline the details of our policy as follows:



1.

Our marketing claims do not abuse or exploit the consumer's trust.



2.

Our marketing communications do not contain any visual portrayal or description of potentially dangerous practices, or situations, which show a disregard for safety or health.



3.

We comply with the local laws and regulations on marketing communication in all the countries we operate in.



4.

We uphold the role of parents as the primary decision makers of their children's food and drinks.

This is why we support them in making diet and lifestyle choices for their children.



5.

We do not advertise products from Jollibee Group wholly owned brands in any measured media channel where 30% or more of the media audience is under 13 years old.

Placements for advertising materials from Jollibee Group wholly owned brands exclude child-directed programs on TV and digital platforms (Meta, TikTok, YouTube, Programmatic Advertising Platforms).



This Responsible Marketing Policy is periodically shared with the Jollibee Group marketing community and relevant partners, including brand and market marketing teams, creative and media agencies, and franchisees. Compliance with the policy is reviewed regularly.



SCOPE OF COVERAGE: The above policy covers all products of Jollibee Group wholly owned brands in all markets.