

Tag UK and Australia Joint Modern Slavery Statement

This statement is designed to meet Tag's reporting obligations under the Australia Modern Slavery Act 2018 and the UK Modern Slavery Act of 2015.

Tag provides this joint statement for **Tag Worldwide Holdings Limited** pursuant to the UK Modern Slavery Act of 2015, and **Tag Worldwide (Australia) Pty Ltd**, Popcorn Displays Australia PTY Ltd and Lednyak & Associates Pty Ltd, pursuant to the Australia Modern Slavery Act 2018.

This statement outlines the practices that the Tag Group of companies (the “**Group**”) has taken and is continuing to take to ensure that modern slavery or human trafficking is not taking place within our business or supply chain. This statement on slavery and human trafficking is made on behalf of the applicable companies within the Group for the financial year ending 31 December 2024.

Process of consultation

Throughout the reporting period covered by this statement, we have proactively engaged and consulted with all applicable companies under our ownership in the development of this statement. We have discussed the reporting requirements of the Modern Slavery Act 2018 and the UK Modern Slavery Act of 2015, raised awareness about the risks associated with modern slavery, and deliberated on the mitigation actions to be implemented within our group of companies. The creation and updating of Tag's modern slavery statement has been led by the Risk & Compliance team, with valuable contributions from various other functions, including the Group Company Secretary, SHEQ, Legal, HR, Supply Chain Governance & Compliance, Marketing, Channel Activation, and Client Teams.

What is Modern Slavery?

Modern slavery is used to describe serious forms of exploitation. Types of modern slavery include human trafficking, servitude, forced labour, debt bondage, forced marriage and the worst forms of child labour. The term modern slavery is used to describe situations where coercion, threats or deception are used to exploit victims and undermine or deprive them of their freedom. Modern slavery can occur in every industry and sector. It is often linked to other crimes and activities that adversely impact human rights, such as corruption and environmental damage. The Group has a zero-tolerance approach to any form of modern slavery. We are strongly committed to playing our part in eradicating modern slavery by ensuring we act ethically and with integrity and transparency in all business dealings and to putting effective systems and controls in place to safeguard against any form of modern slavery taking place within the business or our supply chain.

Our Business Profile

We work with brands to create and deliver impactful content at speed and scale. From creative production and activation to strategic sourcing and delivery, analytics, and subject matter expertise, we transcend digital and physical touchpoints to allow brand content and concepts to travel globally and connect locally, through flexible, tech-enabled solutions.

As dentsu's acquisition of Tag significantly expands content delivery capabilities, Tag's expertise to deliver personalised, omnichannel content in real-time and at-scale for clients remains unparalleled across the entire customer journey, unlocking marketing effectiveness and efficiency. Equipping brands with engaging, creative production and sourcing solutions, Tag and dentsu together provide the perfect platform to help brands improve marketing ROI, support them in meeting their ESG initiatives, manage their carbon footprint, and leverage first, second and third-party consumer and

customer data to drive growth. Tag and dentsu bring together their innovation and technology infrastructure to help solve clients' toughest challenges.

For further information about Tag, please refer to <https://www.tagww.com/>.

Our Supply Chain

Tag's Supply Chain includes:

- **Channel Activation Suppliers:** suppliers of marketing materials produced for our clients e.g., printers
- **Direct Creative Production Suppliers:** suppliers of services, used to produce and adapt digital marketing materials, e.g., camera crews for moving image shoots
- **Indirect Suppliers:** Suppliers of goods and services for use by Tag, e.g., stationery, cleaning companies and IT suppliers

Our Supplier Due Diligence

1. **Supplier Due Diligence:** All suppliers must go through our due diligence process at the onboarding stage. We also conduct regular audits for Channel Activation suppliers. These audits are based on perceived risk (i.e., country of supplier, strategic importance of supplier, and handling of confidential data) with a tiered approach taken to ensure each supplier's corporate social responsibilities are aligned with that of the Group as well as United Nations Global Compact, the UN Universal Declaration of Human Rights, the 1998 International Labour Organization Declaration on Fundamental Principles and Rights at Work. In addition, they must be fully compliant with the Modern Slavery Act legislation. The majority of Channel Activation suppliers in high-risk countries are audited prior to onboarding.
2. **Human Rights Abuse Remediation Process - Supply Chain:** A guidance document for Tag employees in the event that they discover a human rights issue in the supply chain.
3. **Conflict Minerals:** Tag is committed to ensuring that we are not sourcing minerals 3TG (tin, tantalum, tungsten, gold) that fund armed groups in the Democratic Republic of Congo and adjoining countries. We do not ban sourcing of minerals from this region because such a policy may harm legitimate miners.

Our Global Reach

Tag has about 2750 employees worldwide and 6 production hubs: London, New York, Sao Paulo, Shanghai, Hong Kong, and Singapore. We also have 29 account management offices.

ANZ

Tag Worldwide (Australia) Pty Ltd, is headquartered in Sydney and serves as the base of operations for Tag in Australia. Our registered office is located at Level 1, 20 Windmill Street, Millers Point, Sydney 2000.

Tag has 114 employees in ANZ region, with 87 based in Sydney, 2 based in Perth and 25 employees in Melbourne. Tag acquired a social media production company L&A Social in 2022, which also have their head office in Sydney.

APAC

Tag has 11 account management offices in the APAC region, and we support 23 markets within APAC. Tag has more than 1562 employees across the region.

Tag's APAC headquarters are in Hong Kong, Singapore, and Shanghai with offices in Bangkok, Seoul, Shanghai, Ho Chi Minh, Kuala Lumpur, Taipei and Tokyo. Tag India has a total of 972 employees in India. Tag India's registered office is in Chennai, which is the biggest global delivery centre.

Tag Hub is based in Shanghai and employs 5 procurement experts who source and manufacture locally in China and export to other markets.

Tag Japan has about 84 employees and has an office in Tokyo.

Americas

Tag has 4 account management offices in the Americas region with a total of 511 employees. 60 employees are based in Canada, where Toronto has the biggest office, 397 employees in USA with the main office in New York, 50 employees in Sao Paulo in Brazil, 4 employees in Mexico.

EMEA

Tag's EMEA has 507 employees across the region, and it's headquartered in London, 1-5 Poland Street, W1F 8PR, London with 255 employees.

Actions to address the risk of modern slavery in our operations and supply chains

1. Our Company Policies

We are committed to following and upholding the laws and regulations in all countries where we operate.

Our internal policies ensure that we are conducting business in an ethical and transparent manner, such as:

- a. **Code of Conduct:** Our code defines the objectives and rules that reflect our commitment to responsible, ethically irreproachable, and legally compliant behaviour from all employees and contractors.
- b. **Supplier Code of Conduct:** sets the minimum standards for doing business with the Group, and we request that it is signed by each supplier as part of the onboarding process, with follow up to ensure our policies are adhered to. We also review supply chain contracts to ensure they contain the appropriate legislative requirements. If we find breaches of our code and/or the Modern Slavery Act within our supply chain, we will investigate the issues in detail. Whilst we shall look to support companies in their efforts to comply with the legislation, in the event of a serious breach, termination of the supplier relationship would also be considered.
- c. **Recruitment policy:** This policy includes vetting, eligibility to work, safeguards our employees against human trafficking or individuals being forced to work against their will.
- d. **Safety, Health, Environment, Quality Policy:** We are committed to the health and safety of our people and the communities and societies in which we operate and align our health and safety management system with ISO 45001.

- e. **Global Sanctions and PEP Compliance Policy:** we strive to conduct fair business with legitimate, honest people and third parties including vendors and customers, and a mature sanctions and embargoes monitoring programme has been established.
- f. **Additional policies:** Equal Employment Opportunity, Anti-Discrimination, Harassment & Bullying Policy which applies to all Tag employees.

2. **Human Resources**

The Tag hiring and recruitment practices are stringent and include enhanced background checks and other due diligence at the time of onboarding. Our employees are also routinely screened against multiple sanctions lists to ensure there are no associated risks.

In addition, there are no manufacturing processes or facilities within the business. The risk of modern slavery exposures is assessed as very low.

3. **Grievance Mechanism**

Whistleblowing policy: where there are concerns regarding any unethical conduct within our business, including any forms of modern slavery, we strongly encourage our employees to report the concern so we may properly and quickly resolve the situation. An externally provided, independent whistleblowing hotline service operates 24 hours a day 365 days a year enabling our employees to report matters anonymously without fear of reprisal and includes a translation service.

4. **Training & Continuous Improvement**

Tag continues to run annual mandatory Code of Conduct, Ethics, and Anti-Bribery & Corruption training. We also have translated our Code of Conduct and other policies into several languages, making it easier for our employees globally to access compliance materials, including Modern Slavery, in their native language.

Key Performance Indicators

We will know and understand the effectiveness of the steps that we are taking to ensure that slavery and/or human trafficking is not taking place within our business when:

- No reports are received from employees, the public, or law enforcement agencies to indicate that modern slavery practices have been identified.
- Regular due diligence, where necessary, is conducted on our supply chain and in the supplier's code of conduct.

Next Steps & Looking forward

Modern Slavery is unacceptable and one of the worst kinds of offenses to humanity. Tag holds a zero-tolerance approach to Modern Slavery, and we will periodically review the effectiveness of our processes and systems to ensure that we maintain a high standard of controls while looking to improve and collaborate within our organization to raise awareness around Modern Slavery.

In 2024, we improved our supplier onboarding process, making it a global process. We improved the way we carry out onboarding checks and included a proactive sanctions screening step to prospective suppliers.

In 2025 we are launching an interactive annual mandatory training requirement on Modern Slavery for all Tag employees.

Any changes will be reflected in future annual statements.

This Modern Slavery Statement was approved by the Board of Directors of **Tag Worldwide Holdings Limited** and **Tag Worldwide (Australia) Pty Ltd**, on behalf of their subsidiaries and affiliated companies, in accordance with The Modern Slavery laws of the UK and Australia, as respectively applicable, on 30th June 2025.

Toby Codrington

United Kingdom

Toby Codrington

Global Brand President, Tag

Trent Agnew

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Chief Executive Officer, Tag APAC