

Anti-Slavery and Human Trafficking Statement

BrightEdge is the leading marketing software platform that helps enterprises optimize online content that delivers tangible business results, in the form of more traffic, higher quality customer engagement, and greater revenue through use of BrightEdge's SEO Platform powered by a sophisticated AI and machine learning technology. BrightEdge has a multidisciplinary team across the globe with offices in the U.S., U.K., Australia, and Japan. We support a global clientele of leading companies across all industries and in a wide range of industries and markets, including over half of the US Fortune 1,000. We are proud to be the only enterprise SEO company capable of web-wide, real-time measurement of digital content engagement across all digital channels, including search, social, and mobile. We are also proud of our strong commitment to operate our business in a responsible and ethical manner – with a commitment to help eradicate modern slavery and human trafficking. We hereby declare that modern slavery and human trafficking are not present in our business nor to our knowledge in our vendor supply chain and shall not be tolerated in calendar year 2023, nor at any time in the future.

First, at BrightEdge we consider ourselves to have no direct risk of modern slavery or human trafficking. Our employees are highly educated, skilled, and well compensated individuals and we provide excellent office environments and manage our team members in full compliance with all applicable employment laws in each of our locations. Second, we are very low risk in relation to modern slavery in our supply chain/list of vendors, given the services we provide and the type of suppliers we use. Our key vendors/supply chain comprises our global network of service and information providers, many of whom are highly skilled experts and specialists from the leading technology companies in the world. We have a zero-tolerance approach to modern slavery and expect and require the same high standards and commitment from those we do business with. Our own internal policies and procedures aim to ensure that effective systems and controls are in place to prevent slavery and human trafficking from occurring in any part of our business. BrightEdge's Code of Conduct and Business Ethics promotes a culture of integrity by establishing principles for how we deal with our customers, vendors, employees and the public. Amongst other things, the values and rules set out in the Code encourage us to foster a safe, healthy, and productive workplace and to maintain accountability at all levels of the organization. Employees are encouraged to report any concerns they may have, including in relation to the occurrence of slavery or human trafficking, either to management or through an anonymous helpline. Furthermore, going forward, BrightEdge will strive to continue to review and update our policies and procedures with respect to this issue.

BrightEdge is committed to help eradicate the grave problems of modern slavery and human trafficking. We are doing or part to ensure that there is no involuntary labor used within our vendor network or within any supply chains of our vendors and service providers. We have established an Anti-Slavery and Human Trafficking Policy in our vendor selection and contracting process that helps the promotion of ethical practices throughout the company and through the practices of our vendors. As part of our due diligence with respect to the Modern Slavery Act 2015, we are implementing a process that will include representations and warranties in our vendor contracts and review of the controls undertaken by our suppliers on these issues. The management control required for our vendor contracts and follow-up with these suppliers will be periodically monitored. Simply put, we will not knowingly deal with any company involved or associated with modern slavery or human trafficking. We shall seek to ensure that our vendors treat their workers with dignity and respect and free from involuntary labor and provide

assurance that they comply with all applicable labor and wage laws in the jurisdictions in which they conduct business operations.

The Executive Management team of BrightEdge takes seriously the responsibility for implementing and promoting our Anti-Slavery and Human Trafficking Policy and we are committed to providing the necessary training to our employees to help ensure full understanding of the risks of modern slavery and human trafficking as we try to help do our part to eliminate the same.

This statement covers January 01, 2023 to December 31, 2023 and will be reviewed and amended as necessary, and at least annually each calendar year going forward.

Last Update: February 17, 2023