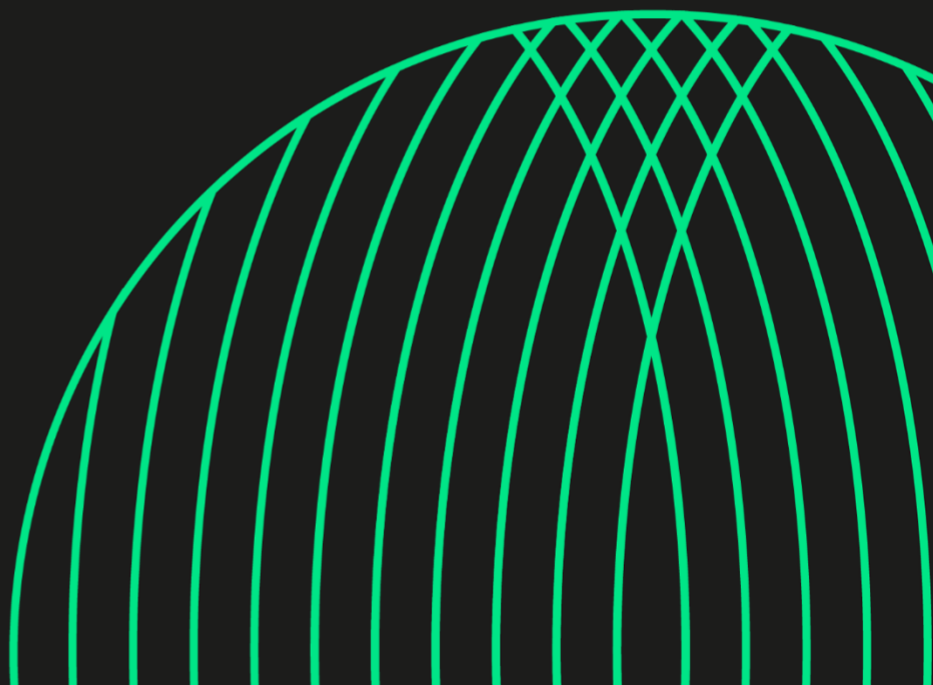

Modern Slavery Statement

Financial Year 2025





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This statement is made in accordance with obligations under Section 54 of the Modern Slavery Act 2015 (United Kingdom) and reflects global modern slavery laws. It sets out the actions that HH Global has taken during the year ending 31 March 2025 to understand potential modern slavery risks and prevent modern slavery and human trafficking in its business or supply chain.

We are proud of the steps HH Global actively takes to combat modern slavery and human trafficking. As a Board we are committed to doing what is needed to ensure that modern slavery and human trafficking are not occurring within any of our global group of companies and/or global supply chains.

This statement is made on behalf of HH Global Limited and is extended to its subsidiary companies. This statement has been approved by the Group Management Board and signed by its CEO.

High-level summary

The UK anti-slavery charity Unseen explains that modern slavery includes forced labor, defined as “all work or service which is exacted from any person under the threat of a penalty and for which the person has not offered himself or herself voluntarily.”

In 2025, an estimated 50 million people globally remain trapped in modern slavery, including 28 million in forced labor across private and public sectors and 4 million under state-imposed conditions. Women and children make up 71% of victims.

(Sources: International Labour Organization, Centre for Social Justice, United Nations Office of Drugs and Crime, National Referral Mechanism)

Modern slavery is increasingly found in corporate supply chains, especially affecting migrant workers. Common forms include **debt bondage**—working under exploitative terms to repay a debt—and **human trafficking** for labor exploitation. In the **UK**, over **122,000** people are affected and in **North America**, over **1 million** spanning sectors like cleaning, tech and construction. Migrant workers are particularly vulnerable under employer-tied guestworker programs. *(Source: Global Slavery Index)*

In **2024**, the **UK Modern Slavery + Exploitation Helpline** operated by **Unseen UK** received:

- **11,464 contacts** (calls, web forms and/or app submissions)
- These contacts indicated **4,839 potential victims** across **2,089 cases**

While the exact number of calls received in **2025** hasn't been published yet, Unseen UK reported a **15% increase** compared to the previous year and expect that trend to continue. Based on this projection, the helpline may receive **over 13,000 contacts** in 2025.

The US Government states that “eradicating the use of forced labor is a moral imperative” as “forced labor is a violation of basic human rights,” and an “unfair trade practice that undermines the ability of companies that treat workers fairly to compete in the global economy.” US Customs states that “ethical and humane trade helps level the playing field for U.S. companies that respect fair labor standards.”

At HH Global, we are firmly committed to playing our part in identifying, addressing and mitigating instances of forced or slave labor within our supply chain. To uphold this commitment, we have implemented robust measures supported by advanced tools and platforms that enhance visibility and accountability across our sourcing operations.

At HH Global we are proud of our efforts to be vigilant and part of industry efforts to combat modern slavery and forced labor and to respect human rights in value chains.

This statement outlines our attention to modern slavery risks and helps us set a direction for our ongoing and future human rights due diligence work to be a responsible business partner, ensuring decent work conditions for people throughout our supply chains. **We are pleased with the steps our teams have achieved in the past 12 months, while aware of the size of this issue globally. We take HH Global's responsibility seriously as we deepen our work in this area** and look forward to further collaboration with our business partners and others towards ending the scourge of modern slavery and to deliver positive social impacts and SDGs.

About HH Global

HH Global is the world's leader in responsible marketing activation services.

Through our creativity, technology and expertise, we connect brands to their customers, across channels and markets, to help them achieve big impact for big ideas.

Driven by our mission to be the world's most impactful partner to brands seeking stronger, more responsible growth, we help organizations operate more sustainably – harnessing the extensive expertise of our 4,500 colleagues and over 30-year track record of success to help our clients grow responsibly and create lasting change.

What we do

We believe brilliant growth ideas only create value when they are expertly activated.

At HH Global, we deliver impactful marketing activations for global brands — supporting them at any stage of the journey or as an end-to-end partner. Whether they are at the planning, creative, procurement or deployment stages, we ensure every step is executed with precision and purpose, maintaining a relentless focus on sustainability at every point.

Backed by the largest global network of trusted and accredited supplier partners, we use leading technology to create efficiency and visibility, operated by world-class experts who provide the specialist support needed to bring big ideas to life. As pioneers in sustainable marketing, our unrivaled platforms and programs - including our Sustainable Procurement Framework (SPF) and Conscious Creative – drive innovation that's built around renewable materials and circular processes.

We support our clients at every step of this journey with meticulous planning, inspired creative, effective procurement and efficient deployment – moving them from big ideas to big impact, consciously and responsibly.

As part of our HH Global Sustainability efforts, respect for human rights, including no modern slavery, is paramount. We are committed to upholding internationally recognized human rights and supporting the UN Sustainable Development Goals, particularly Goal 8 on Decent Work, in alignment with the International Bill of Human Rights and key ILO (International Labour Organization) standards.

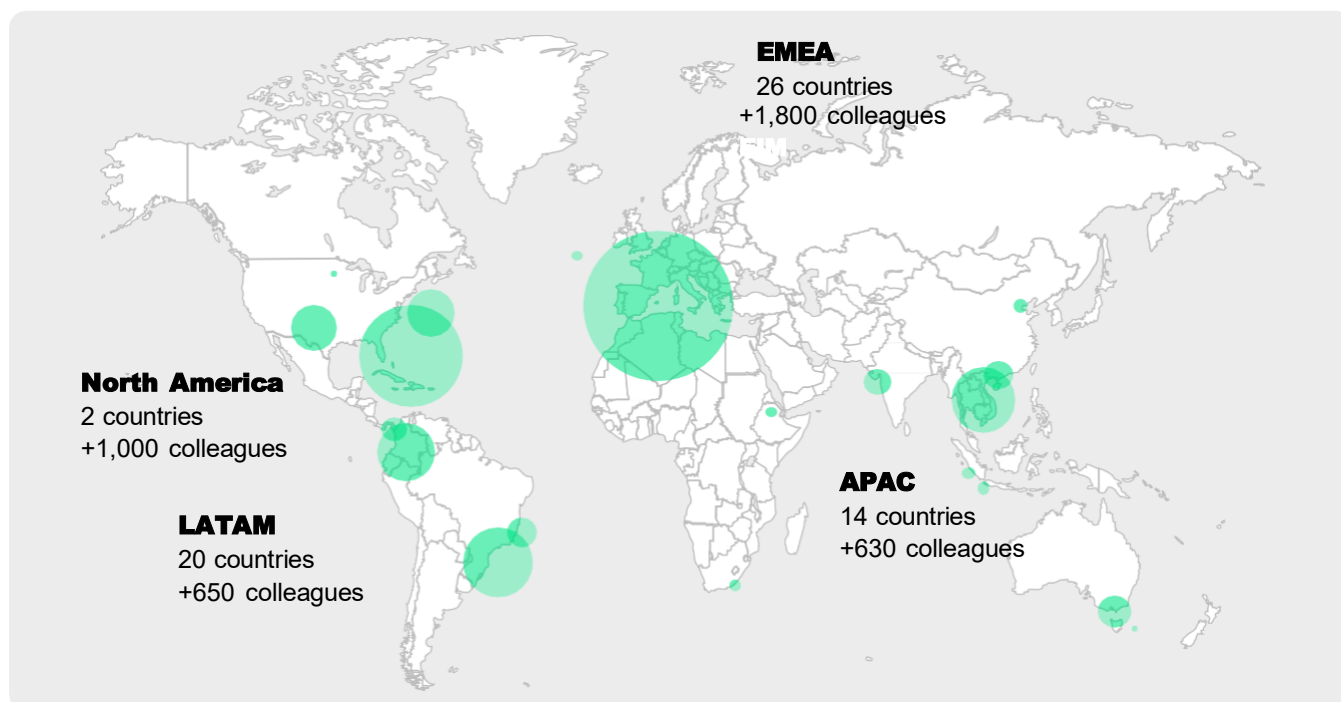
As a supply chain partner to leading global brands, we are committed to continuously enhancing our responsible sourcing program, grounded in best practices and aligned with the UN Guiding Principles on Business and Human Rights, as well as OECD Guidelines. This is especially critical when commissioning and procuring physical marketing materials for our clients. This statement reflects our ongoing efforts, which continue to evolve in step with our growth

Over the past year, we've significantly expanded our collaboration with key clients to assess labor conditions across supply chains. This includes implementing mandatory self-assessments and risk-based social audits. These efforts reflect our continued commitment to strengthening human rights due diligence throughout our global supply network.

HH Global offices

This map includes our offices and places of operation.

We support clients around the world where we manage risk.



EMEA

Austria
Belgium
Bulgaria
Czech Republic
Croatia

Finland
France
Germany
Greece
Hungary

Italy
Kazakhstan
Netherlands
Norway
Poland

Portugal
Saudi Arabia
Serbia
South Africa
Spain
Sweden

Switzerland
Turkey
United Arab Emirates
United Kingdom

North America and LATAM

Argentina
Bolivia
Brazil
Canada
Chile

Colombia
Costa Rica
Dominican Republic
Ecuador
El Salvador

Guatemala
Honduras
Jamaica
Mexico
Nicaragua

Panama
Paraguay
Peru
Puerto Rico
Trinidad + Tobago

United States
Uruguay

APAC

Australia
China
Hong Kong
Indonesia
India

Japan
Malaysia
New Zealand
Philippines
Singapore

South Korea
Taiwan
Thailand
Vietnam

Achievements in the past year

In the past year:

Ninety-nine percent of our employees successfully completed our Modern Slavery Training. **Our Responsible Sourcing team has continued to expand, strengthening support for Strategic Sourcing teams in managing supplier partner relationships with a focus on human rights and social compliance**

01

Broadened supplier partner scope: The Sedex program now includes a wider range of supplier partners, enhancing our oversight and engagement

02

Our Responsible Sourcing strategy has been communicated to our clients across various channels, including meetings and presentations. We showcased our strategy during an AIM-Progress meeting we hosted, where several clients — who are also AIM-Progress members — were part of the audience. In addition, we have shared our strategy in one-on-one client calls, ensuring personalized engagement and alignment

03

Client-aligned risk assessment: Our risk assessment procedures continue to be fully aligned with those of our clients, ensuring consistency and trust

04

Strategic integration: Sedex is embedded in our procurement strategy and has been included in our Supplier Code of Conduct

- Launched anti-slavery training to our tier one supplier partners
- Expanded collaborative risk mitigation - support from Strategic Sourcing teams and supplier partners allows us to address identified risks effectively
- Attended AIM-Progress meetings, ensuring we are aligned with industry-based best practices

3,915

people trained on
Modern Slavery

6,246

supplier partner logins to learn
about ESG through our SPF

608

supplier partner standards
improved on SPF

Sedex requirements rolled out to

1,735 supplier partners

How we apply our values to deliver social impact

As part of our commitment to help end modern slavery, we actively engage colleagues, supplier partners and clients to raise awareness and drive meaningful change through training, presentations and risk assessments. We believe this work contributes directly to the achievement of the United Nations Sustainable Development Goals (SDGs).

Our efforts primarily support **SDG 1: No Poverty** by advancing **SDG 8: Decent Work and Economic Growth** for individuals across our global supply chain. To deliver on SDG 8, we continuously strengthen our monitoring systems to ensure:

- The absence of forced labor and modern slavery
- Payment of all legal wages and benefits
- Provision of safe and dignified working conditions
- Progression toward living wage standards, in line with expectations set by the EU CSDDD (Corporate Sustainability Due Diligence Directive)

We have deepened our partnership with Sedex, including the recommendation for all supplier partners to be a Sedex member as global best practice, with membership being a requirement based on specific HH Global criteria as applicable. This is now reflected in our Supplier Code of Conduct. Through Sedex, supplier partners complete the Self-Assessment Questionnaire (SAQ), which generates a risk score. This score helps us identify potential risks and proactively address them. We maintain ongoing dialogue with our supplier partners, offering support to help them close gaps identified in their risk assessments.

Our people efforts this year

HH Global is unwavering in our commitment to uphold employment and human rights legislation in every country where we operate. This dedication is integral to our company values and guides our actions, ensuring that our practices remain responsible and respectful of the laws and rights governing our workforce.

During the year, we focused our efforts on the following key areas:

Update global people policies, which supplement those already in place from a regional and country-specific perspective:

- **Anti-Bribery and Corruption**
- **Health and Safety**
- **Human Rights**
- **Labor Relations**
- **Whistleblowing**
- **Working Conditions**
- **Ethics Policy**

The Scale of Modern Slavery Course Status as of 31 August 2025



- **99% of our colleagues completed their e-learning module developed by Unseen at the time of publication of this statement.** We continue to promote our Global Whistleblowing policy to our colleagues, explaining what whistleblowing means and how to report. This is communicated through our 'Compass' portal, which all colleagues have access to.
- **Our Ethics Committee finalized the Ethics Policy, which has been signed by our Group Management Board.** The policy will be shared with all colleagues via our intranet. To ensure everyone is well-versed in its contents, training will be delivered through an internal training module.
- **Continued partnership with Unseen**, which provided strategic guidance to the business within the context of modern slavery. They have helped us with developing training for our Tier 1 supplier partners. The pilot of the training has already been launched. Translated into four languages, there will be over 1,500 suppliers who will fall into scope.

Our people and policies

HH Global is committed to working ethically, professionally and in compliance with all legal standards with respect to its own operations and in the guardianship of our people.

Across the countries that HH Global operates in, our people policies reflect one global approach, which demonstrates the highest levels of integrity and best practice, alongside fully complying with in-country employment legislation across every aspect of the employment relationship. This is evidenced clearly in all our policies, including but not limited to Human Rights, Working Conditions, Labor Relations, Employee Code of Conduct, Whistleblowing, Anti-Bribery and Corruption, Diversity, Equity and Inclusion and Health and Safety. Our global People and Talent team and in-country external employment advisors ensure that our policies and processes are updated annually or as legislation changes.

Our recruitment practices are fully in line with the requirements of legislation, and we conduct background checks and right-to-work checks in all countries in which we operate, to the extent those are legally allowed. External recruitment partners are contracted to HH Global through a standard process and are bound by our Supplier Code of Conduct. Where we utilize a high volume of temporary resources, we only partner with recognized temporary labor agencies that comply fully with required legislation and can evidence this.

We are clear at the start and throughout the employment relationship that we expect our colleagues to comply with the policies that form part of their employment contract, which clearly outline our expectations for ethical behavior. When people join our business, they receive copies of all our policies that detail what is expected of them, and through their acceptance, they confirm their understanding. Further, upon joining and on an annual basis, all colleagues complete a full suite of compliance training which includes the policies set out above, alongside providing them with escalation points for each if required. These escalation routes differ depending on the situation but can include utilizing the Disciplinary and Grievance process and/or the Global Whistleblowing process.

The policies that are relevant to modern slavery are detailed as follows:

Employee Code of Conduct

Our Employee Code of Conduct is the foundation of how we expect our people to behave in an ethical way in our business. Updated annually, it summarizes these expectations of our people and our commitment to compliance with the law, our legacy of innovation and our relationships, which are built on trust and personal responsibility, detailing the key areas of fair pay and working hours, non-discrimination, respect and dignity, health and safety, legal and ethical dealings and confidentiality.

Whistleblowing policy

HH Global expects all its colleagues and officers to always behave responsibly, honestly and with integrity. It is expected that colleagues will adopt the same attitude and will take seriously any incidents which may be contrary to these standards. Any actual or potential breaches will be investigated, and appropriate follow-up action will be taken, including disciplinary action.

Our Whistleblowing Policy and the procedures contained within it may be used where a colleague believes there is, has been or there is likely to be:

- **A criminal or civil offense**
- **A health and safety danger that has not been acted upon**
- **Damage to the environment**
- **An attempt to conceal any of the above**
- **Any other concern related to a breach of our ethical and human rights policies**

In January 2023, HH Global introduced a global approach to the reporting of whistleblowing concerns using a trusted external party to manage.

Human Rights Policy

Updated in October 2022 and reviewed in September 2024, this policy states clearly that we value the rights of every human as articulated in the Universal Declaration of Human Rights and the United Nations Global Compact.

We promote and enforce these values, not only within our own business and colleagues, but throughout our entire value chain. The policy sets out the fundamental principles across HH Global and our commitment to ensuring we do not engage in activities that directly or indirectly violate human rights.

The scope is across all our colleagues, associates or anyone representing HH Global, and we expect our supplier partners, business partners and clients to have similar in place. The policy summarizes our commitments to ethical business conduct, health and safety, diversity and inclusion, responsible sourcing, child labor and forced labor.

Ethics Policy

Introduced in 2024 and updated in 2025, this policy outlines our core ethical principles with emphasis on zero tolerance for harassment. Ethical employment practices, ethical business practices, reinforcing supplier partner and employee code of conduct, whistleblowing, anti-bribery and disciplinary policy. The Ethics Policy was drafted and approved during our Ethics Committee meeting and subsequently signed off by the Chief Procurement Officer (CPO), Chief Executive Officer (CEO), Chief Legal Officer (CLO) and Chief People Officer (CPO).

Working Conditions Policy

Introduced as a global policy in October 2022 and reviewed in September 2024, the overall aim of the policy is to ensure that every colleague, contractor or prospective colleague can work in a safe and supportive working environment, maintaining relevant good employment practice through our global requirements which are further detailed through local policies. Specifically, this policy outlines our global position on colleague welfare, flexibility for colleagues, bullying and harassment, family-friendly options and ethics.

All our people policies are available internally on our SharePoint portal and externally as required by our clients, supplier partners, audit teams and partners.

Responsible sourcing and supply chain

Responsible sourcing is about developing our monitoring process of our supplier partners' labor standards in the procurement process. Our supply chain is divided into regional locations and then by product category. Each local category is then managed by a subject matter expert within Strategic Sourcing, allowing for more focused attention on higher-risk suppliers. There is a structured onboarding process for our supplier partners following qualifications by Strategic Sourcing experts based on geography, capability, financial stability and performance.

Supplier partners receive agreements to execute alongside our Supplier Code of Conduct and any subsequent privacy and security agreements and audit documentation as applicable. We capture operational, financial and physical details about our strategic supplier partners within our SRM (Supplier Relationship Management) system through a series of questionnaires about certifications, memberships, audits and internal policies. Documentation is cataloged by our global Supplier Governance team and subsequently audited regularly by our category managers. All HH Global supplier partners are monitored using Creditsafe to identify and manage financial, regulatory and reputational risk, including political and social sanctions.

Supplier Code of Conduct

All our supplier partners are expected to comply with all laws and regulations and our **Supplier Code of Conduct**, which is aligned with industry and international labor standards. We update our Supplier Code of Conduct every six months to reflect changes in laws and regulations across the regions we operate in.

Onboarding Due Diligence

HH Global expects our supplier partners to commit to anti-slavery, no human trafficking and to anti-bribery. As part of our onboarding due diligence, we request information relating to health and safety, environmental responsibility, equality, anti-corruption and insurance protection. We also request a Modern Slavery statement, if applicable. This information is checked against various data sources and benchmarks. Our greatest risk of modern slavery lies within our supply chain. To address this, we have developed a training program in collaboration with Unseen. Our training program aims to raise awareness and deepen understanding of this critical issue. Our Tier 1 supplier partners are in scope for this initiative. The training equips our supplier partners with the knowledge to identify signs of modern slavery. It also provides access to helplines, enabling them to report concerns and lodge formal complaints when necessary.

Sedex Partnership

HH Global is an AB member of Sedex. We use this platform to monitor our supply chain for responsible and ethical working practices, utilizing SMETA audits when necessary to maintain and improve standards.

By expanding the scope of suppliers required to be on Sedex, we can assign risk scores that help us take appropriate action to ensure ethical working practices in our supply chain. The risk assessment tool on Sedex enables us to identify high-risk supplier partners by evaluating them against industry standards across 248 countries, 99 industries and 14 key issues. It generates over 340,000 unique scores covering areas such as forced labor, business ethics, gender discrimination, water stress and other environmental concerns.

Risk Evaluation

We assess our supplier partner risk levels using SEDEX's risk assessment tool and our Supplier Relationship Management (SRM) platform. The risk score is calculated by evaluating supplier partner information across several key dimensions:

- Working conditions
- Health and safety
- Business ethics
- Environmental practices

Additionally, the supplier partner's geographical location plays a critical role in determining which risk areas are most relevant. This location-based context helps tailor the assessment to reflect region-specific challenges and regulatory environments.

EcoVadis

Our 2024 EcoVadis submission saw HH Global achieve gold status for a large company achieving our highest-ever score. EcoVadis is a business ratings platform that covers company performance and governance in **labor and human rights, ethics, sustainable procurement and environmental aspects**. This rating places HH Global in the top 5% of businesses rated globally.



UN Sustainable Development Goal (SDG) commitments

HH Global continues to work towards achieving our publicly stated Sustainability and ESG (Environmental Social Governance) targets which are centered around the UN SDGs 8, 10, 12, 13 and 15. Our Living Wage commitment is on track for completion in 2025, with a focus on ensuring that we are a Living Wage employer and that our Tier 1 supplier partners all have a Living Wage Policy in place.



Sustainable Procurement Framework

We have continued to promote our industry-leading Sustainable Procurement Framework (SPF) program. This technology powered program aids our supply chain in understanding the importance and relevance of the UN SDGs and to encourage action, positive, measurable outcomes across all 17 SDGs. HH Global has onboarded over 1.8k strategic supplier partners at the time of this report, covering \$1.5B of procurement spend across 55 countries. An Advisory Board was established with representation from four key global clients, four key strategic supplier partners and representatives from BSI (British Standards Institute) and Support the Goals. This program assesses our strategic supplier partners' understanding of expectations the supply chain suppliers for human rights, working conditions, ethics, environmental and community engagement and offers support, training and guidance on maturity improvement pathways.

Forced labor and modern slavery aspects are covered with the objective of cascading best practices down through the global supply chains we manage.

We measure outcomes and track progress along each supplier's ESG maturity journey, and each year at our regional Excellence Awards, we recognize the most improved Strategic Supplier Partner.

Training

All colleagues receive a detailed induction plan when joining HH Global, which incorporates a monitored and reported suite of compliance training modules to be completed within the first few weeks of employment, covering information security, data privacy and other training relevant to the legal requirements in the specific country of employment.

Our Employee Code of Conduct has its own training module, which includes modern slavery and human trafficking and cross-references the related policies in place on human rights and working conditions.

In FY25, we introduced responsible sourcing training, which had a completion rate of 99%.

Our strategy for continuous improvement

In FY26 and FY27, we have committed to the following actions and associated KPIs:

- Our Ethics Policy to be communicated to all colleagues through a dedicated training module available on our training portal, Compass
- To continue to review and update our people policies on, at minimum, an annual basis to ensure they reflect legislation and best practice
- Share regular global human rights risk maps with the risk committee and Strategic Sourcing
- MS training (e-module) developed by Unseen to be provided to all of our Tier 1 supplier partners
- Continue our engagement of external stakeholders through increased AIM Progress human rights workgroup participation. Enhance responsible sourcing strategy in line with increased human rights due diligence guidance, such as from the EU CSDDD. Review and clarify “no fees” expectations if needed, aligning with the principle that workers should not pay any fees or costs directly or indirectly to secure a job.
 - Consider aligning supplier progression levels in the Sustainable Procurement Framework with risk weightings
 - Update types of supplier assessments and audits needed and standards, frequency for spot-checks and follow-up and refine auditor standards
- Advance our commitment toward Living Wage We currently meet all minimum wage standards mandated within the countries in which we operate. As part of our commitment to provide fair and equitable compensation, HH Global continues to advance toward ensuring that all direct colleagues are paid not only a minimum wage, but a living wage. In alignment with this objective, we have identified the WageIndicator Foundation's living wage database as the benchmark resource to guide and measure compliance across our global operations. WageIndicator collects, shares and compares data on living wages in 3,000 regions across 175 countries. Preliminary assessments indicate that many regions are already meeting or exceeding local living wage thresholds, but we wish to ensure we operate a consistent, equitable and competitive framework for compensation across all our markets that delivers on our living wage ambition. This will be enabled by our Global Reward Strategy, currently under development and to be launched in the coming year.



Signed:

Kristian Elgey
Chief Executive Officer

Dated: 30 September 2025



hh global®

**Thank
you**