



MESSAGEBIRD HOLDING B.V.
MODERN SLAVERY STATEMENT
Financial year ending 31 December 2024

1. Introduction

MessageBird Holding B.V (together with all its direct and indirect subsidiaries, “**Bird**”, “**Group**”, “**we**” or “**us**”), is a global provider of cloud communication services. By means of our platform, our applications and our APIs, we help businesses streamline conversations through their customers’ preferred channels. Bird’s mission is to create a world where communicating with a business is as easy as talking with a friend. We power communication between businesses and their customers — across many channels, with the right context, around the world.

We have over 500 employees who represent around 50 nationalities worldwide, and we operate from our headquarters in Amsterdam, the Netherlands as well as our offices in jurisdictions around the world, including the United Kingdom (UK).

Bird is committed to preventing slavery and human trafficking in its business and supply chain. We are also committed to complying with relevant applicable international human rights standards, labour and employment laws, rules, and regulations (including the UK Modern Slavery Act 2015, hereinafter referred as “*Act*”), and work to mitigate the risks of modern slavery and human trafficking in our business operations and supply chains.

2. Our supply chain

Bird’s supply chains include vendors and suppliers across a wide range of sectors with a particular focus on communications. Our supply chain includes leading names in the communications, IT network and equipment, information technology, marketing, insurance and facilities management sectors. Our vendors and suppliers do not typically manufacture goods directly for us and where they supply services to us we will not tolerate modern slavery in our supply chains. Bird considers its modern slavery risk to be low due to the sector in which it operates and the products and services it acquires, but it is committed to promoting the values of the Act and working to prevent modern slavery and human trafficking in its business and supply chain.

3. Our policies on slavery and human trafficking

Our internal code of conduct, which consists of policies of good practice and is circulated to every Bird employee (“**Code of Conduct**”), reflects our commitment to preventing modern slavery and human trafficking in our supply chains or in any part of our business. We continuously review and update our internal policies to ensure continued compliance with this commitment and to ensure our standards are current.

4. Due diligence processes for slavery and human trafficking

We are aware that risks may arise in supply chains in various forms. As part of our initiative to identify and mitigate these risks, we encourage our suppliers to comply with applicable laws, including when it comes to international human rights and workers’ rights. In addition to this, our Code of Conduct requires compliance with anti-slavery and human rights laws. We also have a



process to protect whistleblowers so they can freely report any violations, which can be found on the Company's intranet.

5. Training

To ensure a high level of understanding of the risks of modern slavery and human trafficking in our supply chains and our business, our company policies help to make our employees aware of their responsibilities in combating modern slavery and human trafficking and in particular in our Code of Conduct which sets out the behaviour that we expect from our employees when it comes to modern slavery and human trafficking.

In an effort to promote a culture of ethical business conduct throughout, Bird conducts regular all-hands where employees can submit questions and raise issues, including in respect of ethical business conduct. There are also periodic messages from executive leadership to reflect our culture of compliance and to reinforce our compliance program in our internal channels.

6. Further steps

We take our commitment to complying with anti-slavery and human trafficking laws seriously. And despite our low risk of violating such laws due to the industry we work in and the services provided to us by our suppliers, we periodically review the effectiveness of our policies and procedures and will continue implementing and enforcing systems to ensure that modern slavery is not taking place anywhere in our business or supply chains.

This statement is made pursuant to section 54(1) of the Act and constitutes our Group's slavery and human trafficking statement for the financial year ending 31 December 2024. It was approved by the board on 13 December 2023. The Act requires companies operating in the United Kingdom to disclose information regarding the steps taken to eradicate slavery and human trafficking from their business and global supply chains. The Group and its board approved and released this statement in compliance with the Act on 16 March 2023.

This statement describes our business structure, relevant policies, and ongoing efforts to reduce the possibility that slavery and human trafficking occur in our business or global supply chains. In addition to satisfying our obligations under the Act, we intend to use this statement to enable stockholders, customers, and suppliers to make informed choices about the companies they support.

Robert Vis - CEO

MessageBird Holding B.V.