

Woolworths Liquor Group

RESPONSIBLE BUYING CHARTER

Woolworths Limited fully acknowledges that the sale and consumption of alcoholic beverage products brings with it considerable responsibilities.

Many of these responsibilities are determined by legislation, which seeks to protect individuals and society from harm caused by excessive alcohol consumption.

While we believe that alcohol consumption is ultimately an issue of individual responsibility, as a responsible retailer of alcoholic beverages, Woolworths Limited abides by a strict buying charter which governs all aspects of our liquor operations. Our aim is to lead the industry beyond legal compliance to a position of best practice self-regulation and to ensure that our business adds value to communities rather than adding harm.

Any alcoholic or alcohol branded product (e.g. branded chocolate, chips or soft drinks) submitted for ranging by any buyer within the Woolworths Liquor Group, must first be benchmarked against the following checklist. This must be done prior to any ranging decision. The attached guidelines will help you to understand the principles of the charter and the documentation process.

If you have any doubts about whether a product is compliant, the decision should be referred to your senior business manager or the GM Woolworths Liquor.

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| Principle 1: | The product should not have the potential to appeal to minors. | <input type="checkbox"/> |
| Principle 2: | The product should not have an appearance that could potentially lead to confusion with confectionary or soft drinks | <input type="checkbox"/> |
| Principle 3: | The product should not have an appearance which may lead to confusion about its alcoholic nature or strength. | <input type="checkbox"/> |
| Principle 4: | The products should not draw any association with drug culture, narcotics or other illicit drugs or drug paraphernalia. | <input type="checkbox"/> |
| Principle 5: | The product should not encourage illegal or immoderate consumption such as binge drinking, drunkenness or drink-driving. | <input type="checkbox"/> |
| Principle 6: | The product should not suggest any association with dangerous, violent, aggressive, or anti-social behaviour. | <input type="checkbox"/> |
| Principle 7: | The product should not suggest that consumption can lead to social, sporting or sexual success or popularity. | <input type="checkbox"/> |
| Principle 8: | The product should not feature imagery or language that could be deemed offensive on cultural, religious, ethnic or gender grounds | <input type="checkbox"/> |
| Principle 9: | The product should not suggest that any physical or mental health benefit can be obtained by consumption. | <input type="checkbox"/> |
| Principle 10: | Ready to Drink (RTD) products containing more than 2 standard drinks per single serve container will not be ranged by WLG | <input type="checkbox"/> |