



MBI Modern Slavery and Human Trafficking Statement 2024/2025

Introduction

Make Believe Ideas Ltd. (MBI) is committed to conducting business in an honest and ethical manner, and with respect to fundamental human rights. We are fully committed to the prevention of all forms of slavery, forced labour or servitude, child labour, exploitation and human trafficking, both in our business and in our supply chains. MBI takes robust measures to prevent such practices, in full compliance with the Modern Slavery Act 2015.

This statement relates to actions and activities during the financial year 1st June 2024 to 31st May 2025.

Our business

MBI designs, creates and publishes children's books, games and toys and operates globally, employing approximately 100 employees in the UK.

We are committed to manufacturing our products responsibly by working only with suppliers who share our values.

All employees and individuals acting on the company's behalf are responsible for maintaining the company's reputation and for conducting business honestly, ethically and with integrity.

Our suppliers

As part of our ongoing assessment of modern slavery and human trafficking risks, we carefully assess labour standards in the facilities that manufacture our products, ensuring that our suppliers adhere to our expectations at all times and operate in line with all relevant legislation.

We conduct periodic reviews of our suppliers to ensure our high standards are maintained at all times, including regular ethical audits and visits by senior managers to international facilities.

All suppliers must agree to uphold this commitment and demonstrate that they maintain safe working conditions, treat workers with dignity and respect, and use labour ethically and in compliance with the law.

MBI endeavour to select suppliers who have adequate accreditations such as SEDEX and BSCI, especially in relation to our print suppliers. Further measures have been introduced, which require our suppliers' agreement to uphold these commitments.



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Our policies on slavery and human trafficking

Anti-bribery

We will not tolerate any form of bribery by, or of, our employees, agents or consultants, or any person or body acting on our behalf or any supplier that we engage with. Our anti-bribery policy is shared with all employees and individuals acting on the company's behalf and is easily accessible.

Whistleblowing

We encourage all our employees, customers and business partners to report any concerns about the direct activities, or the supply chains of the business relating to any circumstances that may give rise to an enhanced risk of slavery or human trafficking. Our whistleblowing procedure is designed to make it easy for workers to make disclosures and employees are protected from any detrimental treatment as a result of reporting any genuine concerns made in good faith.

Dignity at work policy

We are committed to creating a work environment free of harassment and bullying and where everyone is treated with dignity and respect. This policy extends to managers, employees, contractors, and anyone else engaged to work on behalf of MBI both in the workplace and in any other work-related setting such as supplier and customer visits. Our dignity at work policy is shared with all employees and individuals acting on the company's behalf and is easily accessible.

Child labour policy

We are fully committed to protecting the rights and well-being of all children and ensuring that no child is subjected to exploitative labour. Our approach aligns with both national and international standards that safeguard children and promote their right to safety, education, and a life free from exploitation.

Equality Diversity & Inclusion

As part of our broader commitment to human rights, we actively promote equality, diversity, and inclusion across our workforce. We believe that a diverse and inclusive workplace, where all individuals are treated with fairness and respect, helps reduce the risk of exploitation and modern slavery. Our policies and training programmes support a culture of inclusion and ensure that all our employees and workers – regardless of background – are empowered to raise concerns without fear of reprisal.

Recruitment

All employee recruitment is in line with our Equality, Diversity & Inclusion policy, the Equality Act 2010 and all other relevant employment legislation.

Every employee is provided with a written contract of employment and is paid in accordance with the law. We comply with our legal obligations to ensure the health and safety of all of our employees and workers, including compliance with statutory requirements relating to working hours, rest breaks and holidays.



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Measuring effectiveness

Our operations, processes and procedures are regularly reviewed to ensure that all employees and individuals acting on the company's behalf, along with our supply chains, comply with our principles on human rights in the prevention of circumstances that may give rise to an enhanced risk of slavery or human trafficking.

Training

MBI will continue to raise awareness through training and regular compliance checks.

This statement has been approved by the Managing Director and will be reviewed and updated annually to ensure its continuing effectiveness and relevance to the company's activities.

Signed

Win Walker

Managing Director

Date: 10/09/2025