<table>
<thead>
<tr>
<th>Commitment</th>
<th>Action</th>
<th>Key performance indicator</th>
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| **REDUCING UNDERAGE DRINKING** | 1: Strengthening legal purchase age (LPA) regulations | 1a: Percentage of LPA regulations introduced where none previously existed, in countries where sale is legal or permitted  
1b: Number of engagements in support of newly introduced and existing LPA regulations, e.g. government meetings, industry roundtables, and retail partnerships for age verification |
| | 2: Underage educational initiatives | 2a: Number of education programs and number of countries in which the education programs are operating, resulting from signatories’ work with NGOs, IGOs, and other interested stakeholders  
2b: Number of underage individuals collectively reached with education programs resulting from signatories’ work with NGOs, IGOs, and other interested stakeholders  
2c: Number of influencers (parents, teachers, other adults, community leaders) collectively reached with education programs and materials resulting from signatories’ work with NGOs, IGOs, and other interested stakeholders  
2d: Number of unidentified persons collectively reached with education programs and materials resulting from signatories’ work with NGOs, IGOs, and other interested stakeholders |
| **STRENGTHENING AND EXPANDING MARKETING CODES OF PRACTICE** | 3: Ensuring that adults make up at least 70% of our advertising audience | 3a: Collective percentage of compliant impressions across print, broadcast, and digital resulting from signatories’ advertising, or adherence to no-buy-list, based on the best available data, as measured by an independent agency  
3b: Number of countries in which actions of signatories result in data being made newly available on the collective percentage of compliant impressions across print, broadcast, and digital, resulting from the signatories’ advertising |
| | 4: Developing digital marketing guidelines | 4a: Publication of the Digital Guiding Principles  
4b: Percentage of signatories complying with the DGPs within all countries in which they are commercially active |
| | 5: Involving those outside the industry in the self-regulatory process | 5a: Percentage of countries in which signatories are commercially active, and in which non-industry participation is established by signatories’ actions in existing self-regulatory processes |
| | 6: Making responsible marketing codes a contractual obligation | 6a: Percentage of signatories’ contracts with advertising agencies that include clauses for the agency to comply with the responsible alcohol advertising codes for signatories’ product |
| **PROVIDING CONSUMER INFORMATION AND RESPONSIBLE PRODUCT INNOVATION** | 7: Responsible product innovation | 7a: Percentage of product ranges that do not contain excessive amounts of added stimulants  
7b: Percentage of signatories’ product brands that are marketed as delivering energizing or stimulating effects |
| | 8: Providing consumer information | 8a: Percentage of brands carrying one or more of the symbols and/or equivalent words and the address of a website containing additional information, including alcohol product strength and reminders about the dangers to health of excessive drinking  
8b: Percentage of volume of products manufactured carrying one or more of the symbols and/or equivalent words, and the address of a website containing additional information, including alcohol product strength and reminders about the dangers of excessive drinking on health |
| **REDUCING DRINKING AND DRIVING** | 9: Reducing drinking and driving | 9a: Number of countries in which selected drinking and driving prevention pilots are rolled out  
9b: Number of countries in which drinking and driving prevention programs outside the pilots referenced in KPI 9a |
| **WORKING WITH RETAILERS TO REDUCE HARMFUL DRINKING** | 10: Responsible retailing | 10a: Guiding Principles for Responsible Retailing of Beverage Alcohol developed and published  
10b: Responsible retailing initiative launched in public forum  
10c: Percentage of markets in which signatories are commercially active in which local responsible retailing initiatives to support or advance the guiding principles have been rolled out |