

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 2025.

Ebiquity plc is a world leader in media investment analysis. Trusted by more than 75 of the top 100 global advertisers - and 500 more worldwide - we analyse over \$100 billion in media spend each year. This unmatched scale gives us the deepest data and the sharpest insights in the industry, powering the impartial advice our clients act on to make the right decisions that deliver Effective and Responsible Advertising. Our work is driven by 650 media experts on the ground in 19 countries. Covering more than 80% of the world's media market, we are the most local and the most global, ensuring local relevance with global consistency. With our evidence-based consultancy, clients transform their media operations, strengthen governance of their investments, and unlock significant incremental business growth. On average, our clients achieve a 15% improvement in ROI and collectively generate over \$1 billion in value annually through our digital governance programmes.

Ebiquity plc is the parent company of the Ebiquity group, which is headquartered in England and has a presence in 19 countries worldwide. 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

20 January 2026

List of Ebiquity Group companies doing business in the UK

Ebiquity plc
Ebiquity Associates Ltd
FirmDecisions Ltd
Ebiquity CEE Ltd