

UK Tax Strategy Statement

The Trade Desk is publishing this tax strategy statement for the financial year ended 31 December 2025 in accordance with paragraph 19(2) of Schedule 19, Finance Act 2016.

This statement applies to The Trade Desk International Limited and The UK Trade Desk Limited (together “TTDUK”), the UK subsidiaries of ultimate parent company The Trade Desk, Inc.

Our approach to tax governance and tax risk management

Ultimate responsibility for management of all tax matters for The Trade Desk, Inc. and its subsidiaries rests with our Chief Financial Officer (CFO). Day-to-day responsibility is delegated by the CFO to the VP of Global Tax. A team of qualified and experienced tax professionals support the VP of Global Tax to meet our tax obligations. The Audit Committee of The Trade Desk, Inc. provides regular oversight of tax matters, along with the full Board as appropriate. The Board of Directors for TTDUK also provide oversight of UK tax matters.

We are committed to complying with all the tax laws and practices of the countries in which we do business, including the UK. Given the nature of our business and operational footprint, we may encounter tax compliance and reporting risks in various jurisdictions with respect to the application of tax laws that are complex and uncertain at times. We routinely seek external professional advice to assist us to identify, evaluate, monitor and manage tax risks to ensure that we comply with our legal obligations.

Our attitude towards tax planning and level of risk

We manage our tax affairs to support the commercial and investment objectives of our business and in a manner designed to ensure that we comply with legal requirements and pay the right amount of tax. Factors that are considered include potential tax incentives, reliefs and exemptions in line with, and in the spirit of, tax laws.

We do not have prescribed levels of acceptable tax risk. We consider tax risk on a case by case basis taking into account the relevant facts and circumstances. We employ a team of qualified and experienced tax professionals to identify and assess tax risk. In addition, we seek external professional advice where appropriate.

Our relationship with HMRC

We are committed to engaging with HMRC in a collaborative, compliant and timely manner. We will seek to discuss and explain any relevant tax issues arising with HMRC at an early stage. We will fully disclose to HMRC any inadvertent errors in submissions made to HMRC as soon as reasonably practicable after they are identified.

Date: 1 November 2025