

## ***Tag UK and Australia Joint Modern Slavery Statement***

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

Tag provides this joint statement for **Tag Worldwide Holdings Limited**, Tag Europe Ltd and The Gate Films Limited pursuant to the UK Modern Slavery Act 2015, and **Tag Worldwide (Australia) Pty Ltd**, Popcorn Displays Australia Pty Ltd and Lednyak & Associates Pty Ltd, pursuant to the Australian 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 2025.

### **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 Australian Modern Slavery Act 2018 and the UK Modern Slavery Act 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**

Tag Worldwide Holdings Limited (Tag) is a global marketing production and technology services group providing creative production, digital, technology and content delivery services to clients across a range of sectors. Tag operates globally, with employees and suppliers located across Europe, the Americas, Asia Pacific and other regions.

Tag forms part of the dentsu group and operates as a network brand within dentsu. Since the acquisition of Tag by dentsu in 2023, Tag and dentsu have worked closely together, aligning on shared values, governance standards and expectations in relation to ethical business conduct,

human rights and responsible supply chain management. Tag continues to operate under the Tag brand and maintains its own management and operational structures.

Dentsu publishes a separate group-wide Modern Slavery Statement which sets out its overarching approach, including a -zero-tolerance position on modern slavery and human trafficking, and applies across its global operations, including Tag: <https://www.dentsu.com/our-policies/modern-slavery-act>.

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

### **Our Supply Chain**

Tag's Supply Chain includes:

- **Channel Activation Suppliers:** suppliers of marketing materials produced for our clients e.g., printers
- **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

### **Assessing the Risk of Modern Slavery in Our Operations and Supply Chain**

Tag assesses modern slavery risk across its operations and supply chain by reference to the following factors: the country or region in which a supplier operates; the sector and nature of the goods or services supplied; the use of migrant, temporary, or outsourced labour; and the complexity or opacity of supply chain tiers. During the reporting period, the following principal risk areas were identified:

1. **Channel Activation Suppliers:** This category presents the highest potential risk within Tag's supply chain, given that it involves the physical production and manufacture of marketing materials. Suppliers in this category may operate in jurisdictions with weaker labour protections, and production processes may involve low-wage or manual labour. Risk is further heightened where suppliers subcontract to third-party manufacturers.
2. **Creative Production Suppliers:** The risk in this category is assessed as lower than Channel Activation, as creative production services are typically provided by skilled professionals. However, certain activities such as location-based shoots may involve the engagement of casual or temporary workers, which warrants ongoing vigilance.
3. **Indirect Suppliers:** Certain indirect supply categories, particularly cleaning, facilities management, and security services, may carry modern slavery risk due to the prevalence of low-wage, outsourced, or migrant labour in those sectors. IT and professional services suppliers are assessed as lower risk.
4. **Own Operations:** Tag's own workforce consists primarily of salaried professional employees. There are no manufacturing processes or facilities within the business. The risk of modern slavery within Tag's direct operations is therefore assessed as very low. Notwithstanding this assessment, Tag maintains robust recruitment, vetting, and grievance mechanisms to mitigate residual risk.

## Our Supplier Due Diligence

1. **Supplier Due Diligence:** All suppliers must go through our due diligence process at the onboarding stage and all suppliers must accept the Supplier Code of Conduct. 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. Channel Activation suppliers in high-risk countries must provide a copy of a recent ethical or social systems audit such as SMETA or SA8000.
2. **Human Rights Abuse Remediation Process - Supply Chain:** Tag maintains a guidance document for employees setting out the steps to be taken in the event that a human rights issue, including any form of modern slavery, is discovered in the supply chain. The process requires the immediate escalation of any concern to the Risk & Compliance team, who will coordinate an investigation and, where necessary, engage with affected individuals and relevant external bodies. Where modern slavery is identified, Tag will work to ensure that appropriate remedial action is taken, which may include supporting affected workers, requiring the supplier to implement corrective measures within a specified timeframe, and, in the case of a serious or unresolved breach, terminating the supplier relationship.
3. **Conflict Minerals:** The extraction and trade of conflict minerals is closely linked to modern slavery, as forced labour and child labour are prevalent in mining operations in conflict-affected areas. 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, as such a policy may harm legitimate miners and their communities.

## Our Global Reach

Tag has approximately 2,500 employees worldwide and six production hubs: London, New York, São Paulo, Shanghai, Hong Kong, and Singapore. We also have 29 account management offices.

### Australia

**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 79 employees in Australia, with 64 based in Sydney and 15 employees in Melbourne. Tag acquired a social media production company L&A Social in 2022, which is now fully integrated with Tag Australia.

### JAPAC

Tag has 11 account management offices in the JAPAC region with more than 1,514 employees across the region. Tag's JAPAC 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 937

employees. Tag India's registered office is in Chennai, which is the biggest global delivery centre. Tag Japan has about 95 employees and has an office in Tokyo.

## **Americas**

Tag has four account management offices in the Americas region with a total of 481 employees. 100 employees are based in Canada, where Toronto has the largest office, 352 employees in the USA with the main office in New York, 27 employees in São Paulo, Brazil, and two employees in Mexico.

## **EMEA**

Tag EMEA has 465 employees across the region and is headquartered in London, 1-5 Poland Street, London, W1F 8PR, with 245 employees. We also have offices in Poland and France.

## **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 and eligibility-to-work checks, and 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. Our London office has been certified to ISO 45001 since 2025.
- 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**

SpeakUp 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 the 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**

Our approach to measuring the effectiveness of our modern slavery framework is both outcomes-based and activity-based. We track a range of indicators to assess whether our policies and processes are operating effectively. During the reporting period, the following results were recorded:

1. **Reports and complaints:** No reports, complaints, or identified cases of modern slavery were received during the reporting period, whether through the SpeakUp whistleblowing service or any other channel.
2. **Supplier Code of Conduct:** 100% of permanent active suppliers have signed the Supplier Code of Conduct as at the end of the reporting period.
3. **Supplier audits:** 57 supplier audits were conducted during the reporting period, of which 13 were for Channel Activation suppliers in high-risk countries. No material instances of non-compliance with modern slavery legislation were identified.
4. **Training completion:** approximately 94% of Tag employees completed the mandatory modern slavery training module during the reporting period.
5. **Annual Compliance Questionnaire:** All regional CEOs and CFOs completed the ACQ during the reporting period, confirming that, to the best of their knowledge, no entities within their responsibility used or facilitated any form of forced or involuntary labour.

Whilst we recognise that the absence of reported cases is not, on its own, a definitive measure of success, we consider the combination of these indicators to be a strong signal that our framework of policies, due diligence processes, ethical audits, mandatory training, and senior leadership accountability is operating effectively.

## Next Steps & Looking Forward

Modern slavery is unacceptable and one of the worst kinds of offences 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 organisation to raise awareness around modern slavery.

In 2025 we launched an interactive mandatory training requirement on modern slavery for all Tag employees.

In 2025, as part of our governance processes, our regional CEOs and CFOs became required to complete our parent company dentsu's Annual Compliance Questionnaire (the "ACQ"), with ultimate sign-off from the global CEO. The ACQ includes two questions requiring stakeholders to confirm, to the best of their knowledge, that entities for which they are responsible do not use or facilitate forced, indentured, bonded, slave or human-trafficked labour, or any type of involuntary labour, and that such entities are not knowingly in breach of local employment laws and regulations or procuring goods and services from suppliers engaging in such activities.

In 2025, Tag achieved ISO 45001 certification for our London head office. This internationally recognised standard for occupational health and safety management systems further demonstrates our commitment to maintaining safe and lawful working conditions and provides an independently verified benchmark for continuous improvement.

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 including **Tag Europe Limited**, and affiliated companies, in accordance with The Modern Slavery laws of the UK and Australia, as respectively applicable, on 30<sup>th</sup> June 2026.



Toby Codrington (Jun 19, 2026 17:25:39 GMT+1)

United Kingdom  
**Toby Codrington**  
Global Brand President, Tag



Australia  
**Trent Agnew**  
Chief Executive Officer, Tag APAC