

## Fifty5Blue's Modern Slavery Statement for the Year Ending 31 December 2025

This Modern Slavery Statement (the **Statement**) is made by Greenwich Bidco Limited on behalf of Greenwich Bidco Limited, Kantar Media Audiences Limited, Kantar Media Group Limited, and Kantar Media UK Limited (together, **Fifty5Blue**) pursuant to section 54(1) of the Modern Slavery Act 2015.

The Statement sets out the steps we have taken, and continue to take, to prevent slavery and human trafficking in our business operations and supply chains.

### 1. Structure, Business and Operations, and Supply Chains

#### 1.1. Our Structure

We are a global business employing approximately 4,500 people and operating in 84 markets. We operate under a central governance framework, with group-level oversight and local implementation across our group companies.

Group-wide policies, standards, and controls apply across all markets, including in relation to ethical conduct, human rights, procurement, and supplier management. Senior leadership sets the tone from the top, with accountability for compliance and risk management embedded throughout Fifty5Blue.

#### 1.2. Our Business and Operations

We are a global leader in media measurement and analytics. Our operations are primarily office-based and service-led. We employ a global workforce and, where appropriate, engage contractors, suppliers, and business partners to support delivery of our services.

#### 1.3. Our Supply Chains

Our supply chains support the delivery of our services and include a range of suppliers, including:

- Technology and software providers
- Data collection and fieldwork partners
- Professional and consultancy service providers
- Facilities management, office services, and other operational suppliers

We manage our supplier relationships through a centralised procurement and supplier onboarding process. All new suppliers are subject to risk-based due diligence prior to engagement, including ESG ranking, commodity classification, financial characteristics, government indicators, and adverse media.

Enhanced due diligence and sign-off are required where suppliers are identified as higher-risk.

We expect and require all our business partners, including suppliers, to have the same commitment to ethical behaviour and to agree with our [Supplier Code of Conduct](#).

### 2. Policies

We are committed to preventing slavery and human trafficking in our business operations and supply chains.

This commitment is underpinned by a framework of group-wide policies and procedures that set out our expectations for ethical conduct, respect for human rights, and responsible business practices. These policies and procedures are reviewed periodically and updated as required.

Our key policies relevant to slavery and human trafficking include:

## 2.1. Business Principles

Our [Business Principles](#) set out our expectations for ethical, lawful, and responsible conduct, and apply to all Fifty5Blue employees, including senior leadership and controlled joint ventures.

## 2.2. Supplier Code of Conduct

Our [Supplier Code of Conduct](#) is issued to new suppliers during onboarding and existing suppliers during contract renewal. It sets out our minimum expectations in relation to human rights, labour standards, ethical conduct, and legal compliance, within suppliers' operations and their supply chains.

## 2.3. Right to Speak Policy

Our [Right to Speak Policy](#) applies to all Fifty5Blue employees and individuals working under the supervision or control of our contractors, subcontractors, or suppliers. It summarises the sort of issues that can be raised via our Right to Speak process (including concerns relating to unethical or inappropriate behaviour, discrimination and harassment), how to make a report, and how reports are treated at Fifty5Blue.

## 2.4. Right to Speak Portal

Our Right to Speak portal, [SpeakUp](#), is operated by an independent service provider and available 24/7. Reports can be made confidentially, in the reporter's own language, by telephone or online. Reports may be made anonymously, and we seek to investigate all reports as thoroughly as possible.

We are committed to ensuring that individuals feel able to raise concerns openly and without fear of reprisal, retaliation, or victimisation. We do not tolerate retaliation or victimisation against anyone who raises a concern or participates in a Right to Speak investigation.

## 2.5. Human Rights Statement

Our Human Rights Statement sets out our commitment to respecting human rights and complying with applicable laws. Through our business activities, we seek to prevent, identify, and address adverse human rights impacts and, where possible, to promote and support positive human rights outcomes, including in relation to children's rights.

Our approach is informed by international standards and principles, including the International Bill of Human Rights, the UN Guiding Principles on Business and Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, and the Children's Rights and Business Principles.

## 2.6. Inclusion and Diversity Policy

Our Inclusion and Diversity Policy reflects our commitment to fostering an inclusive culture and valuing diversity across our workforce, as well as in our relationships with clients, suppliers, and the communities in which we operate. We recognise that an inclusive and diverse workforce supports our long-term sustainability and responsible business practices.

## 3. Due Diligence

We consider the inherent risk of slavery and human trafficking within our business operations to be relatively low. Fifty5Blue is primarily a professional services organisation, and our workforce consists mainly of skilled professionals.

However, we recognise that risks may be more prevalent within our supply chain, particularly where services are delivered through third parties or in higher-risk locations.

## 3.1. Risk Identification

Our risk assessment processes incorporate compliance with applicable laws and regulations, and support the identification, assessment, and management of slavery and human trafficking risks across our business operations and supply chains.

## 3.2. Reducing Risk

We manage and reduce slavery and human trafficking risks through a risk-based supplier engagement and onboarding process including financial and ESG due diligence, sanctions screening, and adverse media checks using independent external sources.

Enhanced due diligence and senior sign-off are required where suppliers are assessed as higher-risk. Supplier contracts are reviewed or approved by our Procurement and Legal functions and include audit rights where appropriate.

## 4. Training

Our colleagues and suppliers play a major role in helping us to identify and prevent slavery and human trafficking in our supply chain.

All Fifty5Blue staff, including new joiners, are required to undertake mandatory Compliance training. This includes an Ethics e-learning module, incorporating the protection and promotion of human rights. Voluntary training on slavery and human trafficking has also been made available for all staff on our intranet.

We will continue to review and update our training and awareness activities to ensure our colleagues are vigilant about the risks of unethical practices, and confident in using the tools and channels available to raise concerns, including via [SpeakUp](#).

## 5. Status, Progress, and Commitments

### 5.1. How we did in 2025

- We reviewed and updated the mandatory Compliance training.
- We reviewed and updated our key policies relevant to slavery and human trafficking.
- We changed our Right to Speak Provider to [SpeakUp](#), and continued to raise awareness of our Right to Speak process.
- We developed voluntary training materials on slavery and human trafficking.
- We mapped our slavery and human trafficking obligations globally.

### 5.2. Modern Slavery Statement

Based on the steps we have taken to date, we have not identified, nor been made aware of, any instances of slavery or human trafficking in our business operations or supply chains.

### 5.3. Next Steps and Commitments for 2026

- We will perform a stand-alone slavery and human trafficking risk assessment of our business operations.
- We will continue to require all Fifty5Blue employees to complete the mandatory Ethics training to equip them with the knowledge and tools to identify and respond to any reports or suspicion of slavery and human trafficking. Our target for completion in 2026 is 90%.
- We will continue to track our slavery and human trafficking obligations globally.
- We will participate in an EcoVadis disclosure in 2026.

This Statement was approved by the Board of Directors of Greenwich Bidco Limited on 14 April 2026.

**Signed for and on behalf of Greenwich Bidco Limited**

**Director name:** Patrick Béhar

**Director signature:** Patrick Behar  
Patrick Behar (Apr 23, 2026 22:06:21 GMT+2)

**Date:**