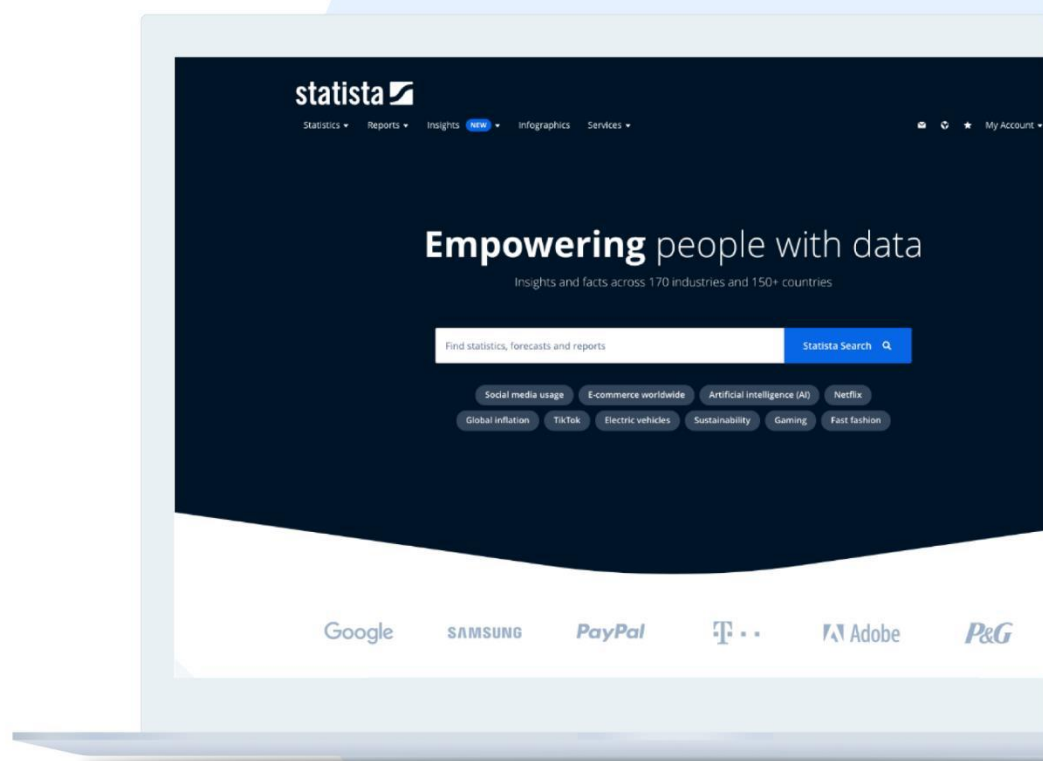


STATISTA

Modern Slavery Statement

Financial year: 2023

Last updated: October 2024



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Foreword

This statement is published by Statista Ltd. ("Statista") in compliance with the UK Modern Slavery Act 2015. As a global operating company, Statista recognises its responsibility to prevent modern slavery and human trafficking, or any other violation of human rights, which is why this statement outlines the measures Statista has taken to address these risks within our operations and supply chain for the financial year 2023.

Our organisation and business structure

Statista is a subsidiary of the Statista GmbH and part of the Ströer Group (together "Ströer"). Ströer is one of the leading German media companies and listed on the MDAX of the German stock exchange.

As a leading business data platform, Statista conducts international market and consumer studies as well as surveys. Under the Statista brand, we sell accounts, reports and research support to clients across the world. Based in London, England, with about 41 employees, Statista serves a diverse clientele, including corporations, academic institutions and government agencies. Our global reach makes it imperative that we maintain high ethical standards in all facets of our business. The financials for the Statista Group (including Statista) are published by Ströer on an annual basis (<https://ir.stroeer.com/>).

Policies and commitments

As Statista is a subsidiary of Ströer, all internal and external policies of the parent company apply equally to Statista. The main policies and commitments related to modern slavery and human trafficking are:

Code of Conduct

The Code of Conduct forms the basis and benchmark for all the guidelines and internal regulations that ensure impeccably responsible and ethical conduct. Beyond setting out those general guidelines, the Code of Conduct explains our strong attitude towards human rights, including the prevention of modern slavery and the establishment of a fair working environment ([Code of Conduct](#)).

Supplier Code of Conduct

The Supplier Code of Conduct is intended for suppliers and business partners who work for, together with or on behalf of Statista. Suppliers and business partners have to respect the applicable human rights and fundamental rights of the countries in which they operate, and they have to ensure a fair working environment. In addition, they must combat violations of rights, discrimination and disadvantages as part of the legal requirements ([Supplier Code of Conduct](#)).

Procurement Policy

Our internal Statista Procurement Policy applies to the Statista group and covers detailed rules for dealing with suppliers, such as social responsibility and the evaluation process of new suppliers.

Social Charter

The Social Charter serves the purpose of representing the general social principles of Statista itself and expresses the organisation's strong opposition to modern slavery, human trafficking or any other violation of human rights. Statista is committed to consistently upholding human and social rights and conducting its actions in alignment with internationally recognised norms, guidelines and standards, including

- the principles enshrined in the United Nations Global Compact,
- the International Bill of Human Rights,
- the ILO's fundamental conventions,
- the OECD Guidelines for Multinational Enterprises,
- the Guiding Principles on Business and Human Rights and
- the Diversity Charter ([Social Charter](#)).

Sustainability Report

Human rights-related topics are also systematically incorporated into the group's sustainability management and addressed in the annual sustainability report ([Sustainability Report](#)).

Whistleblower system

Statista is also part of a group-wide whistleblowing and complaints management system. The system is open to everyone and can be used to submit anonymous, sufficiently substantiated information in various languages about unethical and unlawful behaviour by Ströer's employees or direct or indirect suppliers. This includes matters relating to human rights and the environment. All reports are diligently investigated. The process for handling complaints is set out in, among others, the rules of procedure for whistleblowing and complaints system in accordance with the Supply Chain Due Diligence Act ([Sustainability Report](#)).

Our supply chain

During the financial year 2023, nearly all our suppliers were based in the EU or the United Kingdom, with only a small number operating from the US and China. The legal standards that are set for the actions of all employees in the Code of Conduct apply equally to direct suppliers and the entire supply chain. In detail, the Supplier Code of Conduct obligates the supplier to respect the applicable human rights and fundamental rights, such as maximum working hours or minimum wage, of the countries in which the supplier operates and to also ensure a fair working environment.

Statista will terminate contracts immediately should material breaches of the above applicable laws come to its knowledge. Employees, suppliers and partners can report any violations via our internal compliance mailbox or the group's [anonymous whistleblowing hotline](#).

Due diligence processes

Supply chain due diligence refers to the obligation of companies to systematically identify, assess and minimise risks within their supply chains. Compliance with human rights, including the prevention of modern slavery, is monitored through Ströer's annual Supply Chain Due Diligence. The most recent due diligence did not identify any human rights risks ([Report on the LkSG \(Supply Chain Due Diligence Act\)](#)).

Statista introduced EcoVadis IQ in 2023, a digital supplier platform through which the purchasing department can retrieve risk assessments for suppliers based on country, industry and a wide range of business-related and purchasing-related data. Suppliers with an annual purchasing volume > €100,000 were checked via the EcoVadis IQ tool. The analysis is founded on recognised frameworks such as GRI and, in addition to environmental and employee aspects, takes all human rights criteria established by the LkSG into account when assessing risks, such as child labour, forced labour or human trafficking ([Sustainability Report](#)). No further action for Statista was required following the EcoVadis IQ assessment for the financial year 2023.

Risk assessment and management

Statista is subject to the risk management of Ströer, which is divided into an annual strategic risk management process and a semi-annual operational risk management process. The responsibility for the comprehensive identification and reporting of significant risks to Ströer lies with the management of Statista. The risk management process is regularly reviewed regarding existing and emerging legal requirements and continuously developed, particularly in the areas of risk identification and assessment. During the reporting period for the financial year 2023, no risks of human rights violations were identified ([Report on the LkSG \(Supply Chain Due Diligence Act\)](#)).

Key performance indicators to measure the effectiveness of steps being taken

We are continuously working on improving key performance indicators to measure the effectiveness of the actions taken. So far, we have been using reports of violations against the Modern Slavery Act received by us to assess whether the measures implemented are effective. To date, no violations have been reported or brought to our attention.

Training and awareness

As stated in the Code of Conduct, every employee is responsible for ensuring compliance with guidelines and laws. To raise awareness, Statista employees participate in various mandatory training courses, including sessions on our Code of Conduct and Social Charter, which cover topics such as human rights and modern slavery. Additionally, all employees must complete a whistleblowing training, which teaches them how to recognise and report suspicious behaviour, reinforcing the importance of reporting for both company success and our human rights and social responsibilities.

Approval

This Modern Slavery Statement will be reviewed annually to reflect our ongoing commitment to combating modern slavery and human trafficking.

For and on behalf of Statista

William Steintal

[William Steintal \(Oct 17, 2024 11:17 GMT+1\)](#)

William Steintal
Managing Director, Statista Ltd.

10/17/2024

Date

Contact

Statista Ltd.

5th Floor
209-215 Blackfriars Road London SE1
8NL
United Kingdom
compliance@statista.com