



What's Possible Group Modern Slavery and Human Trafficking Statement

The What's Possible Group recognises its responsibility to combat slavery and human trafficking and are proud of the steps we have already taken to mitigate the risk of this happening. We have a zero tolerance to any form of modern slavery or human trafficking and are committed to improving our practices. We invest in and care about our people and believe in our culture. Through this statement we agree the following:

- No worker should be indebted or coerced to work
- No worker should pay for a job
- Every worker should have freedom of speech and movement

This statement is for the financial year ending 31st March 2024, (for a 12 - month period).

Our Business and Structure

What's Possible is a marketing services group with around 126 employees during this 12-month period worldwide, and operate in the UK, Europe, and US.

The What's Possible Group includes:

1. The Specialist Works: the independent media agency built exclusively for marketers at entrepreneurial brands.
2. Connections: the brand to brand, retail media marketplace.
3. What's Possible Creative: creative, production and delivery solution for marketers at entrepreneurial brands
4. Plus, investments in further marketing services businesses through its Make Possible arm.

What's Possible Group's mission is to build a group our people are proud of. Proud of what we deliver to clients. Proud of how we treat each other. Proud of our commitment to people, planet and profit.

We foster strong values and comply with all laws and regulations that apply to our business. A description of The What's Possible Group values, structure, division, and product brands can be found on our website.



We have a global annual turnover of £72.8m, (12 months period to 31/03/2024).

Our supply chains and Policies on slavery and human trafficking

The What's Possible Group are committed to ensuring that there is no modern slavery or human trafficking in our supply chains or in any part of our business.

Our main suppliers are media owners and media suppliers therefore we believe, due to the nature of our work, our supply chains, and their industries, to be at low risk in terms of modern slavery and human trafficking. Despite this, we have taken steps including the following:

- Ensuring we have in place appropriate policies which are regularly reviewed. These include our Whistleblowing Policy and our Anti-slavery & human trafficking Policy which reflects our commitment to acting ethically and with integrity in all our business relationships and to implementing and enforcing effective systems and controls to ensure slavery and human trafficking is not taking place anywhere in our supply chains.
- When recruiting staff into our business we undertake checks including (as necessary) interviews, identity verification, reference, and evidence of qualifications.
- Ensuring within our business all people are paid fairly, and at least minimum wage, although we pay above living wage, for their work.

Undertaking due diligence (and conducting supplier audits) for all suppliers appropriate to the level of risk identified in terms of the territory and industry in which they work.

Our Anti-slavery and human trafficking Policy reflect our commitment to acting ethically and with integrity in all our business relationships and to implementing and enforcing effective systems and controls to ensure slavery and human trafficking is not taking place anywhere in our supply chains.

Due diligence processes for slavery and human trafficking

- Identify and assess potential risk areas in our supply chains
- Mitigate the risk of slavery and human trafficking occurring in our supply chains - Monitor potential risk areas in our supply chains - Protect whistle blowers.



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Training

To ensure a high level of understanding of the risks of modern slavery and human trafficking in our supply chains and our business, we provide training on our Antislavery and human trafficking Policy to our staff.

In the last year we have taken further action and:

- Released our modern slavery statement on our learning platform for all staff to review and create more awareness.
- Updated our existing website so that it contains our Modern Slavery and Human Trafficking statement

Looking ahead

Following a review of the effectiveness of the steps we have taken in 2023/2024 to ensure that there is no slavery or human trafficking in our supply chains we intend to take the following further steps to combat slavery and human trafficking:

- Develop training modules with a focus on employees involved in sourcing, supply chain and recruitment activities.

This statement has been approved by the board of The What's Possible Group and is made pursuant to section 54(1) of the Modern Slavery Act 2015 and constitutes our slavery and human trafficking statement for the financial year ending 31st March 2024.

Signed by:

Parry Jones

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Parry Jones, CEO
What's Possible Group
Date: 21-05-25