

Ebiqurity Statement of Independence

Ebiqurity plc is a public limited company listed on the Alternative Investment Market (AIM) of the London Stock Exchange. Ebiqurity plc, through its subsidiary trading companies (including FirmDecisions) operates as a leading independent media and marketing consultancy. We work directly with global brands and large advertisers to help them drive accountability in their marketing investments through a variety of consultancy services, including contract compliance (via our subsidiary FirmDecisions), media performance measurement, media management, advanced marketing analytics, and marketing technology advisory.

In order to provide independent, unbiased and trusted advice in the marketplace we have remained firmly media agnostic over our 21+ year history.

We adhere to the following key principles of independence:

- We do not offer media execution and trading services
- We do not engage in media buying or conduct any negotiations with media owners or publishers on behalf of our clients
- We are independent of the media supply chain and do not pitch for media work or compete with media agencies in their core media trading capabilities
- Our focus in media is on advocating a media supply chain that operates in the interest of advertisers
- We occasionally work with clients on 'test & learn' projects that involve some media buying, almost always conducted by their media agencies, where we focus entirely on measurement to help independently optimise media performance
- While we work closely with our clients' media agencies, we are not directly associated with any media agency or media owner in a way that compromises our neutrality in the marketplace
- Our fees are not based on findings or savings

These principles are designed to ensure that we operate with our clients' best interests in mind, of growing importance in a marketing ecosystem that is often highly opaque and becoming increasingly complex. By engaging with advertisers, agencies, and the leading marketing associations, we are helping to define industry standards. Our primary goals are to ensure that advertisers receive sound and unbiased advice from their advisors, and to help clients achieve their desired levels of transparency. We welcome any contributions in helping us reach this aim.

Note: We work almost exclusively for large brand advertisers, except for within our Intel division, which provides an advertising monitoring subscription service to a variety of businesses involved in marketing, including some agencies. We are currently in the process of selling this division to Nielsen.