

MODERN SLAVERY AND HUMAN TRAFFICKING STATEMENT FINANCIAL YEAR 2025

INTRODUCTION

This statement is made by The UK Trade Desk Ltd ("TTD") pursuant to section 54(1) of the Modern Slavery Act 2015 and outlines the steps we have taken to identify and prevent slavery and human trafficking in our own business and supply chain.

OUR BUSINESS

TTD is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage and optimize digital advertising campaigns across ad formats and devices. TTD is a wholly owned subsidiary of The Trade Desk, Inc., headquartered in Ventura, California, USA.

OUR SUPPLY CHAIN

TTD has direct relationships with suppliers of professional services (e.g. industry business partners, legal, accountancy, payroll, marketing etc.) and suppliers of routine office goods/services (e.g. office equipment, IT hardware/software, onsite catering, couriers etc).

MODERN SLAVERY AND HUMAN TRAFFICKING RISK ASSESSMENT

TTD is committed to ensuring that there is no modern slavery or human trafficking in any part of our business or in our supply chain.

The board of directors has assessed the risk of modern slavery and human trafficking within our own business and concluded that such risk is low. TTD's workforce comprises skilled professionals, and we have a dedicated Human Resources department that supports our workforce and employment compliance.

The board of directors has also assessed the risk of modern slavery and human trafficking within our supply chain and concluded that, due to the nature of our business operations and supply relationships, such risk remains low. In particular, TTD strives to source goods and services from reputable third parties and establish long-standing business relationships with such parties. Notwithstanding, the board of directors recognizes that procurement due diligence is an ongoing process and therefore we shall continue to monitor and refine our risk assessment process in this area.

The following remain key ongoing objectives for TTD:

- Maintain awareness of the risk of modern slavery and human trafficking by employees that are involved in the appointment and ongoing management of suppliers.
- Conduct appropriate due diligence with respect to any identified high-risk suppliers.

This statement was approved by the board of directors of The UK Trade Desk Ltd on 3 March 2025.


Daniel Mark Feldman
Director

Date: 3 March 2025