

Ebiquity plc

MODERN SLAVERY ACT STATEMENT

Anti-Slavery Statement

This statement, made under section 54(1) of the Modern Slavery Act 2015, sets out the approach taken by Ebiquity plc concerning potential modern slavery risks related to its business and the actions undertaken to mitigate such risks during the financial year ended 31 December 2020.

Ebiquity plc is a leading, independent marketing and media consultancy. Ebiquity focuses on helping brands make better informed marketing investment decisions. Ebiquity plc is the parent company of the Ebiquity group, which includes the companies set out overleaf.

The Ebiquity group is headquartered in England and has 19 offices worldwide including London, Paris, Madrid, New York, Sydney, Shanghai and Singapore. The Ebiquity group employs over 500 people. As a consultancy Ebiquity does not have a particularly long or complex supply chain. Ebiquity's supply chain consists predominantly of suppliers of data (suppliers of data include a number of our clients), IT, software and hardware and office supplies and equipment.

The Ebiquity group seeks to meet robust ethical and professional standards and complies with all relevant local laws applicable to its business. The Ebiquity Board has zero tolerance of slavery and human trafficking and requires that the Ebiquity group's management implements appropriate and proportionate measures to ensure that the Ebiquity group complies with its obligations under the Modern Slavery Act 2015.

The Board has considered the likely risk posed to Ebiquity by modern slavery and human trafficking. The Board believes that the nature of Ebiquity's business (together with the Ebiquity group's approach to high standards of governance and corporate behaviour) and the fact that Ebiquity does not operate in high risk sectors or locations, means that the risk in Ebiquity's business and its supply chains is low. Ebiquity will keep under review its policies and procedures to ensure that they remain appropriate and effective.

This statement is approved by the Ebiquity Board and signed on its behalf by:

Nick Waters
Group CEO
Ebiquity plc

24 March 2021

List of Ebiquity Plc Group companies

Ebiquity plc
Ebiquity Associates Limited
Ebiquity Germany GmbH
Ebiquity Inc
Ebiquity Marsh Limited
Ebiquity Iberia SLU
Media advantage Consulting Lda
Ebiquity Pty Ltd
China Media Consulting Limited
China Media (Shanghai) Management
Digital Balance Australia Pty Limited
FirmDecisions Group Limited
FirmDecisions Group DMCC
FirmDecisions Limited
FirmDecisions GmbH
FirmDecisions Iberia SLU
FirmDecisions China Limited
Ebiquity Italia Srl
Ebiquity SAS
Ebiquity Russia Limited
Ebiquity Russia OOO
Digital Decisions BV