



BRASSERIE DE TAHITI

BRASSERIE DE TAHITI'S ETHICS CHARTER ON SWEETENED BEVERAGES

1. Founding principle

- 1.1. Scrupulously meet legal obligations such as packaging, advertisement, labeling, information on points of sale.
- 1.2. Encourage a right consumption of beverages through communication on the risks of excessive and inadequate absorption of sugar.
- 1.3. Adopt an active and responsible corporate communication.

2. Advertisement: messages and signs

- 2.1. Not associate the consumption of sweetened beverages to inactive behaviors or to inadequate and excessive food habits.
- 2.2. Associate to advertisements on television, in cinema, or in the press and on the billboard network the following nutritional message - 'A balanced diet and physical exercise is good for your health'.
- 2.3. Be committed to not displaying any advertisement in primary education school facilities.

3. Packaging

- 3.1. Explicitly display on packaging the amount of sugar contained in our beverages.
- 3.2. Report any sweetener contained in the so-called 'sugar-free' light beverages.
- 3.3. Legibly indicate any presence of caffeine in our beverages.

- 3.4. Ensure that consumers can understand and read the ingredients without difficulty.

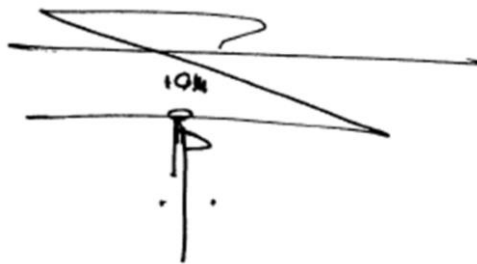
4. Distribution

- 4.1. Diversify our supply of beverages to offer consumers a wider choice of beverages adapted to their needs and lifestyles.
- 4.2. Provide more choice in vending machines by integrating beverages that are sugar-free, light, or with no added sugar.
- 4.3. Market our sweetened beverages in primary education schools only through an agreement with the school director.
- 4.4. Diversify our range of beverages in primary education schools by offering beverages that are sugar-free, light, or with no added sugar.

5. Raising awareness

- 5.1. Take part in action plans designed to raise awareness and fight against obesity and diabete by establishing partnership with professionals and associations from that domain such as DOTI, ADOPF, etc.
- 5.2. Increase information on nutrition facts towards consumers.
- 5.3. Encourage consumers to balance their diets by raising awareness on the risks of over-consumption of sugar.
- 5.4. Promote regular physical activity to the general public.

In Papeete on October 5, 2010

A handwritten signature in black ink, appearing to read 'JP Fourcade', with a stylized flourish above it.

Jean-Pierre FOURCADE
Chairman of the Board