

Modern Slavery Statement

1. Introduction

This statement outlines our commitment to combating modern slavery and human trafficking within our operations and ensuring that our business practices uphold the highest standards of ethical conduct and are compliant with all applicable laws.

Liftoff Mobile Limited helps mobile businesses maximize their revenue. It provides machine learning-powered marketing, monetization, and creative solutions that create better ad experiences and connect people with the products they love.

Given the nature of Liftoff Mobile Limited's business, it does not have a traditional supply chain. The services it procures are from third parties that do not typically involve types of labour at risk for slavery and human trafficking. For these reasons, the company considers itself to be low risk with respect to slavery and human trafficking issues.

Liftoff Mobile Limited will continually monitor the level of risk throughout our operational chains and take action should it determine a higher risk of modern slavery exists.

2. Our Commitment

Liftoff Mobile Limited is committed to preventing modern slavery and human trafficking in all forms. This commitment extends to our workforce, partners and suppliers. We recognize that modern slavery is a serious issue that can have devastating impacts on individuals and communities, and we are determined to play our part in eradicating it.

3. Policies and Procedures

To support our commitment, we have implemented the following policies and procedures:

- [Anti-Slavery Policy](#): Our Anti-Slavery Policy outlines our zero-tolerance stance towards modern slavery and provides guidance on identifying and addressing

potential risks. This policy is communicated to all employees and relevant stakeholders.

- **Due Diligence:** We are committed to working with partners who share our values and adhere to the same ethical standards. We require our partners, contractors, vendors, and other suppliers to comply with applicable laws and regulations, which may include the Modern Slavery Act 2015.

In evaluating contractors, partners, and other suppliers, Liftoff Mobile, Inc. takes a zero-tolerance approach as it relates to any potential slavery or human trafficking issues.

- **Training:** We have a legal team that is trained to ensure that we request contractual commitments from our contractors, partners, and suppliers to comply with all applicable laws.

We also provide resources that educate our employees on recognizing the signs of modern slavery and understanding their responsibilities in reporting any concerns.

5. Reporting and Accountability

We encourage employees, suppliers, and stakeholders to report any concerns related to modern slavery. Reports can be made through the following channels:

- **Internal Reporting:** Employees can report concerns to their manager or directly to our HR department (hr@liftoff.io).

All reports are investigated thoroughly, and appropriate actions are taken to address any issues. We do not tolerate retaliation against anyone who reports concerns in good faith.

6. Review and Improvement

We regularly review and update our policies, practices and educational resources to ensure they remain effective and aligned with current legislation and best practices. We are committed to continuous improvement and will take necessary steps to enhance our efforts in combating modern slavery.

7. Conclusion

Liftoff Mobile Limited is dedicated to ensuring that modern slavery has no place in our operations. We will continue to uphold our commitment to ethical practices and work diligently to protect human rights across all regions where our business is active.

This statement is made pursuant to the Modern Slavery Act 2015. It is signed on behalf of the company by the Secretary of our Board of Directors and General Counsel, Susan Hansen, and will be reviewed annually to ensure its ongoing effectiveness.

Date: 8/19/2025

Signed by:

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Susan Hansen
General Counsel
Liftoff Mobile Limited
