

CCU

GUIDELINES REGARDING RESPONSIBLE COMMUNICATIONS

Principles applicable to alcoholic and non-alcoholic products

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Introduction

At CCU we are passionate about creating experiences that allow us to share a better life, together.

In line with this, the Company seeks to build strong brands, through innovative, effective and inspiring marketing and advertising, while ensuring that CCU complies with the highest standards of corporate responsibility.

Consequently, all of our communications must remain within the limits of what is responsible and correct, but at the same time, maintain their vigor and attraction to consumers, seeking to create an emotional and direct link with each one of them.

Our products, as well as our marketing and advertising, must always comply with the laws and regulations in each country where they are produced, distributed or exhibited.

Having a serious and structured set of guidelines for self-regulation helps to protect our customers, consumers and society in general, contributing to the Company's sustainability.

CCU believes that the consumption of most food products is beneficial, if done in moderation and responsibly, and harmful if done in excess.

For the purposes of this document, "commercial communications" are defined as:

“All brand advertising and marketing activities directed to consumers, in all types of media used for this purpose, such as printed media, TV, radio, billboards, Internet, digital, labels, packaging, point-of-sale material, free samples, prizes, promotions, contests and sponsorships, among others.”

Introduction

In many cases, when evaluating what is to be considered responsible communications, there is a gray area between the obvious black and white defined by current legislation, transparency, good business practices, morals and good customs, and the promotion of human dignity.

This document, "CCU: Guidelines regarding Responsible Communications", is divided into the chapter "General Principles", which applies to all CCU products, both those with and without alcohol, a second chapter entitled "Principles Applicable to Products with Alcohol", which contains indications only for commercial communications of the Company's products that contain alcohol, and a third chapter entitled "Principles Applicable to Products without Alcohol".

It should be noted that "corporate communications", as indicated by their name, are not "commercial" but consider other aspects of the CCU brands and, therefore, the principal # 8 "Health aspects and alcohol content" of the chapter "Principles Applicable to Products with Alcohol" does not apply.

"Corporate communications" have different communication objectives than commercial communications; the former are oriented towards all audiences related to the Company and support corporate sustainability.

Although this document is not directly intended for non-commercial communications, such as interviews, reports and statements to the media, the Company recommends that these communications take into account the spirit of these guidelines.

All of the above contributes to the positive development of the value of our brands and to a better society, each and every day.

I. General Principals

All CCU commercial communications, including its subsidiaries and related companies, must respect the spirit of the following principles:

1. Comply with current legislation

All communications must comply with the content and spirit of the laws of the country.

2. Be honest, truthful and responsible

Commercial communications must provide clear and truthful information about the products offered, so that consumers are in a position to make rational and informed decisions.

At CCU, the creation of any commercial communication campaign must be made, from the beginning, with social responsibility, and not leaving this concept as an afterthought.

3. Adhere to accepted principles of fair competition and good business practices

Commercial communications should comply not only with local or national laws, rules and regulations, but also with the country's best practices regarding advertising and marketing.

4. Avoid going against the norms of morality, public order and good customs

All types of audiences should accept our commercial communications, taking into account what is considered "decent" and "acceptable", which varies according to different cultural and age parameters.

Commercial communications should avoid the use of messages, insinuations, comments or allusions of any kind that degrade or undermine the physical, psychological or moral integrity of the people in the country where the messages are communicated.

I. General Principals

5. Promote the dignity and integrity of all people regardless of their condition, gender, nationality, race or religion.

CCU advertising and marketing should present people in a way that values their status as individuals, avoiding situations in which they may be demeaned.

Communications should avoid the use of stereotypes, regarding age, disability, gender, race, nationality, religion or sexual orientation.

All of the above must be compatible with the positioning of the brand, the increase of its value and, as a consequence of the above, its further commercial development, seeking to contribute to a better society, every day.

II. Principals applicable to products with alcohol

1. General issues regarding messages about products with alcohol

Our commercial communications must:

- *Be intended and directed explicitly for persons authorized to consume alcoholic beverages in accordance with local legislation.*
- *Avoid presenting alcohol as a behavior modifier.*

All of the above contributes to the positive development of the value of our brands and to a better society, every day.

Additional explanations regarding “general issues regarding messages about products with alcohol”

- We must be mindful of the fact that alcoholic beverages are different from many other products, which places a greater obligation on us to behave in a sensitive and respectful manner.
- A basic principle for all commercial communications for CCU alcohol products is that they should be directed exclusively to persons of legal drinking age, leaving no room for doubt. We must follow current legislation and existing industry-wide self-regulation in terms of time and content for television advertising. In the case of street advertising, (billboards, pallets on the streets or advertising on public transportation), radio, Internet and printed media, the message must clearly state that the product is exclusively for adults who are authorized to consume alcohol.
- Advertising on public roads and in print media should always include "a message indicating that it the product is exclusively for adults and that the product invites you to drink responsibly", as indicated in the CCU Message System document.
- In the case of advertising on public roads, it is necessary to check that the installation of billboards, pallets on the streets or at bus stops are NOT located in areas near kindergartens, nurseries, educational establishments, homes for children, youth entertainment centers nor playgrounds in shopping malls.
- Avoid suggesting that alcohol consumption is a behavior modifier and that it can contribute to greater mental, physical and athletic performance, or to social and emotional success.
- While some consumers may engage in dangerous or irresponsible behavior, we should never use the argument that "this is what real people do" in a way that could be seen as legitimizing such behavior. We must always set a good example. Our actions should be true to the spirit of the guidelines.
- Our actions should respect the spirit of these guidelines by avoiding looking for loopholes or ways to circumvent the rules or to act in opposition to generally accepted moral principles, even if they are not expressly prohibited in this document.

II. Principles applicable to products with alcohol

Questions regarding "Alcoholic product messaging basics".

If your answer to any of these questions is "no," you should rethink the concept, as it may not meet the spirit of the guidelines.

- Would you feel comfortable describing this scene to your friends or to an older relative?
- Would it be acceptable to you to see a friend portrayed in the manner depicted?
- Would you expect a favorable reaction from the public if a major newspaper published an article describing this concept?
- Would you feel comfortable defending the concept as ethical, moral, in line with public order, and as true and honest?
- If a competitor did this, would you consider it responsible communication?
- Our actions should respect the spirit of these guidelines and avoid looking for loopholes.

In conclusion

Do you think these messages are responsible and represent people who behave appropriately when drinking alcohol?

With this action, are you contributing to a better society?

2. Responsible Consumption of Products with Alcohol

Our commercial communications should:

- Encourage responsible and moderate consumption, avoiding depicting excessive and irresponsible situations.
- Present moderate consumption as a positive behavior.
- Associate alcohol consumption with normal behaviors without suggesting antisocial behavior.
- Avoid any association of any kind with illegal drugs.
- Not associate with nor promote alcohol consumption with energy drinks.

All of the above contributes to the positive development of the value of our brands and to a better society, every day.

II. Principles applicable to products with alcohol

Additional explanations regarding “Responsible Consumption of Products with Alcohol”

- Commercial communications should graphically depict alcohol consumption as responsible, moderate and associated with appropriate behaviors, as failure to do so compromises our efforts to prevent abuse and promote positive drinking habits.
- Encouraging "moderate and responsible consumption" means encouraging behavior that is appropriate for the individual and/or the situation depicted graphically. Under no circumstances should people be encouraged to drink to excess, or be shown drinking to the point of losing self-control.
- In practice, this means:
 - Total amount of alcoholic beverages per person: commercial communications should seek to create a positive brand experience and not incentivize people - through images, actions or words - to drink large quantities of containers in the same situation or scene.
 - Places: people should be shown drinking only in places permitted or authorized for consumption. Communications should not include or suggest people drinking on public spaces, such as beaches or streets.
 - Measurements: all measurements should be realistic and moderate (e.g., avoid showing people with unusually large beer containers).
 - Speed of drinking: alcohol should be shown as being consumed slowly.
 - Duration: avoid showing a person drinking multiple drinks in rapid succession. If a person is shown drinking more than one drink, it should be clearly established that it was over an appropriate period of time.
 - It is advisable to associate the consumption of alcohol with the ingestion of solid food.
- Drinking from the bottle may be appropriate, if this is a normal way of consuming the product in question, but avoid giving the impression that the bottle has been emptied in one gulp. The angle of the bottle should suggest that it is being drunk slowly.
- People should not be "challenged" to drink; we should aim for "moderation". People who choose not to drink, or who drink in limited quantities, should not be shown in a negative light, belittled or ridiculed.
- Avoid showing people in a state of inebriation, or that the public may conclude that they are or will end up intoxicated in the situation presented in the advertisement.
- Do not associate or promote the consumption of alcohol products with energy drinks or with those that are disseminated or perceived by consumers with such characteristics, as it could be considered an unhealthy or risky behavior for health. We understand energy drinks as those whose ingredients include taurine, guarana or caffeine in concentrations greater than 220 mg/Lt.

(1) Gonzalo Soto-Brandt, 2015, Energy drinks and the risks of their consumption with alcohol. Chilean Observatory on Drugs - SENDA

<http://www.senda.gob.cl/media/boletines/Boletin%2014%20Bebidas%20energ%C3%A9ticas%20y%20los%20riesgos%20de%20su%20consumo%20con%20alcohol.pdf>

“Research on the relationship between the consumption of a mixture of both substances provides evidence regarding the masking of the signs of alcohol intoxication, which would imply the risk of consuming a greater volume of alcohol, with greater dehydration, more severe and prolonged hangovers (Pennay, 2011).”

II. Principles applicable to products with alcohol

Questions regarding "Responsible consumption of products with alcohol"

If your answer to any of these questions is "no," you should rethink the concept, as it may not meet the spirit of the guidelines.

- Would you behave the way the people behave in the advertisement?
- Would you be okay with seeing a friend or family member behave that way?
- If you were participating, either directly or as a spectator, would you feel comfortable?
- If a humorous situation is being carried out, would you think it was funny if they did it to you?

In conclusion

Do you think these messages encourage the appropriate, responsible and balanced consumption of products with alcohol?

Are we contributing with this advertising to a better society?

3. Minors

Our commercial communications should:

- *Comply with applicable laws and regulations regarding minors.*
- *Be clearly directed to people who are of legal age to consume alcohol.*
- *Use actors or models who are of legal age and who act and represent their age.*
- *Target an audience of legal drinking age. The brand should be advertised in media, timeslots and programs where the target audience is of legal drinking age.*
- *Do not participate in, nor sponsor, events aimed at minors, organized by minors or attended mostly by minors.*
- *The design and graphics, of both packaging and advertising campaigns, should not be geared towards minors.*

All of the above contributes to the positive development of the value of our brands and to a better society, every day.

II. Principles applicable to products with alcohol

Additional explanations regarding “Minors”

- Advertising should avoid the use of images, music, cartoon characters, celebrities and others that have special appeal to minors.
- Before broadcasting any advertising, it is the advertiser's responsibility to take into account the composition of the media's audience. In the case of sponsored events, the event organizers' contractual restrictions or admissions are a good means of verifying the type of audience. Where possible, the target groups should be verified, as well as the composition of the audience.
- For cinema advertising, the classification (14+, 18+, etc.) given by the film censor group is a guide. Always use the criteria that the majority of the people attending are of legal age.
- When designing communications in digital media, also comply with the provisions of these guidelines. Specific digital media that are of special attraction to minors such as animations, downloadable games and screensavers, among others, should be avoided. Sending messages via SMS, DM, chat rooms, video/computer games, and augmented reality shall only be used in places where it can be reasonably demonstrated that the majority of users of such activities are of legal age.
- Regarding the rental of beer, or other alcohol dispensers, for events, parties or birthdays to individuals, we must ask the age of the party participants, in order to apply the "CCU Alcohol Policy". If the event is intended for minors, the service will not be provided.
- Places that are intended for minors such as kindergartens, nurseries, educational establishments, homes for children, foster homes for minors, youth entertainment centers, and playgrounds in shopping centers, should not be subject to sponsorship, consignments, promotions, marketing activities, donations, leases, etc., of CCU 2 alcohol brands, nor should they have the installation of graphics nor signage to promote these products.
- If a school campus is used for alumni or parent activities, we may participate as long as the majority of attendees are of legal age and the activity does not take place during the school day. This practice also extends to advertising elements, whether chairs, awnings, sunshades, banners or others that have the image of any of the brands of products containing alcohol 3. Do not install stands or carry promoters of the brands of products containing alcohol in these places, nor give out free samples or merchandising elements.

⁽²⁾ Consideration should be given to compliance with alcohol regulations regarding premises located less than 100 meters from educational establishments.

⁽³⁾ In addition, alcohol regulations must be observed in the specific matter, and the school administration must authorize the consumption of alcohol in advance, with prior authorization from the parents' center and notice to the police and the municipality, in cases of national holidays and charitable activities (such as Kermesses or dinners) up to three times in a calendar year. (art. 39, Law 19925).

II. Principles applicable to products with alcohol

Additional explanations regarding “Minors” (cont.)

- In the case of sports tournaments or competitions where the majority of participants are minors, CCU will not participate in marketing activities with brands of products containing alcohol.
- In the case of monetary sponsorships for events organized by minors such as student centers, scout groups, youth groups, etc., these must be given in the name of CCU and must bear the corporate logo or, alternatively, use a CCU non-alcoholic beverage brand.
- Sometimes our alcoholic beverage brands are present at family events where there are children and none of the situations described above are met. In these cases, it is mandatory to install a banner next to the stand or in the place where the product will be sold, with a sign that urges responsible drinking and indicates that alcohol products are for people over 18 years of age.
- If there is a situation in which CCU cannot participate, and an explanation is requested, the applicant must be informed that "the consumption of products with alcohol is not recommended for people under 18 years of age. As a result, CCU, as per internal policy, avoids participating in events where the majority of the attendees are under 18 years of age".

Questions regarding “Minors”

If your answer to any of these questions is "no," you should rethink the concept, as it may not meet the spirit of the guidelines.

- Do you consider these messages to be clear and to not incite minors to consume these types of products?
- As a marketing team, do I use public places where minors regularly go, such as bus stops, in my advertising campaign?
- Would you accept that your underage child, or niece/nephew, try to act out the scene in real life?
- Would you feel comfortable presenting this advertising campaign to the parents at your children's school?

In conclusion

Do you think this message is totally and clearly aimed at people of legal age?

II. Principles applicable to products with alcohol

4. Road Safety

Our commercial communications should:

- *Promote responsible alcohol consumption by discouraging drinking and driving.*
- *Promote responsible, prudent and safe driving and respect for traffic laws.*

All of the above contributes to the positive development of the value of our brands and to a better society, every day.

Additional explanations regarding “Road Safety”

- All advertisements or messages should avoid any association with the consumption of alcohol and the driving of any type of vehicle. We should never communicate that drinking alcohol before driving is acceptable or that it may not be harmful. CCU's position should be "if you're going to drink, pass the keys".
- No CCU advertising should feature people driving cars or motor vehicles and consuming alcohol. In addition, in TV commercials where people are shown to be driving, apart from communicating our message of not drinking alcohol and driving, the advertisement should show the people with their seat belts on and driving the vehicle in a prudent and safe manner, and respecting traffic laws. In the case of motorcycles, the occupants must wear safety helmets and also comply with traffic regulations.

Questions regarding “Road Safety”

If your answer to any of these questions is "no," you should rethink the concept, as it may not meet the spirit of the guidelines.

- Are the people in the advertisement following the current legislation?
- If people are shown in or near a vehicle, is the message clear that they have not previously drunk the product with alcohol?
- If the scene shown were to occur in real life, would those people be not at risk nor in danger?

In conclusion

Does this message comply with current legislation and make it clear that alcohol consumption is not compatible with driving any type of vehicle?

II. Principles applicable to products with alcohol

5. Sports

Our commercial communications should:

- *Avoid creating the impression that alcohol consumption improves sports performance.*
- *Avoid suggesting that alcohol consumption is incompatible with physical activity and encourage consumption after physical activity.*

All of the above contributes to the positive development of the value of our brands and to a better society, every day.

Additional explanations regarding “Sports”

- The messages delivered by CCU should make it clear that it is preferable to drink alcohol in moderation, after physical or sporting activities, and not before or during.
- Any suggestion that sports performance can be enhanced by drinking alcohol should be avoided.
- It is our responsibility to choose carefully when participating in sporting events, to avoid associating the consumption of beer or other alcohol with sports that are particularly violent, such as those that encourage human combat.
-

Questions regarding “Sports”

If your answer to any of these questions is "no," you should rethink the concept, as it may not meet the spirit of the guidelines.

- If people are shown doing sports, is the message clear that they have not previously drunk the product?
- If athletic people are depicted drinking alcohol, are they drinking in moderate amounts?
- Is the discipline, or sport, being advertised safe and does it not involve human combat??

In conclusion

Do you think that the message is clear that these products should not be consumed before sports activities and that the consumption of these products does not benefit athletic performance?

II. Principles applicable to products with alcohol

6. Alcohol consumption, performance and the workplace

Our commercial communications should:

- *Avoid creating the impression that alcohol consumption enhances mental or physical ability or performance.*
- *Avoid associating the consumption of products with alcohol with the workplace.*

All of the above contributes to the positive development of the value of our brands and to a better society, every day.

Additional explanations regarding “Alcohol consumption, performance and the workplace”

Our commercial communications should:

- CCU's images and messages should not suggest that drinking alcoholic beverages enhances a person's abilities, whether mental or physical. Our communications should not show that drinking alcoholic beverages enhances concentration, intelligence, or helps increase strength or stamina.
- Any situation or message that associates the consumption of alcoholic beverages to the workplace should be avoided.

Questions regarding “Alcohol consumption, performance and the workplace”

If your answer to any of these questions is "no," you should rethink the concept, as it may not meet the spirit of the guidelines.

- Does the language or image used not suggest that alcohol increases mental abilities or capacities?
- Do the characters in the advertisement not act in the same way before and after consuming the CCU product?
- If people are shown in work clothes, is the message clear that they have not previously drunk the product?

In conclusion

Does this message make it clear that alcohol consumption should not take place during working hours, nor does it improve performance?

II. Principles applicable to products with alcohol

7. Violence & Danger

Our commercial communications should:

- *Avoid suggesting any association with violent, dangerous, aggressive or antisocial behavior.*
- *Avoid linking the consumption of our products with the operation of machinery of any kind.*
- *Associate the consumption of our products to safe activities by avoiding showing people participating in dangerous or risky activities.*

All of the above contributes to the positive development of the value of our brands and to a better society, every day.

Additional explanations regarding “Violence & Danger”

- During the process of putting together an advertising campaign, we should keep in mind that violence and aggression are often public problems, and may be related to alcohol consumption. One of the effects of alcohol is that its consumption reduces inhibitions, which is why some people abuse alcohol as an excuse for bad behavior. As a company, we must actively avoid any association with violence and convey messages that favor "normal," appropriate and safe behavior that does not expose people to dangerous situations.
- Commercial communications should not depict violence or create an aggressive atmosphere. Words, actions and images should be carefully chosen so that they are not associated with violent, aggressive, dangerous or antisocial behavior. If there are doubts about the limits of this definition, it is best to always error on safe side, bearing in mind that antisocial behavior is defined as any behavior that directly or indirectly may cause harm, annoyance or inconvenience to other people.
- With regard to sponsorship, any direct or symbolic link between alcohol consumption and risky or inappropriate behavior should be avoided. We should also take into account that activities that would not normally be considered dangerous (swimming in a pool or the use of certain tools, for example) could become dangerous if the participants have consumed alcohol. If there is an association, it should be clearly stated that the consumption of alcoholic beverages has occurred after the activity has ended.

II. Principles applicable to products with alcohol

Questions regarding "Violence & Danger"

If your answer to any of these questions is "no," you should rethink the concept, as it may not meet the spirit of the guidelines.

- ¿ Would you participate in the activity shown after drinking alcohol, or would you consider it too dangerous and irresponsible?
- Would you feel comfortable defending the message as "safe" in the event that someone had an accident (fatal or not) as a result of imitating the action depicted?
- If this scenario were real, would the protagonist or the other people involved be totally risk-free?

In conclusion

Do the messages promote appropriate and safe behaviors for the audience?

8. Health Aspects and Alcohol Content

Our commercial communications should:

- *Represent real situations, avoid claiming that alcohol has therapeutic properties, that it is a stimulant, sedative or a means to resolve personal conflicts or improve moods.*
- *Do not associate our products with the prevention, treatment or cure of diseases or suggest that they have any such properties.*
- *Do not associate alcohol consumption with pregnancy or breastfeeding.*
- *Show that moderate consumption of alcoholic beverages is compatible with a healthy life.*
- *Avoid creating any confusion regarding the alcoholic content of a product.*

All of the above contributes to the positive development of the value of our brands and to a better society, every day.

II. Principles applicable to products with alcohol

Additional explanations regarding “Health Aspects and Alcohol Content”

- Although there is scientific research indicating that moderate alcohol consumption could be beneficial to health, this should not be referred to in any product advertising messages.
- Alcoholic beverages are products that give pleasure but do not contain therapeutic, sedative or stimulant properties.
- Do not present the product as a means to solve, avoid or resolve personal conflicts. Commercial communications should not create the impression that alcohol offers a solution to difficult physical or emotional situations.
- The characters in the advertisement should always consume a moderate amount of alcoholic beverage, regardless of the alcoholic content of the beverages. This avoids suggesting that those beverages with lower alcohol content can be consumed in excess without consequences. If the issue of alcohol content is relevant, a simple statement with the information is acceptable.

Questions regarding “Health Aspects and Alcohol Content”

If your answer to any of these questions is "no," you should rethink the concept, as it may not meet the spirit of the guidelines.

- Would you think it would be appropriate for someone in your family to consume alcoholic products in the manner depicted in the messages or advertising?
- Do the situations presented indicate that the consumption of alcohol could not be associated with health benefits? Could a person of sound judgement clearly understand that it is advisable to consume the products in moderation?
- Do the characters in the advertisement act in the same way before and after consuming the CCU product?

In conclusion

Do you believe that the messages represent appropriate, safe and appropriate behaviors for a person of sound judgment?

II. Principles applicable to products with alcohol

9. Social and Emotional Success

Our commercial communications should:

- *Avoid creating the impression that alcohol consumption contributes to or is a prerequisite for social success.*
- *Avoid suggesting any association with romantic success or sexual performance.*
- *Be in accordance with the norms of public order, morality and decency.*

All of the above contributes to the positive development of the value of our brands and to a better society, every day.

Additional explanations regarding "Social and Emotional Success"

Our commercial communications should:

- While it is suggested that campaigns and messages of alcoholic products be associated with family or social occasions (and not solitary consumption), it should not be suggested that alcohol consumption will make a person more successful, gain greater status, admiration, friends, popularity or recognition.
- Advertising that depicts a brand as being part of daily social interactions or associated with good taste is not in conflict with this code. Drinks containing alcohol may be associated with, or used in the context of, celebration and may show attractive people in general, or scenes of men and women socializing.
- Communications that use successful people to promote a product should not imply that, by virtue of consuming that product, success would be likely to be replicated by the consumer.
- The term "sexual success" is open to various interpretations; however, our commercial communications should avoid:
 - Suggesting what to drink, or suggesting that alcoholic beverages in general will make a person more sexually attractive.
 - Presenting alcoholic beverages as an aid to seduction or as a means to reduce sexual inhibitions.
- The actions and attitudes portrayed in advertising should be in keeping with socially acceptable behavior in real life. For example, in the case of a TV commercial it is acceptable to show beautiful women on a beach, but the camera should behave in the same way as a decent person's eye would.

II. Principles applicable to products with alcohol

Questions regarding "Social and Emotional Success"

If your answer to any of these questions is "no," you should rethink the concept, as it may not meet the spirit of the guidelines.

- Would the person in the advertisement have acted the same without drinking alcohol?
- Would you feel comfortable watching the advertising with your children, parents or grandparents?
- Would women perceive the message positively, as well as men?
- Would you be okay if your child grew up to consider the behaviors or situations depicted in the advertising as "normal"?
- Any ad campaign proposed that has a sexual theme should raise the question: is this really essential to communicate the brand's values and benefits?

In conclusion

Do you think these messages are representative of reality and applicable to everyday situations?

10. Free Samples

Distribution of free samples is subject to the following norms:

- *Do not offer free samples of alcoholic products in public places where alcohol consumption is prohibited.*
- *Offer alcoholic products only to persons of legal age.*

All of the above contributes to the positive development of the value of our brands and to a better society, every day.

II. Principles applicable to products with alcohol

Additional explanations regarding “Free Samples”

Our commercial communications should:

- “Free samples” shall be understood to be products or branded merchandise given with the intention of providing a positive experience, encouraging the purchase of the product.
- The distribution of free samples must comply with current legislation and regulations, as well as the regulations of the location where the event is held.
- Free samples of CCU alcoholic products will only be given to persons of legal drinking age. In case of doubt, the consumer's identity card must be presented to prove that he/she is of legal age to consume alcohol. Samples should never be given to minors, even when accompanied by their parents. The applicant must be informed that “It is CCU's policy not to promote the consumption of alcohol by minors”.
- We should only provide free samples in the amount that they provide a reasonable and appropriate amount of the product (enough to become aware of the attributes of the brand).
- It is advisable to inform that the sample contains alcohol and provide information about its alcohol content.

Questions regarding “Free Samples”

If your answer to any of these questions is “no,” you should rethink the concept, as it may not meet the spirit of the guidelines.

- Do you feel comfortable participating in this event with its free samples?
- Would you invite journalists to the event?
- Do you think the reaction on social media to the creative concept used in the event would be positive?
- Can you say that the samples will not offend members of the audience?

In conclusion

Does the advertising campaign comply with the law?

III. Principles applicable to products without alcohol

1. Balanced Consumption of Non-Alcoholic Beverages

Our commercial communications should:

- *Comply with national laws, standards and regulations.*
- *Show that the balanced consumption of these products is compatible with a healthy lifestyle.*
- *Promote balanced consumption, taking care not to show excessive consumption.*
- *Avoid any association of the products with unhealthy behaviors.*

All of the above contributes to the positive development of the value of our brands and to a better society, every day.

Additional explanations regarding “Balanced Consumption of Non-Alcoholic Beverages”

- All messages issued by CCU about its products must be consistent with current regulations.
- Communications for non-alcoholic beverages must consider what the World Health Organization (WHO) establishes as a healthy diet, that is, one that contains a balanced caloric intake, low in fats, sugars and sodium.
- The messages linked to non-alcoholic beverages should be related to positive situations such as generosity, family life, joy, optimism and enjoyment of life, aligned with CCU's purpose.
- Show the consumption of these products in moderate portions and without excess, emphasizing the positive aspects of this behavior.
- Do not show that consumption of these products can modify behavior and improve social success.
- Not show the products with people with unhealthy weight, as established in the Chilean Advertising Code of Ethics, such as anorexia, obesity or any other person who does not serve as a role model.
- Show the consumption of CCU products in healthy situations (sharing with family, outdoors, etc.) and where we can highlight good habits, such as sports and moderate portions.

III. Principles applicable to products without alcohol

Questions regarding “Balanced Consumption of Non-Alcoholic Beverages”

If your answer to any of these questions is "no," you should rethink the concept, as it may not meet the spirit of the guidelines.

- Is the creative concept used to promote CCU products truthful and does it respect morals and good customs?
- If a competitor were to run a campaign with similar concepts, would you consider it a responsible communication?
- In the case of a comical advertisement of a CCU product, would you find it funny if you or someone in your family were the protagonist?
- Would you or someone in your family behave in the way shown in the CCU advertisement?
- Would you feel comfortable describing the message of the CCU advertisement to your friends or an older relative?
- Do the behaviors depicted and displayed in the CCU advertisement seem appropriate to you?
- Do you think the reaction on social media about the advertisement would be positive?
- In conclusion

Do you think these messages contribute to consumers having a better quality of life, being healthier and happier?

2. Health and Nutritional Content

Our commercial communications should:

- *Show that the balanced consumption of these products is not incompatible with a healthy lifestyle.*
- *Do not show that the consumption of a product can substitute a meal or replace the vitamins and properties of a certain food.*
- *A product may only be promoted as a meal replacement or vitamin replacement when its properties indicate that this is the case.*
- *Always have scientific evidence when communicating that a product has health benefits.*

All of the above contributes to the positive development of the value of our brands and to a better society, every day.

III. Principles applicable to products without alcohol

Additional explanations regarding “Health and Nutritional Content”

Our commercial communications should:

- All messages issued by CCU about its products will be consistent with current laws and regulations.
- Associate messages to positive experiences.
- Promote products by presenting real portions. Do not communicate that excess consumption is good, healthy or accepted.
- Messages about a given product should not advertise or suggest that they alone provide the recommended dose of vitamins or minerals recommended by the Ministry of Health.
- Do not suggest that the consumption of any of these products can replace meals. The products must be shown as a complement to the daily diet and healthy living. A product may only be promoted as a meal replacement when its properties indicate that this is the case, in accordance with the requirements of current legislation and studies that support it.
- The messages must not confuse consumers about a product's potential health benefits.

Questions regarding “Health and Nutritional Content”

If your answer to any of these questions is "no," you should rethink the concept, as it may not meet the spirit of the guidelines.

- Are the portions of these products shown in the advertisement approximately what you would consume in an everyday situation?
- Do the people who appear in the advertising messages appear healthy?
- Would you be okay if your child, or any child under the age of 14, grew up to consider the behaviors or situations depicted in the advertising as "normal"?
- Would a discerning person be able to clearly understand what are the real nutritional contributions of the product being promoted?

In conclusion

Do you think these messages show people the benefits and importance of eating a balanced diet?

III. Principles applicable to products without alcohol

3. Sports, healthy living and physical performance

Our commercial communications should:

- *Promote sports and physical activity as part of a healthy lifestyle that can be compatible with the balanced consumption of our products.*
- *Not promote the excessive consumption of our products, especially those containing added sugar.*

All of the above contributes to the positive development of the value of our brands and to a better society, every day.

Additional explanations regarding “Sports, healthy living and physical performance”

- Demonstrate that the balanced consumption of CCU products is fully compatible with sports and physical activity, fundamental pillars of a healthy life.
- Associate the consumption of beverages with healthy eating. They should be shown as a complement to a healthy diet and a healthy life, as long as they are consumed in moderation.
- Commercial communications that include sugar-sweetened beverages may only be aimed at people over 14 years of age.
- Show the consumption of CCU products in healthy situations (sharing with family, outdoors, etc.) and where we can highlight good habits.
- Clear and relevant information must be provided about the nutritional content of our products.

Questions regarding “Sports, healthy living and physical performance”

If your answer to any of these questions is "no," you should rethink the concept, as it may not meet the spirit of the guidelines.

- Would you describe context of the advertising campaign as "healthy" for the characters in the story?
- In advertisements where images of risky activities are shown, all legal and safety precautions must be taken in accordance with CCU's policies. In addition, it is essential that these activities are carried out by professionals trained for such activity.

In conclusion

Do you think these messages contribute to and motivate people to lead a healthier lifestyle?

III. Principles applicable to products without alcohol

4. Social and Emotional Success

Our commercial communications should:

- *Avoid creating the impression that the consumption of any of these products is a prerequisite for social success.*

All of the above contributes to the positive development of the value of our brands and to a better society, every day.

Additional explanations regarding “Social and Emotional Success”

- Do not show that the consumption of these products is a guarantee of higher status, popularity, admiration or recognition.

Questions regarding “Social and Emotional Success”

If your answer to any of these questions is "no," you should rethink the concept, as it may not meet the spirit of the guidelines.

- Would you feel comfortable watching the advertisement with your children, parents or a senior citizen?
- Do you think a child under 14 could understand the message in a positive manner and communicate it in the same way to his or her schoolmates, for example?
- If a successful character is shown in the advertisement, is the message clear that his or her success is not due to the consumption of a CCU product?

In conclusion

Do you think these messages are representative of reality and applicable to everyday situations?

III. Principles applicable to products without alcohol

5. Responsible communications for minors

Our commercial communications should:

- *Respect the restrictions regarding the advertising and promotion of "high in" products and the regulations that establish specific conditions for the packaging and advertising of products aimed at children under 14 years of age.*
- *Take into account the psychological characteristics of minors, and avoid exploiting their immaturity or natural credulity. Use language and visual elements that are understandable to the target audience.*
- *Respect the regulations imposed by current legislation regarding sales restrictions, advertising and commercial hooks, with special emphasis on not promoting or advertising sugar-sweetened beverages in educational establishments or in the media time-slots considered for children.*

All of the above contributes to the positive development of the value of our brands and to a better society, every day.

Additional explanations regarding “Responsible communications for minors”

- According to current regulations, products containing excess calories, sodium, sugars or saturated fats may not be advertised in media aimed at children under 14 years of age. According to current regulations, when products are high in sugars, sodium, saturated fats or energy, their advertisements may never be directed to children under 14 years of age, and children of under that age may not be used in advertising for those products, including their labels and packaging, nor may they use other elements which especially attract the attention or interest of minors, such as children's characters and figures, animations, cartoons or others.
- Promises that generate expectations about the benefits of a beverage should be avoided. For example, relating its consumption to greater strength, status and/or popularity.
- CCU product communications should not undermine the authority of parents or adults responsible for the welfare of minors, but should be shown as elements that contribute to the formation of conscious consumers.
- The messages should be aim to guide, educate and highlight positive values, such as friendship, kindness, honesty, justice, generosity, respect, healthy entertainment and enjoyment. They should never promote violence or discrimination. Advertising aimed at minors should avoid the use of violence or aggression, nor should they appeal to sexuality, belittle social values nor should they promote or encourage any form of discrimination.

III. Principles applicable to products without alcohol

Additional explanations regarding “Responsible communications for minors”

- Messages and campaigns should promote healthy lifestyles, encouraging physical activity and the importance of a balanced diet. Avoid showing characters consuming disproportionate or exaggerated portions of any product.
- The promotion of CCU products, especially regarding free samples or tasting of products in supermarkets or shopping malls, should be carried out by trained promoters, who should not only know the characteristics of the product, but also apply the appropriate criteria regarding distribution to minors.
- Free samples of non-restricted products may be given to minors only when accompanied by an adult.

Questions regarding “Responsible communications for minors”

If your answer to any of these questions is "no," you should rethink the concept, as it may not meet the spirit of the guidelines.

- Would you think it appropriate for your child, or niece/nephew, to imitate or follow the message conveyed by the characters in the advertisement?
- Are the messages clear and do they not incite children to buy a certain product immediately?
- Would you feel comfortable if a member of your family under the age of 14 was the protagonist of the advertisement?

In conclusion

Do you think these messages promote positive values and are consistent with criteria regarding minors?



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