

## **Participation in the "Platform for Good Nutrition Physical Exercise"**

### **Combined efforts.**

Mars is a family corporation that has always been conscientious in fulfilling their social obligations. They also believe it is their responsibility to support families in their daily lives as a trustworthy and reliable partner. To be able to do this, Mars is working together with all relevant organisations and professionals.

In Germany, Mars has been involved since 2004 with the Platform for Good Nutrition and Physical Exercise (peb = Plattform Ernährung und Bewegung e. V.), an initiative targeted at preventing obesity in children. The obesity topic is complex, encompassing far more than just food intake and lack of exercise. Other influencing factors, such as social origin, education and the role model function of parents also have an impact. The peb takes into account the many diverse causes of this problem through a widespread approach across society.

The initiative was founded by stakeholders from politics, sports and the food industry. Also represented are health insurance companies, parent organisations, paediatricians and many more. As one of its members, Mars is actively supporting the peb. For Mars, this remains an important, steadfast commitment because the complexity of this issue can only be handled when all parties are working together on a solution. Meanwhile, the platform has about 100 members and is the largest European network for the prevention of obesity in children and youth.