



Nestlé

Good Food, Good Life

Nestlé In Society









Creating Shared Value

Progress on Nutrition Commitments 2015

Middle East












Nutrition, Health and Wellness: **PROGRESS ON COMMITMENTS**

| | | COMMITMENT | OBJECTIVE | OUR PROGRESS |
|----------------------|---|---|---|---|
| SCIENCE | 1 |  <p>Build knowledge leadership in children's nutrition</p> | <p>Objective 2016</p> <ul style="list-style-type: none"> Launch large scale nutrition studies (0-4 years) in 1 country and (4-12 years) in 2 countries. | <p>In partnership with the American University of Beirut, the Nestlé Research Center kicked off in December 2015 the Feeding Infants and Toddlers Study (FITS) and KIDS Nutrition and Health (KNHS) pre-study literature review covering 4 key countries (Saudi, Jordan, Lebanon and UAE) to establish a baseline understanding of the existing data on child nutrition including dietary patterns, lifestyle behaviors, healthy weight and growth indicators.</p> |
| | 2 |  <p>Further provide nutritionally sound products for children</p> | <p>Objective 2015 - 2016</p> <ul style="list-style-type: none"> Maintain 100% compliance with the Nestlé Nutritional Foundation Profiling System Criteria (1) for kids products. Further provide nutritionally sound products designed for children. | <p>All our children's products achieve the Nestlé Nutritional Foundation Criteria (1,2)</p> <p>In 2015 we launched 3 new products:</p> <ul style="list-style-type: none"> Nestlé Nido FortiGrow ready-to-drink fortified milk with a convenient ready-to-use small pack format. Nestlé Nido Star fortified milk with key essential nutrients, scientifically proven to support school-age children's healthy growth, cognitive development and mental alertness. (<i>Iron & Zinc, Vit B&C, Calcium and Vit D, Omega 3 and Omega 6</i>). Nestlé Nesquik cereal bar, a nutritious on-the-go breakfast for children.  |
| PRODUCT IMPROVEMENTS | 3 |  <p>Help reduce the risk of under-nutrition through micro-nutrient fortification</p> | <p>Objective 2015</p> <ul style="list-style-type: none"> We will provide 8.6 billion fortified servings with the addition of fortified products to our portfolio. <p>Objective 2016</p> <p>We will provide 8.3 billion fortified servings.</p> | <p>We provided 8 billion fortified servings across the region. This represents less than our commitment due to the challenging expansion in the region. However, we are determined to continue help addressing micro-nutrients deficiencies and to continue to prioritize the launch of products with relevant fortification for kids.</p> <p>Through our Nido 70 years campaign, and in partnership with The Food Banking Regional Network (FBRN), we have launched a milk donation program providing 7 million glasses of milk to kids in need of this nutrition across the region leveraging the support of more than 60 associations and reaching more than 20,000 children.</p>  |
| | 4 |  <p>Reduce sodium (salt) in our products</p> | <p>Objective 2016</p> <ul style="list-style-type: none"> Maintain 100% of children's products meeting the Nestlé Nutritional Foundation sodium criteria. We will further reduce salt by 10% in adult products that do not yet meet the Nestlé Nutritional Foundation Profiling System criteria. | <p>We have achieved an average of 10% reduction of salt in selected culinary products.</p> <p>Our products already meet the target of 6g salt per daily diet. We are accelerating our further sodium reduction to address the sodium content in our portfolio to meet the WHO target of 5g salt in a daily diet by 2020.</p>  |
| | 5 |  <p>Reduce sugar in our products</p> | <p>Objective 2015</p> <ul style="list-style-type: none"> Reduce the sugar content in children's and teenager's breakfast cereal brands to 9g or less per serving. <p>Objective 2017</p> <p>Further reduce sugar content by 10% in products that do not meet yet the Nestlé Nutritional Foundation Profiling System criteria.</p> | <p>We have achieved a total sugar reduction of up to 30% to provide no more than 9g sugar per servings in any Nestlé Breakfast Cereal product for children.</p>  |
| | 6 |  <p>Reduce saturated fats and remove trans fats from our products</p> | <p>Objective 2016</p> <ul style="list-style-type: none"> We will further reduce our saturated fat content by 10% in products that do not yet meet the Nestlé Nutritional Foundation Profiling System criteria. We will ensure that all new products launched do not contain trans fats originating from partially hydrogenated oils. | <p>All our newly launched products contain no trans fats.</p> <p>We will continue to further reformulate our products where relevant to meet our nutrition policies for saturated fat and trans fat.</p> |



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| INFORMATION | 7 |  <p>Deliver nutrition information, advice and portion guidance</p> | <p>Objective 2016</p> <ul style="list-style-type: none"> • 96% of relevant food and beverage products will have Guideline Daily Amount (GDA)-based labels on front of packs. • 100% of our children and family products to provide specific portion guidance. | <ul style="list-style-type: none"> • 96% of our products have GDA on front of pack. • In addition to the nutritional table as part of the nutritional compass, we have started providing visual illustrations on our packs of the recommended portions for both adults and kids; as well as a representation of how to include the product in a healthy balanced diet. |
| | 8 |  <p>Promote healthy hydration as part of a healthy lifestyle</p> | <p>Objective 2015</p> <ul style="list-style-type: none"> • Further implement our healthy hydration awareness program for teachers and kids providing a better understanding of the benefits of water as key to healthy hydration. | <ul style="list-style-type: none"> • We continue to include hydration as part of the Nestlé Healthy Kids-Ajyal Salima program. • We continue to roll out the WET (Water Education for Teachers). • We continue to celebrate the World Water Day with teachers and kids across the region raising awareness about healthy hydration.  |
| PROMOTE HEALTHY LIFESTYLES | 9 |  <p>Promote healthy diets and lifestyles</p> | <p>Objective 2016</p> <ul style="list-style-type: none"> • Expand the Nestlé Healthy Kids Program – Ajyal Salima into five countries in the Middle East, through partnerships with local authorities and experts. | <p>Nestlé Start Healthy Stay Healthy Nestlé Start Healthy Stay Healthy is an educational platform that provides pregnant women and new mothers with easy to understand scientific-based information about pregnancy nutrition and healthy life style, baby's nutrition and optimal growth from 0 to 3 years. www.healthybabyarabia.com</p> <p>Nestlé Healthy Kids Ajyal Salima Nestlé Ajyal Salima programme aims to promote healthy eating and physical activity among 9-11 year old school children across the region. Launched in Lebanon since 2010, the programme is part of the Ministry of Education school health unit programs curriculum. The programme also runs in Dubai since 2012 in all public schools. A pilot programme was implemented in Saudi Arabia in 2014 & 2015. The programme was also launched in the Hashemite Kingdom of Jordan in 2015 in partnership with The Royal Health Awareness Society and in collaboration with the Ministry of Education and the Ministry of Health. We have scientific evidence that the programme improves nutrition awareness and healthy eating behaviors. (3,4)</p> <p>United For Healthier Kids We have launched the United For Healthier Kids movement to further inspire parents to establish healthier eating and lifestyle habits for their kids.</p> <p>The movement is focused on 4 behaviors important for healthy lifestyle:</p> <ul style="list-style-type: none"> • MORE WATER • MORE FRUITS AND VEGETABLES • MORE MANAGED PORTIONS • MORE MOVEMENT    |
| | 10 |  <p>Ensure responsible marketing communication to children</p> | <p>Objective 2015</p> <p>Implement a strengthened policy on marketing communication to children.</p> | <p>We have rolled out a strengthened Marketing to Kids Policy restricting advertising to children aged 6-12 years, covering television, radio, print, cinema, outdoor, digital marketing, promotions and events (5), and we continue to ensure compliance.</p> |
| COMPLIANCE | 11 |  <p>Market breast-milk substitutes responsibly</p> | <p>Our ongoing objective</p> <p>This is part of our ongoing efforts to promote good nutrition in the first 1,000 days of life, support breastfeeding, and report publicly on our progress regarding the responsible marketing of breast-milk substitutes.</p> | <p>Since 2011, we are the first infant formula manufacturer included in the FTSE4Good, which measures the performance of companies that meet globally recognized corporate responsibility standards, in addition to clear criteria on the marketing of breast-milk substitutes (BMS).</p> <p>We continue to ensure compliance through regular assessments, in addition to internal and external audits.</p> |



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We enhance lives with science-based nutrition, product solutions and services for all stages of life, helping people care for themselves and their families.

Our Nutrition Commitments show our determination to play a positive role in society and help promote healthier lifestyles.

To know more about our Creating Shared Value Commitments in the areas of:
Nutrition - Responsible Sourcing - Water
Environmental Sustainability - People and Compliance
Please visit our website:

www.nestle-me.com/en/csv



Nutrition



Responsible Sourcing



Water



Environmental Sustainability



Our People & Compliance



Click here to download our 2014 Nestlé In Society report

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References:

1. The Nestlé Nutritional Foundation criteria are based on nutrition science and public health dietary recommendations, such as those of the World Health Organization and other global or local authorities. Our products are evaluated against these criteria, using the Nestlé Nutritional Profiling System, which determines their nutritional value and whether they achieve the Nestlé Nutritional Foundation status.
2. The NNPS system methodology was published in February 2016 in the European Journal of Nutrition. DOI:10.1007/s9-1161-016-00394
3. Habib-Mourad C., Moore H.J., Nabhani-Zeidan M, Hwalla N, Summerbell C. Health-E-PALS: promoting Healthy Eating and Physical Activity in Lebanese school children – Intervention development. Educ Health 2014,32. <http://sheu.org.uk/x/eh321chm.pdf>.
4. Habib-Mourad C., Ghandour L.A, Moore H.J, Nabhani-Zeidan M, Adetayo K, Hwalla N, Summerbell C. Promoting Healthy eating and physical activity among school children: findings from the Health-E-PALS, the first pilot intervention from Lebanon. BMC Public Health 14:940 ,2014 doi:940-14-2458-1471/10.1186
5. www.nestle.com/csv/downloads