

**MODERN SLAVERY ACT COMPLIANCE STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2024**

This statement applies to all UK operating companies within the Advantage Smollan Group as at 31 December 2024 (referred to in this statement as the "Group").

GROUP BACKGROUND AND ORGANISATIONAL STRUCTURE

Founded in 2015, Advantage Smollan is a jointly-owned holding company of Advantage Solutions, Inc. (Advantage Solutions) and Global Smollan Holdings that provides unified sales, marketing, and technology solutions for consumer goods manufacturers and retailers across Europe. The Group has its head office in Winnersh, UK with a number of offices across UK and Europe.

DEFINITIONS

The Group considers that modern slavery encompasses:

- Human trafficking;
- Forced work, through mental or physical threat;
- Being owned or controlled by an employer through mental or physical abuse or the threat of abuse;
- Being dehumanised, treated as a commodity or being bought or sold as property;
- Being physically constrained or to have restriction placed on freedom of movement.

COMMITMENT

The Group acknowledges its responsibilities in relation to tackling modern slavery and commits to complying with the provisions of the Modern Slavery Act 2015. The Group does not knowingly enter into business with any other organisation, in the UK or abroad, which supports or is found to involve itself in slavery, servitude and forced or compulsory labour. No labour provided to the Group in the pursuance of the provision of its own services is obtained by means of slavery or human trafficking. The Group strictly adheres to the standards required in relation to its responsibilities under the relevant employment legislation.

EMPLOYEES

Our working practices respect and uphold all human rights for our employees and contractors. This approach also extends to the employees of suppliers working on our sites. Senior managers have been provided training on the requirements under the Modern Slavery Act 2015.

The code of conduct of one of the Group's ultimate parent companies, Advantage Solutions, has been published on www.advantagesmollan.com. The code commits

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the Group and the other companies within the Advantage Smollan Group to provide a safe and professional work environment that complies with all applicable laws and regulations. Details on the anonymous reporting website are also included in the code.

SUPPLIER DUE DILIGENCE

The Group has defined standard supplier terms and conditions covering the requirements under the Modern Slavery Act 2015 and other UK legislation. They are in the process of being implemented for all companies in the Group.

To date, we have not identified any act of non-compliance with the requirements of the Modern Slavery Act 2015.

NEXT STEPS

We continuously review our supply chain protocols and where necessary implement specific measures to ensure that our obligations under the Modern Slavery Act 2015 are disseminated through our supply chain. These measures include:

- All of our UK operating companies are Ecovadis recognised.
- We have included specific reference to the expected behaviours relating to discrimination, exploitation and overall integrity within our Values. These values were created and consulted on with our people during 2022 and were rolled out during 2023. The training, guidance and education included within our values launch, makes clear our expectation that all our colleagues should (and are safe to) call out any exploitation, bullying, discrimination or unethical behaviour that they experience or witness anywhere in the organisation.
- During 2024 the Group rolled out a new external anonymous whistleblowing reporting platform. This platform provides a channel for concerned colleagues to report concerns in the area of ethics or conduct, either by free-phone telephone, WhatsApp messaging or through online reporting with monthly reporting provided to management. We will continue working to identify and assess any key risk areas in our supply chains.
- Contacting all critical suppliers to affirm our zero tolerance approach to human rights abuses and requesting details of their due diligence procedures both for internal compliance and within their own supply chains.
- Providing training and guidance to employees and contractors.
- Integrating any new acquisitions that may be completed by the Group during the course of 2024.

This statement is made pursuant to section 54(1) of the Modern Slavery Act 2015 and constitutes the Group's slavery and human trafficking statement for the financial year ending 31 December 2024.

Signed by

Signed by:

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Jeanette Hern

26 June 2025

COMPANIES COVERED BY THIS STATEMENT

- Advantage Smollan Limited
- Resource Experience Limited
- Powerforce Field Marketing and Retail Services Limited
- Flixmedia Limited
- Retail Active Limited
- Intermarketing Agency Limited
- Intermarketing Group Limited
- Gig Retail Limited
- Home Marketing Limited
- Chilli UK Limited
- Fusion Learning Limited