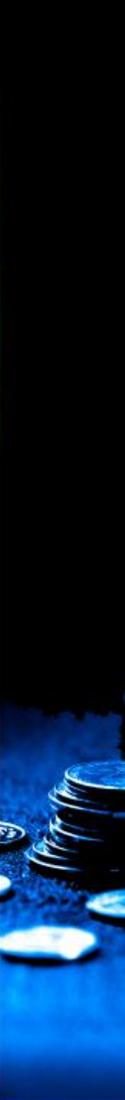


KANTAR

Modern Slavery Statement

2024



This Modern Slavery Act statement applies to The Kantar Group Limited, which is publishing this statement on behalf of itself, Kantar UK Limited, Lightspeed Research Ltd., Kantar Media UK Ltd and Kantar Media Audiences Limited, pursuant to section 54(1) of the UK Modern Slavery Act of 2015 for the financial year ending 31 December 2024. It sets out the steps we have taken, and continue to take, as a business to prevent slavery and human trafficking in our own operations and supply chains.

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Business Overview

We believe in the power of brand. It creates important value and sustainable growth by strengthening connections with consumers. To help brands harness that power, we start with people everywhere, and what shapes their attitudes, behaviour and aspirations.

From brand strategy to sales performance, we blend a unique combination of expertise, advanced analytics, products and platforms, creating the most meaningful understanding of how people think and act.

Our indispensable insights and actionable advice help our clients make incisive tactical refinements and big strategic leaps forward. With the strongest connections to consumers and greater value in their business, they can create the blueprint that shapes their brand and its future.

Kantar. Shape your brands future.

We are a global company of over 22,000 colleagues and operate in over 80 countries. We work with over 100m respondents and hold over 2bn data profiles.

We work closely with our clients, partners and suppliers to deliver value. We believe that we have a role to play in addressing the social and environmental challenges society faces, both in how we operate as a business, and in helping our clients respond effectively to the challenges of the 21st century.



2024 Business Context

The global issues caused by modern slavery exist across all sectors and industries. We acknowledge that whilst our industry is considered low risk, it is not without risk, and it is our responsibility to mitigate against potential modern slavery. **Kantar is committed to ensuring that there is no modern slavery in our supply chain or any other part of the business.**

Furthermore, our commitment extends to upholding and respecting human rights. In support of this, we are a signatory to the **UN Global Compact**.

This includes our commitment to the **elimination of all forms of forced and compulsory labour and the effective abolition of child labour**, as outlined in the United Nations Guiding Principles on Business and Human Rights (UNGPs). We understand that **it is our duty** to act in accordance with these principles and take appropriate measures to ensure the well-being and dignity of all individuals.

We continue to take into consideration the ongoing geo-political instability which can result in large-scale migration which increases the number of vulnerable people with associated risks of modern slavery and other forms of exploitation.

Tackling and Preventing Modern Slavery

Our people are skilled professionals and are not from vulnerable groups where slavery is typically a risk, but we are aware that risk may be greater in our supply chain and in our data collection environment.

1. Risk identification

Our Group risk assessment process incorporates our approach to ensure 'compliance with laws and regulations' including modern slavery.

This is monitored by **Group Internal Audit** under the governance of the **Compliance Risk Forum**. We have evaluated the likelihood and impact of modern slavery risks associated with our operations, industry and geographical locations using specialist input from the business and from external providers and sources.

Although our assessment indicates that our industry is not considered high risk, we recognise the importance of this issue. Considering the potential risks associated with modern slavery, we identified and prioritised a series of strategic measures to address these challenges effectively:

- Ensuring ethical practices in our supply chain, including those suppliers used to provide resources
- Ensuring effective practices are in place for workers in locations where fieldworkers are used more extensively for data collection
- Continuing to monitor and respond to situations where our business operates in countries / regions which are experiencing higher risk indicators, for example due to socioeconomic or geopolitical factors.

2. Reducing risk

We reduce risk in our supply chain by continuing to ensure that our controls framework for suppliers operates effectively.

We have developed our approach to identifying and remediating risks as we deploy market leading tools across our source to pay processes. **In 2024, we increased this to 96% of our global spend, compared to 85% in 2023.** We continue to reduce our total number of suppliers, only working with those that can meet high standards of ethical business conduct, employment practices, human rights, and their approach to diversity and the environment. **In 2024, we reduced our suppliers by a further 13% to circa 5,795 across our global supply chain.**

Our recruitment and people management processes are designed to ensure that all prospective employees are legally entitled to work in the country of employment and to safeguard employees from any abuse or coercion. **Kantar has a Contingent Worker policy in place for the UK and US.** All contingent workers are managed through approved suppliers with contractual obligations in regard to both human rights and modern slavery.

Tackling and Preventing Modern Slavery

3. Due diligence

We have a rigorous supplier selection process which focuses on actively de-risking our existing supply chain.

This has been supported by the deployment of the Coupa Source to Pay platform in 9 markets (including UK&I, North America and certain countries in EMEA) and the eFlow Spend Cube globally. We have designed metrics to capture the spend under Procurement influence and spend under contract, to ensure that key business partnerships are covered under robust legal and commercial frameworks.

We promote the use of supplier contracts which have been negotiated or approved by our Procurement and Legal functions. This is determined by a Supplier Compliance List which is available to the business and embedded in our systems and Procurement policy as part of our guided buying process. This enables us to have high standards and consistency across our approach and processes.

We include a “right to audit” clause in our standard Master Agreement for Suppliers, to ensure we have appropriate flexibility to audit our supplier base where required or where risks persist.

As part of our commitment to acting ethically, we actively refine our policies and procedures to ensure that we act in compliance and with respect for human rights. This includes the active support of our Procurement team on Kantar’s Inclusion and Diversity programme to identify and support Small and Diverse suppliers. In 2024, this enabled us to award \$101m of contracts to 408 diverse and small suppliers in UK and Ireland and North American, and to reach 15% of diverse spend in Coupa managed markets, tracking positively against Kantar’s 2025 target of 12% diverse spend.

Although these programmes have their own benefits, we think of them as just one part of an effort to work closely with our clients, and suppliers, which through industry partnerships allow us to promote our values and to raise awareness about human rights and modern slavery too.

To mitigate risk in our supply chain we have a rigorous onboarding process. All new suppliers that are set up to support our business units undergo a comprehensive supplier onboarding process. This includes not only financial due diligence but also compliance checks covering modern slavery, anti-bribery and corruption and sanctions screening using independent external rating agencies such as Dun & Bradstreet. We also have a dedicated supplier risk management team that undertake additional checks related to cyber and data security, including the use of AI, for suppliers with large spend or high-risk service delivery. Where appropriate we also implement risk mitigation plans with suppliers flagged up as potentially high risk.

In 2023 we launched an additional supplier health check scorecard dashboard to further strengthen our due diligence and visibility of supply chain risks. All identified risks are reviewed and managed by our procurement management team throughout the year.

Kantar has taken steps to reduce the risk identified in the data collection element of our business. We have global standards incorporating screening and fair pay obligations. For our data collection suppliers, as well as the rigorous onboarding process described above, we have further assessments to ensure they meet our global standards and are contractually committed to them.

Our Governance

Overall accountability for the Modern Slavery Statement and risk assessment process is held by the Kantar Board and Executive sponsors Michael Uzielli (Chief Financial Officer & Director) and Andy Doyle (Group Chief People Officer).

The Statement is reviewed and supported by representatives of Operations, Procurement, Compliance, Legal, Internal Audit, HR and ESG. Updates are provided to Kantar leadership via the Audit Committee before being approved by the entity boards of those Kantar subsidiaries in scope of the Act.

We measure the success and performance of responsible sourcing activities by tracking Key Performance Indicators (KPIs) and metrics, including spend under Procurement Influence and Spend with Diverse Suppliers.

We have confidence in our approach, and we were awarded a gold accreditation in 2024 by **Ecovadis**, reflecting our dedication to sustainability and responsible business practices.

The Kantar Group has established a governance model comprising the following committees which exercise governance and risk oversight over the business and escalate to the Board of Managers as appropriate.

The **Executive Leadership Team** comprises global senior business leaders from across the organisation who support the Chief Executive in managing the business responsibly, focusing on the overall day-to-day management of the Group, ensuring risks are appropriately managed, leading organisational purpose and culture and driving the successful execution of the strategic objectives. It meets at least ten times annually.

The **Audit Committee** meets quarterly and is comprised of two members of the Board, one investor director, one WPP Plc director, and an Independent Chair. The Audit Committee has responsibility for:

- Oversight of the effectiveness of governance, risk management and compliance activity within the Kantar Group
- Assessing Principal Risks, reviewing the Risk Management Framework and systems and its overall effectiveness
- Analysing and addressing risks, internal control deficiencies and non-compliance
- Sustainability reporting, which it receives from the Risk, Opportunities and Controls and the ESG Committee.

Our Policies

We have Group-wide policies in place that are relevant to modern slavery, all of which are signed off at Executive Leadership Team level, including those set out here. We continually review and develop our policies with input from in-house experts, suppliers and external stakeholders.

Kantar Business Principles

Sets minimum commitments for our business conduct. The minimum expectations and responsibilities ensure we act in line with relevant laws and regulations, industry standards and stakeholder expectations. The code applies to everyone at Kantar, including our Executive Leadership Team and all our colleagues, as well as those working in any joint ventures that we control and overseas sourcing offices.

Supplier Code of Conduct

Kantar's updated Supplier Code of Conduct was released in 2021 and was further updated in 2024. It is issued to all new suppliers onboarded into our finance systems, as well as all forming part of all existing supplier contract renewals. These principles set out our minimum requirements and expectations of how our suppliers and partners conduct business to uphold human rights, labour, environmental, ethical and legal requirements in their own operations and their supply chains.

Human Rights Statement

States our commitment to respecting internationally recognised human rights in line with the principles and guidance contained in the United Nations Guiding Principles on Business and Human Rights.

Right to Speak

Aimed principally at our colleagues, but also available to anyone working with or for Kantar, our confidential reporting (whistleblowing) channels are managed by Navex where concerns can be raised by phone or online in multiple languages in confidence and anonymously.

Recruitment

Outlines the principles and process for the recruitment and selection process. This Policy aims to ensure that recruitment standards are consistent, appropriate, and free from discrimination or bias.

Procurement Policy

Sets out the essential minimum commitments for sourcing and contractual arrangements with suppliers, including our approvals framework, Kantar contractual terms and use of preferred and approved suppliers. The policy includes supplier decommissioning where suppliers are identified to not adhere to any of Kantar's compliance policy areas. The policy identifies the Procurement function commitments to manage risk, conduct activity with integrity and support Supplier Diversity.

Employee Health & Safety

Globally aims to provide the highest level of health and safety measures and wellbeing practices which in some cases might exceed local requirements as we value all our colleagues, customers and suppliers regardless of where they are in the world.

Our Training

Our colleagues and our supplier partners play a major role in helping us to identify and prevent modern slavery in our supply chain.

All Kantar colleagues, including new joiners, are required to undertake Mandatory Compliance Training. This training includes an Ethics e-learning module, incorporating protecting and promoting human rights. Topics covered include diversity, modern slavery, human rights, conflicts of interest and avoiding misleading work.

The modern slavery lesson helps our colleagues to consider who the people across our network and stakeholders are and to understand how the choices they make on a daily basis can impact the people who work in our supply chains.

At Kantar we are committed to always getting better, including our approach to ensuring that our training content and delivery are effective across the organisation. Accordingly, in **2024 we undertook a major review of our Mandatory Compliance Training** and updated it to reflect legislative and business changes, and external factors such as geo-political instability and evolving human rights legislation. We will continue to review and update our training and awareness activities to ensure that colleagues are vigilant about the risks of unethical practices, and confident in using the tools and channels available to raise concerns, including our Right to Speak platform.

Our Statement, Progress and Commitments

Our commitment to building an ethical culture is reinforced by the principles set out in Kantar's Business Principles (KBPs).

These principles form the foundation of our policies and define the standards of conduct expected in all interactions - whether with colleagues, clients, suppliers, or partners—ensuring we act ethically, lawfully and with integrity. This is important, as it shapes how we show up and how we are experienced by our clients, suppliers and the communities with whom we work.

KBP commitments include:

Ensuring ethical behaviour and integrity in all business dealings

Respecting each other: Zero tolerance of bullying or harassment of any kind within our own business or from those we work with no exceptions and no excuses

Acting ethically, respecting human rights, requiring safe and secure workplace conditions across our supply chain, and helping to protect our planet, we always try to do the right thing.



Our Statement, Progress and Commitments

How we did against our 2024 commitments:

Kantar increased its **Ecovadis accreditation** score achieving a gold score of 74/100 putting Kantar in the top 5% of rated organisations. We achieved a score of 70 for Labour & Human Rights, and 80 for Ethics.

Kantar continues to complete the annual **UN Global Compact (UNGC) Communication on Progress (CoP)** demonstrating our active commitment to responsible business practices and global sustainability goals. Including meeting fundamental responsibilities in four areas: human rights, labour, environment and anti-corruption.

We continued to raise awareness of the **Right to Speak (RTS)** process internally for all markets. Our Kantar Employee Survey results demonstrated a high awareness and confidence in our RTS process, with 89% of our colleagues believing that Kantar is committed to ethical practices and 90% feeling confident that they could report concerns about wrongdoing.

We relaunched our **Supplier Code of Conduct** in 2024 which considers renewed ESG criteria related to Scope 3 carbon reduction and responsible use of Artificial Intelligence. We committed 10% of our annual spend with diversely owned suppliers and we risk assessed 85% of global third party spend via our Coupa S2P platform, the EU deployment of Coupa was successfully completed in 2023. We now have end to end Coupa Source to Pay platform in 9 markets covering 74% of spend (UK, Ireland, US, Canada, Italy, France, Denmark, Spain and Netherlands). As well as the Coupa Source to Contract modules in 5 other markets within MEA and APAC.

We exceeded our target of 90% completion in the **Ethics training**, meaning that our teams have demonstrated knowledge and understanding of the risk of Modern Slavery and how to prevent it.

We reviewed the **Corporate Governance** section of the Kantar website and the updates will be published in 2025.

Modern Slavery Statement

Through the course of 2024, we have not identified or been made aware of any form of Modern Slavery in any part of our supply chain or within our business

Protecting our:

People

Partners

Integrity

Information

World

Money

Our Statement, Progress and Commitments

Next steps and commitments for 2025

Our Group risk assessment process has always included an assessment of our compliance with laws and regulations in this area. We continue to update our risk evaluations as our framework matures and as conditions change. Specific plans for 2025 are outlined in the table below.

We will review the Modern Slavery element of the **ABC Risk Assessment** and update the **ABC Risk Register** accordingly.

We will formalise our approach to **identifying and implementing changes to legislation and new legislation** to ensure that we meet our legal obligations in relation to the prevention of modern slavery.

We will review **Kantar's Business Principles, Right to Speak policy** and processes, our **Human Rights Statement** and, our **client and supplier contract templates** to ensure they clearly reflect and, where required, strengthen our commitment to preventing Modern Slavery within our organisation and among our partners.

All Kantar employees will be required to complete our **Ethics course part of the mandatory compliance training** to equip them with the knowledge and tools to identify **and** respond to any reports or suspicion of Modern Slavery in any of business activities. Our target for completion in 2025 is 90%. We will undertake a detailed review of the Modern Slavery lesson to ensure its effectiveness.

We will relaunch our **Supplier Code of Conduct** in 2025 to take into account renewed ESG criteria related to Scope 3 carbon reduction and responsible use of Artificial Intelligence, and we aim to commit 10% of our annual spend with diversely owned suppliers. All supplier contract awards regardless of ownership criteria are subject to acceptance of Kantar's Supplier Code of Conduct, including prevention of Modern Slavery.

In 2025 we aim to risk assess **95% of global third party spend** via our Coupa S2P platform.

In 2025 we will further embed our interview transcriptions using **Microsoft Co-pilot**, allowing us to review and ensure consistency and fairness in candidate evaluation.

Kantar is aiming to maintain a **Gold Ecovadis rating** in 2025.

We will continue to enhance our **Corporate Governance** section on our website, demonstrating our commitment to the prevention of Modern Slavery.

Kantar Modern Slavery Statement for 2024

This 2024 statement was approved by The Kantar Group Limited board on 29 July 2025 and subsequently by each of the subsidiary boards identified within scope above.

Michael Uzielli

Chief Financial Officer and Director
The Kantar Group Limited
29 July 2025

Protecting our:

People

Partners

Integrity

Information

World

Money