

## Our Approach towards 'Infant Formula' Distribution

### **Introduction**

The spirit of Wakodo—a brand in the Asahi Group food business—is based on the hope of “Improving infant nutrition to safeguard their lives”. This belief was expressed by the pioneer of pediatrics in Japan, Tsukasa Hirota, and the first president of Wakodo, Kyoji Ohga, who made efforts towards creating the first ever domestic infant formula. To hand down this philosophy to future generations, we have established our basic concept as **“Breast-milk is the best for infants”**, and will continue to strive towards conducting activities for infant nutrition in Japan and overseas, supporting their healthy growth.

This concept has received the support of the Director in charge of the Asahi Group Holdings, Ltd. food division, and is being incorporated as a part of the Group activities.

### **Basic Policy**

In hopes of contributing to the healthy growth of infants, we will conduct activities based on our comprehension and acknowledgement towards the importance of the “International Code of Marketing of Breast-milk Substitutes”.

### **Action Guidelines**

1. We will comply with standards established in Japan which are related to infant formula manufacturing and sales.  
There will be no excessive marketing through hospitals and maternity hospitals.  
We will make efforts to cultivate an employee base with expert knowledge, while creating an environment in which customers can employ our products according to their needs.
2. We comprehend the risks in developing countries related to sales of infant formulas outside of Japan, and will comply with the regulations of each country.