

Optimove UK Limited

Modern Slavery Act 2015: Slavery and Human Trafficking Statement

This statement is made pursuant to Section 54(1) of the UK Modern Slavery Act 2015 and outlines the steps taken by Optimove UK Limited. ("Optimove"), and its affiliates during the financial year ending 2026 to prevent modern slavery and human trafficking in its business operations and supply chains.

Our Business

Optimove is a customer-led marketing platform that enables our clients to personalize, automate, and optimize multichannel campaigns based on their customer behavioral and data. It leverages predictive analytics to maximize customer retention, loyalty, and lifetime value through orchestrated, data-driven marketing actions. Optimove's parent company is Mobius Solutions Ltd. which has its headquarters in Israel. Optimove has over 500 employees globally and currently has offices in five countries: Israel, United Kingdom, United States, Brazil, and Estonia. This statement covers the operations of Optimove UK Limited. and its global activities where relevant to UK compliance.

Risk Assessment

As a cloud-based software business operating in relatively low-risk jurisdictions and industries, Optimove assesses the risk of modern slavery and human trafficking in its direct operations and Tier 1 supply chains as low. Nonetheless, we recognize our responsibility to remain vigilant, especially in relation to downstream suppliers and third-party service providers.

Policies and Procedures

Optimove has established strong internal governance through a range of corporate policies that reflect our commitment to ethical labour practices and human rights:

- Code of Conduct. Requires employees to act ethically and in line with our values of respect, inclusion, and integrity.
- Equality, Diversity and Inclusion Policy. Promotes fair treatment and protection from discrimination across all protected characteristics under the Equality Act 2010.
- Bullying and Harassment Policy. Ensures a zero-tolerance approach to inappropriate conduct and reinforces a respectful and safe workplace.
- Whistleblowing Policy. Encourages employees to report concerns confidentially and without fear of retaliation, including suspected modern slavery.
- Corporate Social Responsibility (CSR) Policy. Explicitly supports human rights and refuses to engage with suppliers who violate them.

Supply Chain Overview

Our supply chain consists primarily of Tier 1 service providers, including cloud infrastructure vendors, software providers, IT hardware suppliers, office services, and professional consultancies. These partners support our operations across Israel, the UK, US, Brazil, Estonia, and other regions as needed. We acknowledge that we have limited insight into subcontractors and lower-tier suppliers and are actively working to improve transparency. We also maintain a list of subprocessors critical to our platform, publicly available here: <https://www.optimove.com/optimove-sub-processors>

Labour Supply Chain

As a SaaS company, Optimove does not operate in sectors typically associated with high-risk labour practices. Most of our workforce is directly employed through formal HR-led recruitment across offices in Israel, the UK, US, Brazil, and Estonia. We comply with all relevant labour laws, including those governing minimum age, working conditions, and non-discrimination. We prohibit child labour, forced labour, and any abusive practices. Where third-party services are used (e.g. cleaning or facilities), we expect full compliance with ethical labour standards and applicable laws. We continue to monitor these relationships as part of our commitment to responsible sourcing.

Due Diligence and Supplier Controls

Contractual terms require compliance with laws, including the Modern Slavery Act. Optimove's Financial Crime and Anti-Corruption Policies mandate due diligence and enhanced scrutiny for high-risk suppliers or jurisdictions.

Training and Awareness

All employees are required to familiarise themselves with Optimove's Code of Conduct and related policies. Ethics and compliance training, including relevant components on identifying and reporting modern slavery risks, is provided during onboarding.

Monitoring and Evaluation

We monitor effectiveness through policy compliance reviews, incident tracking, and supplier oversight. To date, no reports related to modern slavery have been received. We remain committed to ongoing evaluation and improvement.

Future Commitments

Optimove is committed to: strengthening supplier assessment processes, enhancing staff training, periodically reviewing policies related to labour practices and continuing to assess risk exposure in new regions and services.

Board Approval and Publication

This statement was approved by the Board of Directors of Optimove UK Limited on August 26 2026. It will be published on Optimove's website with a clear link from the homepage, in accordance with Section 54(7) of the Modern Slavery Act 2015.

Signed:

Signed by:

Tanya Amedi

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Tanya Amedi

VP Finance & Operations

Optimove UK Limited.

Date: August 23, 2026