

INNOVID SLAVERY AND HUMAN TRAFFICKING STATEMENT & POLICY 2024

1) Introduction

This statement is made by Innovid Corp., a Delaware corporation, on behalf of itself and its affiliates (“**Innovid**”, “**we**”, “**us**”, and/or “**our**”, as applicable) pursuant to section 54(1) of the Modern Slavery Act 2015. This statement sets out Innovid’s actions to understand all potential modern slavery risks in relation to its business and to put in place certain steps aimed at ensuring that there is no slavery or human trafficking in relation to Innovid’s business or supply chains. Our commitment is to ensure that those businesses that we contract with for our services are aware of our policies in order to comply with the Modern Slavery Act.

Innovid is committed to (i) preventing slavery and human trafficking occurring in any of its corporate activities, and (ii) improving our practices to combat slavery and human trafficking in our business and supply chain. It continues to be a priority for Innovid to ensure that we trade ethically, source responsibly, and work to prevent modern slavery and human trafficking throughout our organisation and in our supply chain. Innovid recognises that it has a responsibility to take a robust approach to help prevent slavery and human trafficking.

This commitment is evident through our company policies, which aim to uphold the highest ethical and professional standards. We ensure the adherence to policy commitments and compliance of current Government legislation and regulations.

2) Organisation's structure

Innovid has subsidiaries in the United States, Israel, Argentina, United Kingdom, Germany, and Australia, including Innovid, LLC, a Delaware limited liability company, TV Squared Inc, a Delaware corporation, Innovid EU Limited, a UK company, and TV Squared Limited, a UK company. Innovid powers advertising delivery, personalization, measurement, and outcomes across linear, CTV and digital for some of the world’s largest brands. We operate in Argentina, Australia, Brazil, Canada, England, Germany, Israel, Italy, Scotland, Singapore, Spain and the USA and, as of August 1, 2024, employ approximately 475 employees globally.

3) Our supply chains

The prevention, detection, and reporting of modern slavery in any part of the Innovid’s business or supply chains, whether in the UK or abroad, is the responsibility of all those working for Innovid or under Innovid’s control. You are required to avoid any activity that might lead to a breach of this policy. If you believe or suspect a breach of or conflict with this policy has occurred or may occur, you must notify your supervisor or report it in accordance with Innovid’s policy. You are encouraged to raise concerns about any issue or suspicion of modern slavery in any part of Innovid’s business or supply chains as soon as possible. If you are unsure about whether a particular act, the treatment of employee or employee working conditions within any of Innovid’s supply chains constitutes any of the various forms of modern slavery, please raise it with HR or your supervisor. You can also contact the government’s Modern Slavery Helpline at 0800 0121 700 for further information and guidance on modern slavery.

For reference, our supply chains include:

- Data set companies; and
- Various third-party service providers

4) Our policies on slavery and human trafficking

As an equal opportunity employer, we are committed to creating and ensuring a non-discriminatory and respectful working environment for our employees. We want all Innovid employees to feel confident that they can expose wrongdoing without any risk to themselves and, as such, the company has an established

whistleblowing process that all employees can access alongside all other company policies on the employee internal resource webpage.

Our recruitment and people management processes are designed to ensure that all prospective employees are legally entitled to work in the UK, if applicable, and processes are in place to safeguard employees and apprentices from any abuse or coercion.

Innovid does not enter into business with any organisation, in the UK or abroad, which knowingly supports or is found to be involved in slavery, servitude and/or forced or compulsory labour.

Any employee who breaches this policy will face disciplinary action, up to and including dismissal for gross misconduct.

Innovid may terminate its commercial relationship with suppliers, contractors, and other business partners if they breach this policy and/or are found to have been involved in modern slavery.

We have appropriate policies in place, regularly reviewed and updated, that underpin our commitment to ensure that there is no modern slavery or human trafficking in our supply chains or in any part of our business.

We are committed to acting ethically and with integrity in all our business relationships and to implementing and enforcing effective systems and controls to ensure slavery and human trafficking is not taking place anywhere in our supply chains.

We have the following policies in place relevant to modern slavery:

- Employee Code of Conduct;
- Code of Business Conduct and Ethics;
- Innovid's Diversity, Equity, and Inclusion Policy ("**DEI Policy**") and DEI Team;
- Responsible sourcing / procurement policy;
- Local Law contractual requirements (e.g., supplier requirements to follow the Modern Slavery Act 2015); and
- Innovid Employee Handbook.

Innovid aims to encourage openness and will support anyone who raises genuine concerns in good faith under this policy, even if they turn out to be mistaken. Innovid is committed to ensuring no one suffers any detrimental treatment or victimisation as a result of reporting in good faith their suspicion that modern slavery is or may be taking place in any part of its business or in any of its supply chains.

5) Due diligence processes for slavery and human trafficking

As part of our initiative to identify and mitigate risk we also have in place systems to:

- a) Identify and assess potential risk areas in our supply chains;
- b) Mitigate the risk of slavery and human trafficking occurring in our supply chains;
- c) Monitor potential risk areas in our supply chains;
- d) Protect whistle blowers;
- e) Supplier adherence to our values; and
- f) We have zero tolerance with respect to slavery and human trafficking.

We have a team, which consists of representatives from the following departments to assist with this:

- a) Legal;
- b) Privacy and Compliance;
- c) Human resources; and
- d) Financial Planning and Analysis.

6) **Training**

To ensure a high level of understanding of the risks of modern slavery and human trafficking in our supply chains and our business we provide training on this policy to Innovid staff, as necessary, on the risk that the business faces from modern slavery in its supply chains, so that they know how to identify exploitation and modern slavery and how to report suspected cases.

Innovid's zero tolerance approach to modern slavery must be communicated to all suppliers, contractors and other business partners when entering into new or renewed contracts with them.

7) **Further steps**

A review of this statement will take place continuously against our activities to establish whether the approach we have taken remains proportionate and in compliance with the Modern Slavery Act 2015.

This statement is made pursuant to section 54(1) of the Modern Slavery Act 2015 and constitutes our slavery and human trafficking statement for the 2024 calendar year.

Effective on August 1, 2024, this Modern Slavery Statement, covering the period from January 1, 2024, to December 31, 2024, has been duly approved and adopted by the Innovid Board of Directors.

/s/ Zvika Netter

Zvika Netter
Director and Chief Executive Officer

08/08/2024

Date