

MODERN SLAVERY ACT STATEMENT

Anti-Slavery Statement

This statement, made pursuant to section 54(1) of the Modern Slavery Act 2015, sets out the approach taken by Ebiquity plc concerning potential modern slavery risks related to its business, and the actions undertaken to mitigate such risks during the financial year ended 31 December 2016.

Ebiquity plc is a global provider of data analytics and related consulting services principally to advertisers in respect of their advertising and marketing expenditure. It is the parent company of the Ebiquity group of companies ("the Group"). The Group is headquartered in the UK and has approximately 900 employees across 14 countries worldwide. As a provider of data analytical and related services we do not have a particularly long or complex supply chain. Our supply chain consists predominantly of suppliers of data (suppliers of data include a number of our clients), IT software and hardware, and office supplies and equipment.

The Group seeks to meet robust ethical and professional standards and complies with all relevant local laws applicable to its business. The Board has zero tolerance of slavery and human trafficking and requires that the Group's management implements appropriate and proportionate measures to ensure that the Group complies with its obligations under the Modern Slavery Act 2015.

The Board has considered the likely risk posed to Ebiquity by modern slavery and human trafficking. The Board believes that the nature of Ebiquity's business (together with the Group's approach to high standards of governance and corporate behaviour) and that we do not operate in high risk sectors or locations is such that the risk in Ebiquity's business and in its supply chains is low. Ebiquity will keep under review its policies and procedures to ensure that they remain appropriate and effective.

This statement is approved by the Board and signed on its behalf by:

Michael Karg

Group CEO, Ebiquity plc

13 April 2017