

APPSFLYER MODERN SLAVERY ACT STATEMENT

INTRODUCTION & PURPOSE OF STATEMENT

This statement is made by AppsFlyer UK Ltd. (referred to as “**AppsFlyer**”, “**the Company**”, “**we**”, “**our**”, “**us**”, or similar) pursuant to the Modern Slavery Act 2015 in the UK, for the financial year ending 2023. AppsFlyer is committed to upholding human rights and set out in this statement the steps we have undertaken to seek to ensure that slavery and human trafficking do not occur within our business or our supply chain.

OUR BUSINESS

AppsFlyer is a leading cloud-based platform providing mobile attribution and marketing analytics, enabling app developers, marketers, and brands to measure and optimize their marketing efforts across all channels and platforms. Our vision is to enable a better and safer digital experience for everyone by providing comprehensive tools that help our customers and partners understand and enhance the user journey and overall experience.

We aspire to meet high professional, legal, and ethical standards. Given the nature of the services we provide, our locations of operations and the professional workforce we employ, we assess the risk of modern slavery or human trafficking in our own organisation and supply chains to be low.

AppsFlyer supports the elimination of all forms of forced & compulsory labour, and the effective abolition of child labour, in line with internationally proclaimed human rights including the International Bill of Human Rights and the principles concerning fundamental rights in the International Labour Organization’s Declaration on Fundamental Principles and Rights at Work. We seek to ensure that there is no modern slavery or human trafficking occurring in our supply chains or in any part of our business.

OUR SUPPLY CHAIN

Our supply chain consists of the following key areas:

- Cloud hosting services providers who host our data and our customers’ data processed in our software as a service (SaaS) offerings;
- third-party consultants (including subcontractors) that we engage for services from time to time related to business operations including accounting, legal counsel, IT applications, security, professional services; and
- third party service providers who provide a range of services including relating to IT, travel, employee payroll, and maintenance.

POLICIES AND PROCESSES

We seek to ensure that there is no modern slavery or human trafficking in our supply chain or in our business. Our internal policies, which are available to our employees in the UK, reflect our aims to act ethically and with integrity in all our business relationships and to implement and enforce effective systems and controls to ensure slavery and human trafficking is not taking place anywhere in our supply chain. We have a formalized Code of Conduct and Ethics policy that is available on our company's intranet portal which lay down the expectations that we have from our employees and suppliers/vendors in the conduct of business activities globally. We do not utilise child labour (as defined by the International Labour Organization) at any of our workplaces through any form of work. We do not forfeit any immigration documents (like passport, visa, work permit, employment authorization document etc.) which are required by an employee to perform his/her duties at offsite workplace locations.

Modern slavery is a crime resulting and can take various forms, such as slavery, servitude, forced or compulsory labour and human trafficking.

Appsflyer has a zero-tolerance approach to modern slavery and we are committed to acting ethically with integrity and transparency in all business dealings and relationships, consistent with its obligations under the Modern Slavery Act 2015.

These expectations apply to all individuals working for us or on our behalf in any capacity, including employees, directors, officers, agency workers, volunteers, agents, contractors, consultants and business partners. We also expect the same high standards from all of our suppliers, contractors and other business partners.

RISK ASSESSMENT AND MANAGEMENT

Risks within our business

We operate in the technology sector. While we do not consider this to be a high risk industry for modern slavery practices, we nevertheless continue to be mindful of the possible risks and implement appropriate measures to combat these.

Management of Risks associated with business, including Diligence Undertaken

Fair pay for staff

We are committed to ensuring that all of our people are paid fairly. We ensure that all of our employees are paid at least the applicable minimum wage. We also seek to ensure that all staff of our suppliers who provide on-site services in our offices are paid at least the minimum wage, including those in cleaning and maintenance services.

Risks within our supply chain

As a Company in the technology sector, we consider that our risks in relation to modern slavery relate to our supply chain. While we do not consider this to be a high risk industry for modern slavery practices, we nevertheless continue to be mindful of the possible risks and implement appropriate measures to combat these.

We are therefore focused on working with our suppliers to seek to ensure modern slavery plays no part in their business. We strive to work with the most reputable providers who hold themselves to the same values and standards that we expect from ourselves and to receive commitments from our suppliers in line with our Supplier codes of conduct available here: <https://www.appsflyer.com/gatedpdfs/pdfs/AppsFlyers-Codes-of-Conduct-for-Suppliers.pdf>.

Management of risks associated with supply chain

Evaluating suppliers

As part of our responsible supply chain efforts, we undertake the following:

- To engage with reputable suppliers that share common values with AppsFlyer
- Enter into agreements with our suppliers with appropriate terms and conditions
- To perform appropriate risk based assessments of our suppliers prior to working with them
- To perform periodic reviews of our suppliers based on the risk level of the supplier.

We have an internal contact in place that allows our employees to raise concerns relating to potential violations of laws and our policies.

ONGOING STEPS

Modern Slavery is a complex challenge which requires ongoing, evolving and continually improving efforts. We remain committed to continually improving our practices to ensure that there is no modern slavery or human trafficking in our supply chains or in any part of our business.

We will use the following key performance indicators to help us sustain our efforts and measure the effectiveness of the steps undertaken to remove modern slavery and human trafficking from our supply chains:

- Engage top suppliers in key areas that share our common values
- Sign key suppliers on contracts which obligate them to abide applicable laws and follow accepted standards

- Where relevant contractually require suppliers to abide by our Supplier Code of Conduct
- Ensure our employees receive appropriate training on our Code of Conduct

CONSULTATION

This statement has been prepared by AppsFlyer in consultation with relevant stakeholders. As part of the consultation process, high level questions were submitted to Human Resources, procurement, corporate legal and compliance functions. We will continue to identify ways to improve employee and supplier awareness of our commitment to respect human rights and efforts to prevent modern slavery and human trafficking.

This statement was approved by the Board of AppsFlyer, on behalf of itself and the other reporting entities¹, on December 4, 2024.



Oren Kaniel

¹ In its capacity as the other Reporting Entities' parent entity.