

MODERN SLAVERY STATEMENT

The Brand Advance Group are committed to undertaking and continuing to minimise the potential risk of modern slavery and human trafficking in our business and supply chains. We will not tolerate slavery and human trafficking in our business or supply chain. We are committed to acting ethically and with integrity in all our business dealings and relationships and to implementing and enforcing effective systems and controls to ensure that any form of slavery is not taking place in our own business or supply chains.

This statement is published in line with section 54(1) of the Modern Slavery Act 2015.

The Brand Advance Group is an industry's first dedicated global diversity media network. We are a communications platform and business that connects brands with diverse audiences globally, through comprehensive data and insight, media planning and buying, partnerships and content services. Our passion and purpose lie in empowering our customers to embrace these fundamental changes in audience, lifestyle and media landscape, by serving these communities in a more creative and authentic way, whilst increasing engagement. We believe that equality and diversity are at the heart of everything we do.

Our policies in relation to the Modern Slavery Act 2015

Supply Chains

We do not enter into business with any organisation, in the UK or abroad, which knowingly supports or is found to be involved in slavery, servitude and forced or compulsory labour. Our supply chains are based throughout the world using various media networks and platforms. We conduct due diligence on all suppliers assessed by our Quality Team as critical and/or major to the business before allowing them to become one of our suppliers. This due diligence includes assessing regulatory licences and certificates, compliance with such regulatory bodies, checks to determine the financial stability of the supplier as well as carrying out supplier audits, where appropriate.

Recruitment

Equality and diversity are at the heart of everything we do we pride ourselves on being an equal opportunities employer. We are committed to creating and ensuring a non-discriminatory and respectful working environment for our staff. We want all our staff to feel confident that they can expose wrongdoing without any risk to themselves. We operate a number of internal policies to ensure that we are conducting business in an ethical and transparent manner.

These include:

- Recruitment – we operate a robust recruitment policy, including conducting eligibility to work in the UK checks for all employees to safeguard against human trafficking or individuals being forced to work against their will. Our recruitment and people management processes are designed to ensure that all prospective employees are legally entitled to work in the UK and to safeguard employees from any abuse or coercion.
- Whistleblowing – our whistleblowing policy ensures that all employees know that they can raise concerns about how colleagues are being treated, or practices within our business or supply chain, without fear of reprisal.
- Health and Safety – this policy sets out our approach to ensure we provide a healthy working environment for our staff and contractors that work out of our premises.
- Diversity and inclusion policy – our diversity and inclusion policy - this policy sets out our approach to ensure we actively encourage a diverse and inclusive working environment for our staff and contractors that work out of our premises. We are committed to ensuring all our staff and contractors feel respected and able to give their best.

Other policies that relate Modern Slavery Act are our:

- Code of conduct
- Ethics policy
- Bullying and harassment policy

Further Steps

We intend to take the following further steps to combat slavery and human trafficking:

1. risk assess all new suppliers and ask them to certify that they have taken steps to eradicate modern slavery within their own organisation and supply chain;
2. notify all existing suppliers of our expectations and their obligations in relation to the prohibition of modern slavery;
3. incorporate anti-slavery and human trafficking obligations into procurement agreements and subcontracting arrangements on a risk-assessed basis;
4. include appropriate measures in our due diligence processes for sourcing suppliers, subcontractors and acquisitions on a risk-assessed basis;
5. provide awareness training to staff on the Modern Slavery Act 2015 and informing them of the appropriate action to take if they suspect a case of slavery or human trafficking
6. ensuring that staff involved in buying or procurement and the recruitment and deployment of workers receive training on modern slavery and ethical employment practices
7. where appropriate we will include a reference to the Modern Slavery Act 2015 in our policies and procedures.
8. continuing to take action to embed a zero-tolerance policy towards modern slavery

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

This statement has been approved by Christopher Kenna CEO and Founder, for the financial year ending 31 March 2021. This statement will be reviewed and updated every year.