

# Branch Metrics Modern Slavery and Human Trafficking Statement

## Purpose of this Statement

This statement is made by Branch Metrics, Inc. and its subsidiaries (collectively, “**Branch**,” “**us**,” “**we**” or “**our**”) pursuant to section 54(1) of the United Kingdom Modern Slavery Act 2015.

## Introduction

Branch is committed to providing a fair and ethical workplace and operating its business in a socially responsible way that supports the protection of human rights globally. We respect the standards embodied in the Universal Declaration of Human Rights and the International Labour Organization conventions. Specifically, Branch is strongly opposed to slavery and human trafficking and will not knowingly support or conduct business with any organization involved in such activities.

# Our Business Activities and Organization

Branch provides the leading mobile linking platform, with solutions that unify user experience and measurement across different devices, platforms, and channels. Top brands use Branch to grow their business, improve their customer experience, and measure and optimize campaign performance. We are a Delaware corporation headquartered in Palo Alto, California with subsidiaries and operations around the world, including the United Kingdom. More information about us can be found at [branch.io](https://branch.io).

Our key suppliers are primarily based in the United States and are typically in the fields of technology, data, office and facilities, and professional advisory services. We only use reputable providers of goods and services. Based on the geography of our business and suppliers, the industry in which we operate, and the structure of our business, there is a low risk of slavery and human trafficking taking place within our supply chain. However, we remain vigilant against the risk of human trafficking and any form of slavery and take steps to assess and manage that risk.

## Relevant Policies and Processes

Our Global Code of Conduct applies to all employees, officers, directors, independent contractors, contingent workers and other service providers and helps to ensure that we are conducting business in an ethical and transparent manner. All Personnel are expected to read and comply with our Global Code of Conduct. Our Global Code of Conduct requires, among

other things, that our personnel not engage in any unlawful activity in conducting our business or in performing their day-to-day duties.

Branch also has a robust employee recruitment process, effectively attracting, training, and integrating a large number of new employees, including conducting, where permitted and in compliance with applicable law, background and eligibility to work in the country of employment checks for all employees to safeguard against human trafficking or individuals being forced to work against their will.

## Continuing Action To Address Modern Slavery

Branch is committed to continuing to improve its operational and management systems and controls to combat slavery and human trafficking by, among other actions, conducting additional risk-based due diligence prior to supplier onboarding and continually assessing and improving the effectiveness of our ethics and compliance programs.

This statement is made pursuant to section 54(1) of the Modern Slavery Act 2015 and constitutes Branch's slavery and human trafficking statement for the financial year ending December 31, 2021. This statement was approved by the Board of Directors of Branch Metrics, Inc. on August 9, 2022.

**Mike Molinet**  
**Chief Operating Officer**  
**Branch Metrics, Inc.**

Date: June 6, 2022

