

Agreement
On
CAMBODIA RESPONSIBLE ALCOHOL MARKETING AND COMMUNICATION
CODE OF CONDUCT

Between
Asia Pacific International Wine and Spirits Alliance (APIWSA)
And
The Ministry of Information of Kingdom of Cambodia

This Marketing Code of Conduct is signed between the Asia Pacific International Wine and Spirits Alliance (APIWSA)¹, represented by Mr. Davide Besana, and the Ministry of Information of the Kingdom of Cambodia, represented by H.E. Khieu Kanharith, Minister of Information (hereinafter referred to as "the Parties") have agreed on the following:

Alcoholic beverage producers/importers or other relevant stakeholders who are signatories to this Strategy (code of conduct and set of practical actions) recognize the need to develop, produce, market and sell alcoholic beverage brands responsibly. There is a shared responsibility with all stakeholders including individuals, families, industry, educators, law enforcers and government agencies in general, to combat harmful use of alcohol. To deliver a responsible drinking culture in Cambodia we must all work in partnership to ensure strong enforcement of laws and effective education of society to promote responsible attitudes and behavior. Alcohol beverages when responsibly consumed, are compatible with a balanced and healthy lifestyle. Alcohol beverages are enjoyed in a responsible way by the vast majority of consumers in Cambodia. Such products play an important role in many societal, cultural and economic activities.

PURPOSE OF THIS CODE

The purpose is to ensure that all marketing, advertising and promotional activities pertaining to alcohol of the signatories of the Code of Responsible Alcohol Beverages Communications conducted in Cambodia do not encourage or condone excessive consumption or misuse of any kind. It is designed to reinforce the provisions of the Cambodia Code of Advertising Practice and to ensure advertising and promotion of alcohol beverages in Cambodia is of the highest standard. It is hoped that other relevant stakeholders e.g. on/off-trade operators would become signatories of the Code or would adopt the Code into their communication policies.

SCOPE

This code will cover all commercial communications related to alcohol beverages conducted directly by the signatories or their marketing agencies in the territory of Cambodia.

- Commercial communications are defined herein as: All brand advertising or marketing

¹ Member companies include: Campari, Bacardi, Beam Suntory, Brown-Forman, Diageo, Edrington, Moët Hennessy, Pernod Ricard, Rémy Cointreau and William Grant & Sons



communications to consumers regardless of the medium used (e.g. print, broadcast media, labeling, packaging, digital media platforms, electronic communications, consumer and trade promotions, merchandising, point of sale material, sponsorships, etc).

- Commercial communications do not include: Non-advertising materials or statements to the media, government agencies or the public about issues of societal concern such as the risks or benefits related to the production, distribution or consumption of alcohol beverages and educational initiatives aimed at reducing the harmful use of alcohol or otherwise the role of alcohol in society.

SPECIFIC PROVISIONS

1. Laws, Codes and Policies

Our commercial communications must:

1.1 Comply with all applicable laws, regulations and industry codes, be decent, honest and truthful and conform to accepted principles of fair competition and good business practice;

1.1 Be prepared with a due sense of social responsibility and be based on principles of fairness and good faith;

1.2 Not in any circumstances be unethical or otherwise impugn human dignity and integrity.

2. Abstinence

Our commercial communications must:

2.1 Always show respect for those who choose to abstain from alcohol;

2.2 Be developed with the awareness that there are times in everyone's life when consuming alcohol may be unwise, and that there are people who choose not to drink at all for a variety of reasons, including cultural and religious ones;

2.3 Always respect individual choices, and be aware of local values and sensitivities;

2.4 Not present abstinence from or moderation with alcohol in a negative manner, nor imply that it is wrong or foolish to refuse a drink, even in a humorous manner.

3. Minors

Our commercial communications must:

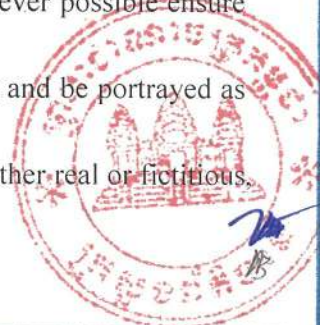
3.1 Be designed and placed for an adult audience and never be designed or constructed or placed in a way that appeals primarily to those younger than the legal purchase age for alcohol (in the absence of regulations on Legal Drinking Age (LDA)/Legal Purchasing Age (LPA) in Cambodia, this code will use 18 year old as the reference point for this provision, this will be subject to future regulation on Legal Drinking Age (LDA) / Legal Purchasing Age (LPA) which shall prevail);

3.2 Be placed in communications media and events for which at least 70% of the audience are reasonably expected to be of LPA and older;

3.3 Carry an age affirmation page if in a digitally accessible format and any groups, channels, social networks run by the signatories on third party web sites should whenever possible ensure that all members are over the legal drinking age;

3.4 Use people who are at least 25 years of age and reasonably appear to be and be portrayed as 25 years or older;

3.5 Not use objects, images, styles, symbols, colors, music and characters (either real or fictitious).



including cartoon figures or celebrities such as sporting heroes) of primary appeal to minors;

3.6 Not use brand identification such as names, logos, games, game equipment or other items of primary appeal to minors (in addition signatories will not license brand names, logos, or trademarks for use on children's clothing, toys, games, games equipment, or other materials intended for use primarily by persons younger than LPA);

4. Alcohol content

Our commercial communications must:

4.1 Not create any confusion as to the nature and strength of alcohol beverages;

4.2 When referencing a 'standard drink' use the definition of one standard drink as 10 grams of pure alcohol;

4.3 When providing information about the alcohol content of our products and of our drinks recipes ensure information is clear, factual and neutral;

4.4 Not emphasize high alcoholic strength as a dominant theme or stress it as an element of product innovation;

4.5 Never imply that low strength alcohol beverages may be consumed in quantities, ways or situations where higher strength beverages may be inappropriate, nor that mid or lower strength beverages are healthier or more responsible choices;

5. Responsible drinking

Our commercial communications must depict and encourage only moderate and responsible drinking:

5.1 For all print, broadcast or digital communications, and where possible other forms of communication, include a voluntary responsible drinking message which is clearly legible and noticeable;

5.2 Not encourage or condone excessive or irresponsible consumption, nor present abstinence or moderation in any negative way, or refer in any favorable manner to the effects of intoxication;

5.3 Not show people who appear to be drunk or in any way imply that drunkenness is acceptable;

6. Drink Driving and other dangerous activities

Our commercial communications must:

6.1 Not suggest that consuming alcoholic beverages is acceptable before or whilst driving motor vehicles of any kind, operating potentially dangerous machinery, or undertaking any potentially hazardous recreational or work-related activity;

6.2 Ensure any association of alcoholic beverage brands with sports is managed carefully to ensure consumption while playing the sport is not implied or encouraged.

7. Social and sexual success

Our commercial communications must:

7.1 Not suggest that consuming alcohol beverages is a requirement for social acceptance or success;

7.2 Not suggest that consuming alcohol beverages enhances sexual capabilities, attractiveness or leads to sexual relations;



7.3 Avoid the use of graphic, lewd or gratuitous nudity. Any use of an image of a nude man or woman must be in good taste and appropriate for the brand message being conveyed.

8. Anti-Social and Inappropriate Behavior

Our commercial communications must:

8.1 Not suggest any association with violent, aggressive, illegal, dangerous or antisocial behavior.

8.2 Avoid any association with, acceptance of, or allusion to drug culture or illicit drugs.

9. Health and performance

Our commercial communications must:

9.1 Never portray or target pregnant women or those breast feeding infants. As signatories to the code, recommend no level of alcohol consumption whatsoever for such groups

9.2 Not imply that brands offer any health, therapeutic, dietary, functional or performance (mental or physical) benefits, though where permitted by law information on carbohydrate, calories or other nutrient content may be appropriate in some circumstances;

9.3 Not imply that consumption of alcohol or a particular brand may help in preventing, treating or curing any human disease or condition.

IMPLEMENTATION AND COMPLIANCE

Initially, the Code will be self-administered by a representative of APIWSA and the Ministry of Information.

A dedicated web page for the code will be set up to collect all complaints and decisions in relation to this code. All registered complaints shall be compiled into an annual report which will be presented to the Ministry of Information and published on the dedicated web page by APIWSA.

Signatories to the code are to be advertisers of alcohol beverages (i.e. brand owners or those operating in Cambodia under brand owner direction). They retain primary responsibility for observing the code. Other signatories to the code may include advertising agencies, media outlets, and relevant associations. They agree to act to support the implementation of the code.

IN WITNESS THEREOF, the undersigned, duly authorized have signed the Agreement in duplicate in Phnom Penh, the Kingdom of Cambodia, on February 17, 2017 in Khmer and English languages, all texts being equally authentic.

**Asia Pacific International Wine and
Spirits Alliance (APIWSA)**

**Mr. Davide Besana
Director**



**Ministry of Information
of the Kingdom of Cambodia**

**H.E. Khieu Kanharith
Minister**