

Brave Bison

Brave Bison Group Plc Modern Slavery Act and Anti-Human Trafficking Statement

Introduction from the Executive Chairman

At Brave Bison, we are committed to conducting business ethically and with integrity. We recognise our responsibility to take a robust approach to preventing modern slavery and human trafficking in all areas of our business and supply chains.

We do not tolerate any form of modern slavery or forced labour and we are committed to continually improving our practices to identify and mitigate risks across our business.

Our Business and Structure

Brave Bison Group Plc together with its subsidiaries is a global digital marketing and technology company that provides performance and creative marketing services to global brands. The group spans owned and operated businesses for social and influencer, fan engagement, training, insights and consultancy solutions.

We are listed on AIM and operate primarily from our headquarters in the UK, with a growing international footprint. Our annual turnover exceeds £36 million in Financial Year 2025.

Our Supply Chains

Given the nature of our business, we do not have an extensive supply chain network. Since the group does not operate in an industry where modern slavery is prevalent, we assess the overall risk of modern slavery in our supply chain to be low. We remain vigilant and proactive, however, in our approach to due diligence and supplier engagement.

Our supply chains include freelance service providers, information technology providers, software and social platforms, ad-tech vendors, advertising production, talent endorsement, content creators, professional services, insurance and benefits providers, recruitment agencies, content production and professional services.

During the year to 2025, we were not made aware of, nor did we discover, any issues relating to modern slavery in our supply chain.

Risk Assessment and Due Diligence Process

We have implemented the following measures to manage and mitigate risk in our supply chain:

- Conducting risk-based due diligence on suppliers, particularly those operating in higher-risk territories or sectors.
- Including anti-slavery and human trafficking clauses in our standard supplier agreements.
- Requiring suppliers to confirm compliance with the Modern Slavery Act 2015 and relevant international standards.
- Issuing periodic questionnaires to assess supplier practices and identify any red flags.

Within Brave Bison we are committed to ensuring that our internal operations uphold the highest standards of ethical employment. We take the following steps to protect our people and promote a fair and inclusive workplace:

- All employees have written contracts and are paid fairly in line with national employment law.

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- We verify the right to work for all staff and contractors.
- We provide clear information on statutory rights and benefits during onboarding.
- We invest in the wellbeing, development and engagement of our team through structured learning, mental health support and flexible working policies.
- We only work with reputable recruitment agencies that meet our compliance standards.
- We maintain a Whistleblowing Policy to ensure that concerns can be raised confidentially and without fear of retaliation.
- Our internal compliance team monitors adherence to this policy and flags any risks associated with new projects or partnerships.

Our Policy on Modern Slavery and Human Trafficking

Our Modern Slavery Policy underlines our commitment to ethical conduct and integrity across all areas of our business. We are focused on maintaining robust systems and controls to prevent any form of modern slavery or human trafficking within our business and throughout our supply chain.

Training and Awareness

To ensure our team understands the risks of modern slavery and human trafficking, we provide training to relevant staff, particularly those involved in recruitment, procurement, supplier relationships and operations. We are committed to raising awareness and embedding a culture of responsibility throughout the business.

Looking Ahead

We will continue to review and strengthen our policies, training and due diligence processes to ensure we remain compliant with the Modern Slavery Act and aligned with best practices. As our business evolves, so too will our approach to human rights protection.

This statement is made pursuant to section 54(1) of the Modern Slavery Act 2015 and has been approved by the Board of Brave Bison Group Plc on 5 November 2025

Signed:

Signed by:

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Oli Green
Executive Chairman
Brave Bison Group Plc
5 November 2025