

LoopMe Modern Slavery Statement

11/07/2025

LoopMe is a global leader in brand performance, redefining brand advertising for the digital and app ecosystem. We support the international agenda to abolish human trafficking, slavery, forced and child labour.

LoopMe is committed to addressing the requirements of the UK Modern Slavery Act 2015 (the **Act**) and ensuring that our business and supply chain is compliant with the regulations prescribed therein. We acknowledge the undertakings in the Act and endeavour to create a culture of transparency with regards to the supply of goods and services to us.

This statement is made pursuant to section 54 of the Act and constitutes LoopMe's Modern Slavery Act Transparency Statement, as required by the Act.

Organisational Structure

LoopMe is headquartered in London and its UK operating entity is LoopMe Limited (company registration number 07979184).

We have global offices across the US, Europe and APAC and our organisational structure comprises key functional teams located strategically across these regions.

While LoopMe's teams are geographically dispersed, we have a global commitment to the highest standards of integrity and ethical behaviour. LoopMe's policies contribute to our broader culture of ethical behaviour, respect for human rights, and safe working conditions, including but not limited to: Equal Employment Opportunity and Anti-Bullying Policy, Code of Conduct, Code of Business Conduct and Ethics, Health and Safety and Data Privacy.

Supply chains

To facilitate our global AdTech platform operations, LoopMe engages with a diverse range of partners and suppliers across the globe. Our primary supply chain encompasses the acquisition of data and services that underpin the functionality and accessibility of LoopMe products and platform, alongside our collaborations with publishers and platforms for the delivery of advertising campaigns.

LoopMe also relies on external providers of essential functions, including IT infrastructure (networks, hardware, software solutions), financial services (banking, insurance), professional services (legal, payroll administration) and employee welfare provisions (health and wellness benefits packages).

LoopMe is dedicated to ensuring that our supply chain is free of any slavery and/or human trafficking. We will not knowingly support and/or do business with any partners or suppliers who are involved in slavery.

Monitoring

Responsibility for ensuring and monitoring adherence to this statement rests with all employees who interact with third party suppliers.

LoopMe's anonymous reporting hotline encourages all LoopMe employees to raise concerns and/or disclose information (including any actual or suspected violation of the Act) without fear of retribution.

Measuring Success

LoopMe uses the following key performance indicators to measure the effectiveness of its approach to modern slavery:

- Ongoing monitoring of developments pursuant to the Act by relevant stakeholders;
- Effective deployment of information to relevant stakeholders;
- Oversight of relevant suppliers; and
- Effective avenues for employees and/or suppliers to escalate modern slavery and human trafficking issues and concerns.

Approval of this Statement

This Statement will apply to LoopMe Limited and the LoopMe Group. It will be reviewed and updated on an annual basis and approved by the LoopMe Limited Board of Directors each financial year.

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Stephen Upstone

Stephen Upstone
Director of LoopMe Limited