

Modern Slavery Act Statement
September 2025
Made pursuant to Section 54(1) of the Modern Slavery Act 2015

1. Introduction and Commitment

This statement is made by Yell Holdco Limited ("Yell") and its operating companies, including its UK subsidiaries, Yell Limited and Yell Sales Limited, in compliance with the Modern Slavery Act 2015. It outlines the steps taken during the financial year ending 31 March 2025 to identify, prevent and mitigate potential modern slavery risks related to its business and put in place (where necessary) steps that are aimed at ensuring there is no slavery and human trafficking in its business or supply chain. Yell upholds a zero-tolerance approach towards slavery and human trafficking within its operations.

2. Business Overview

Yell has been championing local business since 1966 with the launch of Yellow Pages. Yell has evolved into a leading UK digital marketing platform empowering businesses and consumers in the UK to connect effortlessly, offering tailored marketing solutions, helping businesses to be found, trusted, chosen, and connected online. Yell works with a number of leading global technology companies, including Google and Meta.

Our supply chain extends beyond the countries in which our customers are located. In particular,

- India - certain customer services and production and fulfilment facilities
- Europe – certain I.T. services

Yell prides itself on its long-held commitment to ethical business practices. As such, we fully support the objective of the United Kingdom's Modern Slavery Act 2015, which requires businesses to publish on their website an annual disclosure detailing steps taken to address the possibility of slavery and/or human trafficking in their supply chains.

To find out more about the nature of our business, please click [here](#).

3. Policies

We maintain a comprehensive set of policies both for employees and suppliers designed to minimise the risk of slavery and human trafficking within our operations and supply changes.

For our employees, these policies ensure that people are treated fairly, valued and respected. Our Code of Conduct Policy sets clear expectations for behaviour in line

with company values, while our confidential whistleblowing helpline supports employees who wish to raise concerns relating to discrimination, bullying and harassment, health and safety, or fraud. Yell's Code of Ethics is the foundation stone of our approach to ethical business. Its core principle is that everyone has the right to be treated with honesty and respect, and to work in a safe and healthy environment.

We apply the same high standards to our Suppliers. All suppliers must commit to Yell's Code of Ethics for Suppliers and promote these standards through their own supply chains. Our supplier agreements include contractual clauses requiring our suppliers, their subcontractors, and their suppliers, to confirm their compliance with the Modern Slavery Act and other applicable laws.

The Code of Ethics for Suppliers requires Suppliers to operate with integrity and professional competence and to ensure their workers are treated fairly, with dignity and respect. and is based on statutory obligations and internationally recognised standards set out in the UN Universal Declaration of Human Rights and the International Labour Organisation Conventions.

It specifically provides that suppliers will not employ any person below the minimum legal age for employment and will take particular steps to safeguard the interests of any workers under the age of 18. It also sets strict standards on forced labour, working hours, minimum wages, zero discrimination, freedom of association and workplace health and safety.

4. Due Diligence

As part of our efforts to monitor and reduce the risk of slavery and human trafficking occurring in our supply chain, we undertake supplier due diligence. The process includes a review of their modern slavery statements and supporting policies where appropriate.

Our due diligence procedures aim to:

- identify and action potential risks in our business and supply chain.
- monitor potential risks in our business supply chain.
- reduce the risk of slavery and human trafficking occurring in our business and supply chain.

5. Risk and compliance

Compliance with Yell's Code of Ethics for Suppliers is a mandatory requirement for working with us. From time to time our Compliance and Procurement teams will carry out assessments to verify compliance. Our suppliers are all on notice that Yell reserves the right to terminate their contracts in the event of non-compliance. All our suppliers are expected to comply fully with all national and local laws and regulations. Should we become aware of any organisation found to have been involved in modern slavery, we would immediately cease trading with them.

6. Training and awareness

We are committed to operating with integrity and fairness. We have a zero-tolerance approach to bribery and corruption and our internal policies, including the Code of Ethics, set out the expectations we have of our people across our business.

Our managers and colleagues have responsibilities to ensure our fellow workers are safeguarded, treated fairly and with dignity. Every new employee at Yell is trained in our Code of Ethics and this training is refreshed on an annual basis.

7. Further consideration and sign-off

Each year, in addition to the provision of training and compliance activity, slavery and human trafficking is considered and given due attention at board level. The management team has considered its supply chain and has assessed the level of risk relating to slavery and human trafficking. The risk (whilst not zero) was evaluated as very low.

No facts or circumstances have come to light that have caused us to be concerned about the existence of slavery and/or human trafficking in the Yell group and its supply chain.

This statement is made pursuant to section 54(1) of the Modern Slavery Act 2015 and constitutes the Yell group's modern slavery and human trafficking statement for the financial year ending 31 March 2025 as approved by the Board on 25 September 2025.

Signed on behalf of the Board

A handwritten signature in black ink, appearing to read 'D J Anderson', with a horizontal line extending from the end.

David Anderson
Chairman

