



Inside Ideas Group Modern Slavery Statement 2023

INTRODUCTION

We are proud of the steps we have taken to combat slavery and human trafficking.

We are committed to acting ethically and with integrity in all our business dealings and relationships and to ensuring modern slavery is not taking place anywhere in our own business or in any of our supply chains. We are also committed to ensuring there is transparency in our own business and in our approach to tackling modern slavery throughout our global supply chains, consistent with our disclosure obligations under the Modern Slavery Act 2015.

ORGANISATION'S STRUCTURE

Inside Ideas Group Limited and its subsidiary companies (“we”, “our” and “us”) are providers of marketing, creative and production services including strategy, creative origination, creative production, creative adaptations, and versioning (including transcreation/translation), for all forms of marketing and personal communications. We are a part of The Brandtech Group (“Group”), and our ultimate parent company is The Brandtech Group LLC, which has its head office in the USA. We have over 4,124 employees worldwide and operate in over 40 countries.

We had global annual turnover of approximately GBP £358,417 million in 2023.

OUR BUSINESS

Our business includes five agencies:

- Oliver, provider of dedicated, bespoke marketing solutions for clients;
- Inside Ideas, provider of dedicated, bespoke marketing solutions for clients;
- Adjust Your Set, a content and social media agency;
- Dare, digital design and engineering agency; and
- Aylesworth Fleming, our regional marketing agency.

OUR SUPPLY CHAINS

Our business activities involve procurement of goods and services. As we operate primarily on human capital, our main suppliers are staffing agencies. However, we also purchase technology and communications capability (hardware, software and related services), print fulfilment services, production services and business-related services, such as accounting, audit, legal and payroll services.

OUR POLICIES ON SLAVERY AND HUMAN TRAFFICKING

We are committed to ensuring that there is no modern slavery or human trafficking in our supply chains or in any part of our business. Our Group Code of Ethics, Anti-slavery and Human Trafficking Policy and Code of Ethics for Suppliers reflects our commitment to acting ethically and with integrity in all our business relationships and to implementing and

enforcing effective systems and controls to ensure slavery and human trafficking is not taking place anywhere in our supply chains.

DUE DILIGENCE PROCESSES FOR SLAVERY AND HUMAN TRAFFICKING

We have in place systems to:

- identify and assess potential risk areas in our supply chains;
- mitigate the risk of slavery and human trafficking occurring in our supply chains;
- monitor potential risk areas in our supply chains; and
- protect whistle-blowers.

SUPPLIER ADHERENCE TO OUR VALUES AND ETHICS

We have zero tolerance to slavery and human trafficking. We expect the same high standards from all of our contractors, suppliers and other business partners. Our Code of Ethics for Suppliers enshrines the behaviours we expect and prohibits the use of child labour and any form of forced, bonded or compulsory labour. As part of our contracting processes, we include specific prohibitions against the use of forced, compulsory or trafficked labour, or anyone held in slavery or servitude, whether adults or children, and we expect that our suppliers will hold their own suppliers to the same high standards.

TRAINING

To ensure a high level of understanding of the risks of modern slavery and human trafficking in our supply chains and our business, we provide training to our staff.

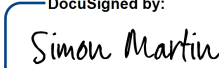
OUR EFFECTIVENESS IN COMBATING SLAVERY AND HUMAN TRAFFICKING

We measure our effectiveness in combatting slavery and human trafficking based on complaints. No complaints were received in 2023.

FURTHER STEPS

Following a review of the effectiveness of the steps we have taken in previous years to ensure that there is no slavery or human trafficking in our supply chains, in 2024, we developed a worklife balance questionnaire to assess working practices and conditions per region. The results will determine which jurisdictions and regions could have a higher risk of modern slavery. In 2024, we intend to act in those jurisdictions that require intervention.

This statement is made pursuant to section 54(1) of the Modern Slavery Act 2015 and constitutes our slavery and human trafficking statement for the financial year ending 31 December 2023.

DocuSigned by:

353E79918FC94E7...

Simon Martin

Founder and Chief Executive Officer
Inside Ideas Group Limited