

## 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 2024.

Ebiquity plc is a world leader in media investment analysis. We harness the power of data to provide independent, fact-based advice, enabling brand owners to perfect media investment decisions and improve business outcomes. We are a data-driven solutions company helping brand owners drive efficiency and effectiveness from their media spend, eliminating wastage and creating value. Ebiquity is able to provide independent, unbiased advice and solutions to brands because we have no commercial interest in any part of the media supply chain.

Ebiquity plc is the parent company of the Ebiquity group, which is headquartered in England and has 20 offices worldwide including London, Paris, Madrid, New York, Sydney, Shanghai and Singapore. The Ebiquity group employs over 600 people. As a consultancy Ebiquity does not have a particularly long or complex supply chain. This consists predominantly of suppliers of data (which includes 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. Ebiquity expects its customers and suppliers to take the same approach.

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:



Ruben Schreurs  
Group CEO  
Ebiquity plc

24 January 2025

List of Ebiquity Group companies doing business in the UK

Ebiquity plc  
Ebiquity Associates Ltd  
FirmDecisions Ltd  
[Ebiquity CEE Ltd]