

Human Rights Statement

OF SERVICEPLAN GROUP SE & CO. KG

SEPTEMBER 25

SERVICEPLAN GROUP
HOUSE OF COMMUNICATION





1. Introduction

As the largest owner-managed and independent agency group in Europe, Serviceplan Group SE & Co. KG (hereinafter referred to as “Serviceplan Group”) recognizes its responsibility to respect and promote human rights and environmental due diligence at every level of our business. Serviceplan Group relies on creativity to succeed which thrives on diversity; therefore, we are committed to fostering a culture of inclusion, fairness and respect. By striving for an even playing field for all – employees, clients, partners, and users – we achieve success and harness our creative potential.

The purpose of this statement is to provide clear guidance for responsible decision-making for employees and partners worldwide. It establishes mechanisms for accountability, continuous improvement, and provides a framework to address and prevent human rights violations. This statement sets out the fundamental principles that guide our conduct and commitments in every interaction as a company – internally and externally – and forms the foundation for our dedication to respecting and promoting human rights, while our internal policies govern our workplace practices.

2. Scope

This Human Rights Statement applies to all employees of Serviceplan Group and its subsidiaries, clients and suppliers, both nationally and internationally. It covers every individual working for or on behalf of Serviceplan Group, including permanent and temporary employees, suppliers, and freelancers (incl. contractors), ensuring their equal treatment, non-discrimination, and protection of privacy and data in compliance with GDPR, OECD Guidelines, ILO and the UN Guiding Principles.



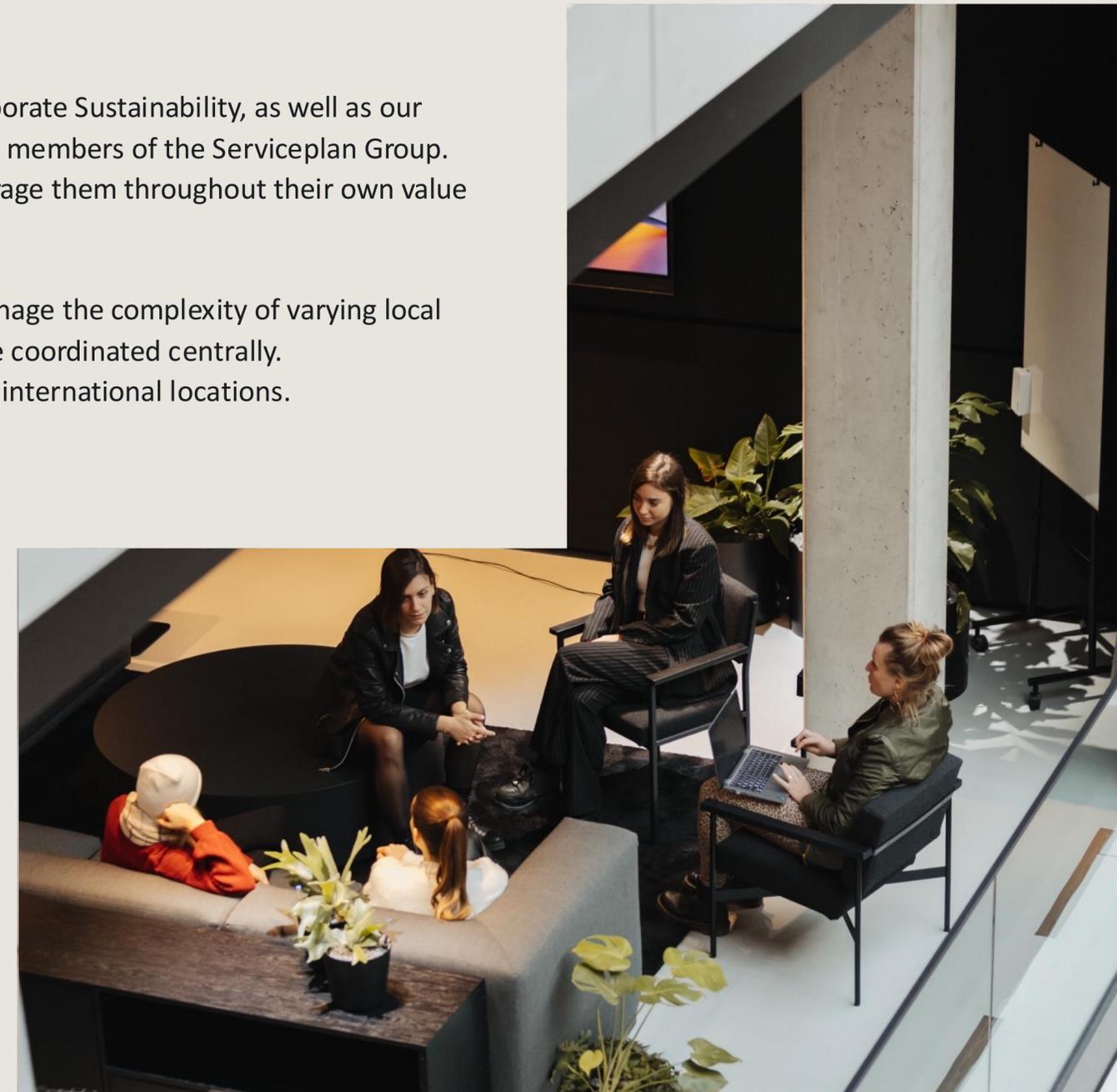


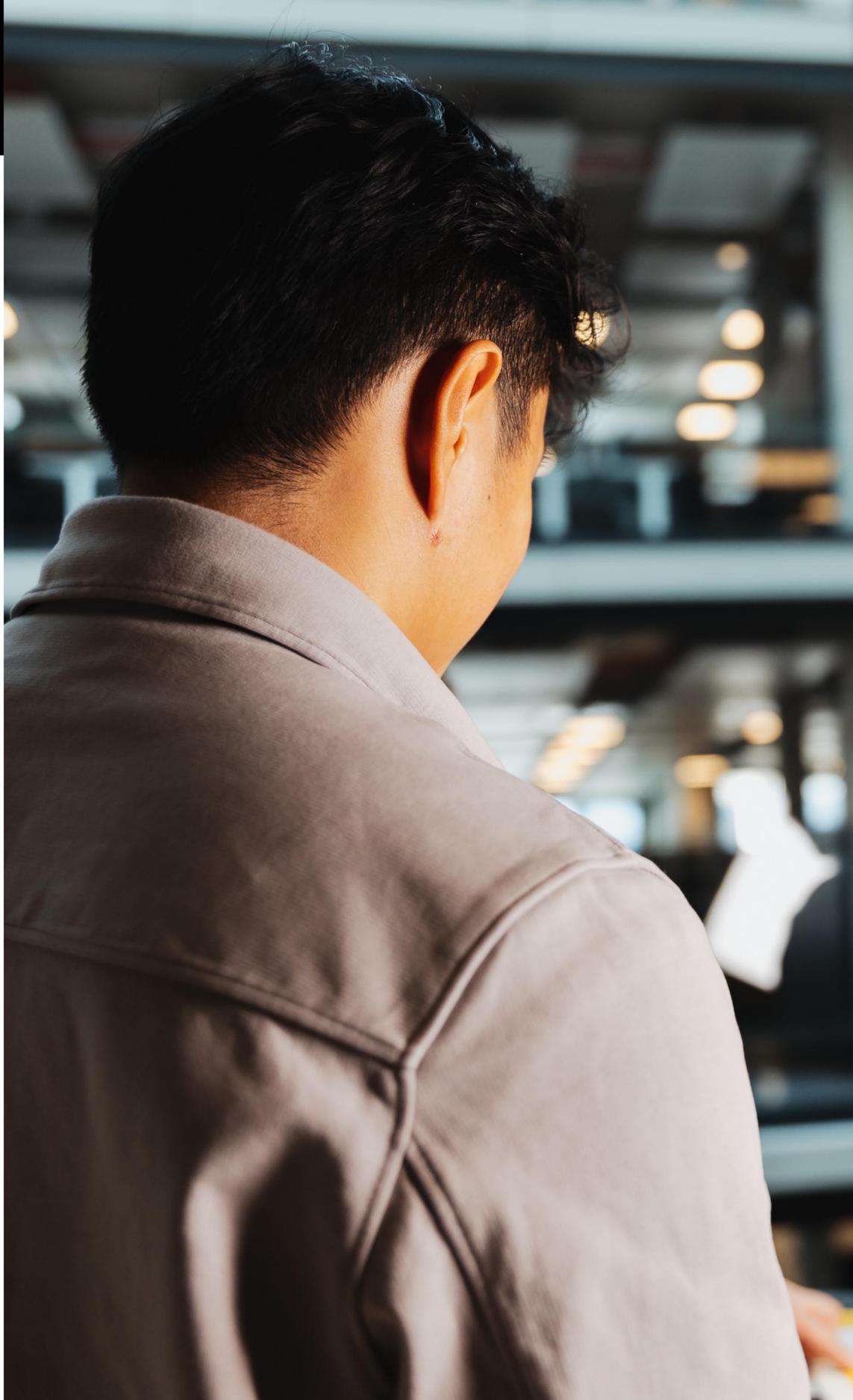
3. Responsibilities, Oversight & Monitoring

Accountability for the oversight and monitoring of this Human Rights Statement lies with Corporate Law, Corporate Sustainability, as well as our designated Human Rights Officer. Responsibility for upholding our human rights commitments is shared by all members of the Serviceplan Group. We expect all employees, leaders, and business partners to apply these standards in daily work and to encourage them throughout their own value chains.

Serviceplan Group operates with a combination of central and decentralized responsibilities to effectively manage the complexity of varying local legal requirements across our global operations. Overarching principles, standards, and strategic oversight are coordinated centrally. Implementation, compliance, and adaptation to local legal frameworks are managed locally by the respective international locations.

In instances of Human Rights violations, a cross departmental taskforce is established, with Corporate Law in the lead, which takes the appropriate preventive, corrective, and remediation measures when appropriate. In Serviceplan Group, we are committed to handling every incident with the agility, individuality and expertise that these situations demand.



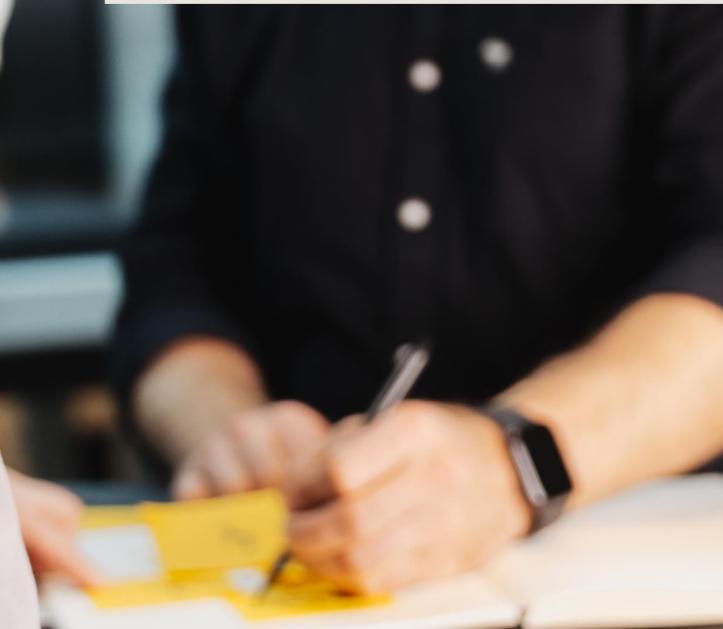


4. Our Commitments and Key Actions

We are proud of our diverse environment where people from different backgrounds, identities, and perspectives drive our creativity and business success. We are dedicated to openness, respect, integrity, and social responsibility, thereby upholding every individual's fundamental rights.

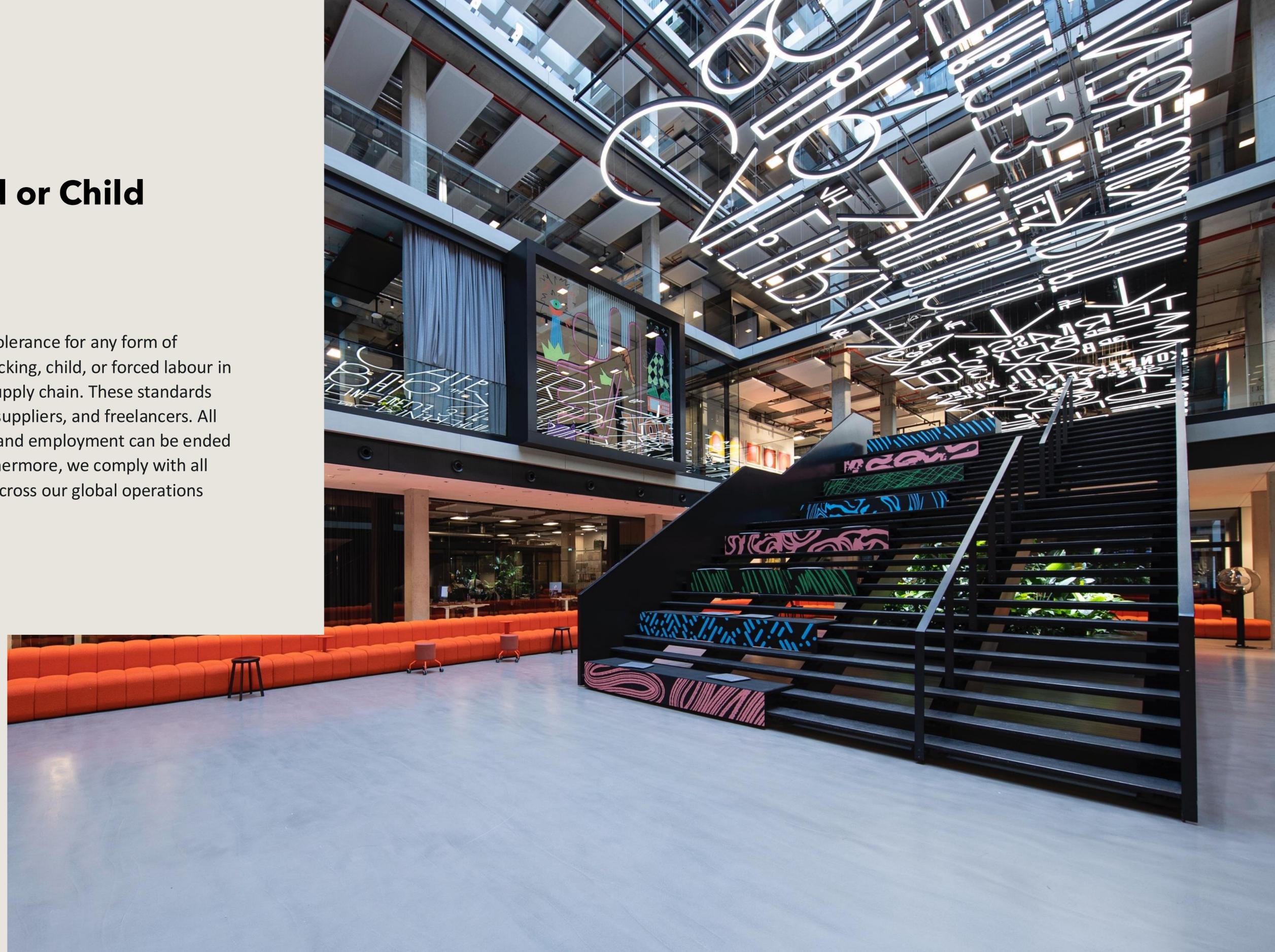
We are committed to respecting all internationally recognized human rights and comply with all relevant laws wherever we operate. Our human rights commitments are grounded in the international standards we have signed, specifically the [UN Global Compact](#) (since 2022) and the [UN Global Compact's Women's Empowerment Principles](#) (since 2022), including all underlying principles, international initiatives and regulatory frameworks to which they refer.

Serviceplan Group builds on these commitments through our annual Double Materiality Assessment, which proactively identifies and evaluates environmental, social, and governance risks across our global operations and entire value chain. Insights from this assessment are the base for the development of internal processes and policies to help prevent human rights violations and guide our focus on the following key human rights topics.



4.1 No Forced or Child Labour

Serviceplan Group has zero tolerance for any form of modern slavery, human trafficking, child, or forced labour in any part of our business or supply chain. These standards apply equally to employees, suppliers, and freelancers. All work must be chosen freely, and employment can be ended with reasonable notice. Furthermore, we comply with all minimum working age laws across our global operations and supply chain.





4.2 Secure Employment

4.2.1 Fair Working Conditions and Inclusion

We are committed to fair and secure working conditions for all – employees, suppliers, and freelancers. Therefore, we strive for transparent agreements, fair pay, and the right to end collaboration with reasonable notice. Our aim is to build long-term relationships, and mutual respect that is central to our approach.

4.2.2 Physical Health and Safety

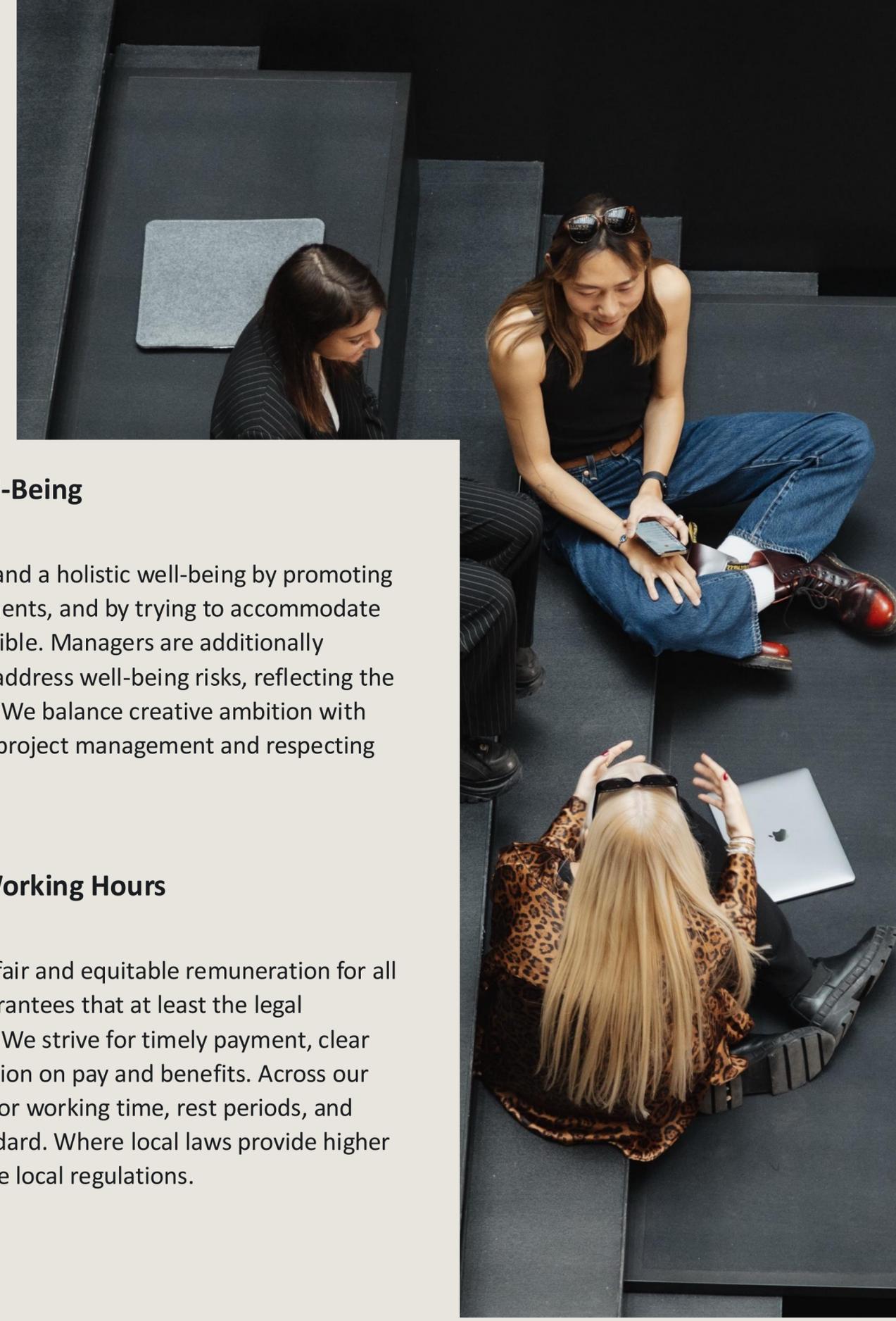
Our priority is the safety and healthy working environments for everyone involved in our operations globally. We adhere to all relevant health and safety laws, conduct additional regular risk assessments specified to the global location of Serviceplan Group. This allows us to uphold high standards in all our locations to encourage the physical health and safety of all people we work with.

4.2.3 Mental Health and Well-Being

We actively support mental health and a holistic well-being by promoting work-life balance, flexible arrangements, and by trying to accommodate individual life situations where possible. Managers are additionally educated on how to recognize and address well-being risks, reflecting the group's culture of collegial support. We balance creative ambition with staff well-being by promoting agile project management and respecting reasonable working hours.

4.2.4 Adequate Wages and Working Hours

Serviceplan Group is committed to fair and equitable remuneration for all employees and freelancers and guarantees that at least the legal minimum wage will always be paid. We strive for timely payment, clear contracts, and transparent information on pay and benefits. Across our locations, we apply EU regulations for working time, rest periods, and overtime as a global minimum standard. Where local laws provide higher requirements, we comply with those local regulations.





4.3 Non-Discrimination, Diversity & Inclusion

4.3.1 Diversity and Equal Opportunity

We foster a culture of diversity, equity, inclusion, and belonging (DEIB) in every aspect of our organization as we are convinced that diverse teams drive creativity and innovation. Equal opportunities in recruitment, promotion, employment, and collaboration are encouraged for all, regardless of gender, age, ethnicity, religion, disability, sexual orientation, or other characteristics. We integrate diversity into our creative processes, leadership development, and regularly conduct internal diversity and awareness trainings.

4.3.2 Respect and Zero Tolerance for Harassment

We are committed to a work environment free from (sexual) harassment, bullying, or discrimination (whether based on race, gender, religion, disability, age, sexual orientation, or other criteria). There is zero tolerance for abuse – physical, verbal, or psychological. Clear preventive and corrective measures are in place for all employees, suppliers, and freelancers, including tools for grievances. Everyone's dignity and safety are non-negotiable and protected through our policies and culture.

4.3.3 Accessibility and Inclusive Participation

We aim for everyone's accessibility to contribute fully, valuing the talents of all individuals, regardless of physical or mental health status. Therefore, we remove physical, digital, and communication barriers wherever possible. By fostering an open, welcoming environment, we intend for every voice to be heard and valued.





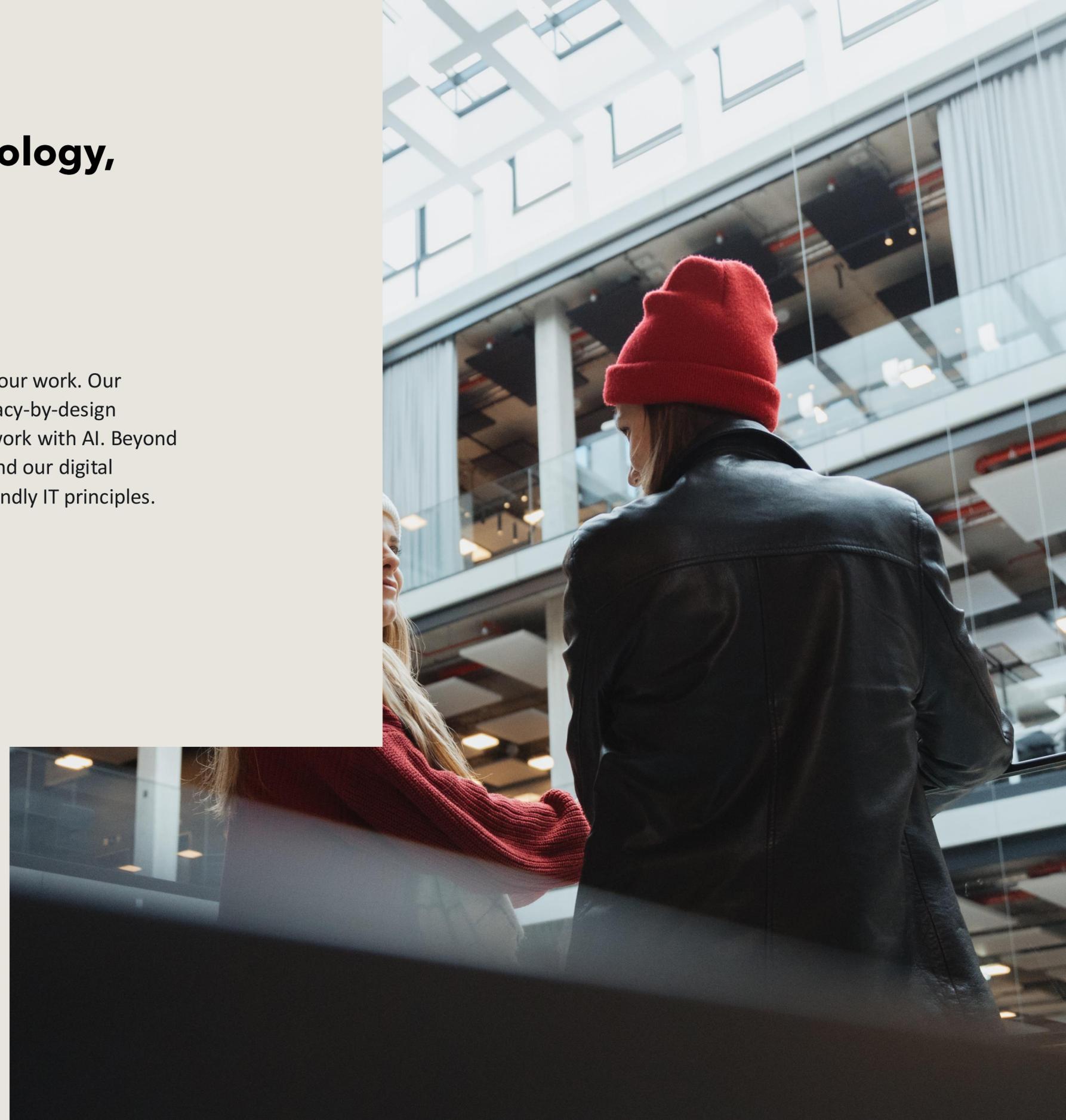
4.4 Data Protection, Responsible Technology, and Confidentiality

4.4.1 Responsible Data Use and Privacy

We guarantee robust data privacy, transparency, and accountability in all aspects of our work. Our interdisciplinary teams – combining creative, tech, and legal expertise – embed privacy-by-design principles from the start, maintaining fairness and transparency – especially in our work with AI. Beyond regulatory compliance with the GDPR, data protection is central to our client trust and our digital business model. We regularly train employees on data privacy and integrate eco-friendly IT principles.

4.4.2 Personal Data Security

We process all personal data of employees, suppliers, freelancers, and clients in compliance with the GDPR and relevant laws. We seek to ensure that individuals are fully informed about the nature, purpose, and scope of data processing and have clear rights to access, rectify, and delete their data. Confidentiality and security are maintained by strong technical and organizational safeguards and limiting access to authorized personnel. Our IT Security Concept, data backups, and recovery plans strive to protect against unauthorized access, loss, or misuse of data.





4.5 Business Ethics

4.5.1 Responsible Marketing and Communications

In all our marketing and communications activities, we follow industry standards set by relevant associations in each country, such as for example the “Deutscher Werberat” in the German market. Our content approval processes include in-house legal reviews to aim that all messaging is factual and respectful, as our aim is to not compromise ethical principles for the sake of creativity.

4.5.2 Client Rights

We maintain transparency with clients regarding project scopes, methodologies, risks – especially AI or data-driven campaigns – and deliverables. Further, we offer clients the service to align their brands with social good through responsible communications, if desired. Clear and accessible contact points are provided for client inquiries, reinforcing trust and accountability.

4.5.3 Intellectual Property Protection

We respect intellectual property rights in all creative and project work, both internally and with suppliers and freelancers. We commit to the lawful and ethical acquisition, use, and sharing of ideas and materials as well as seek to ensure that both our own and external content are protected throughout development and delivery. To support this, our IP, Commercial & Contract Law team ensures compliance with all intellectual property requirements.

4.5.4 Community Impact and Environmental Responsibility

We strive to be as conscious and sustainable as possible in our use of resources, for the sake of long-term social well-being and the longevity of our planet. Environmental and social standards – with a focus on upholding human rights – are embedded in our supply chain management, including annual risk assessments in line with relevant legal requirements, such as the German Supply Chain Due Diligence Act and CSDDD in the future.



5. Grievance Mechanisms

We uphold the right of all employees - and, where possible, suppliers and freelancers - to participate in open dialogue. Therefore, we provide access to fair grievance mechanisms through dedicated channels, such as our Direct and Diversity Lines (internal feedback channels) as well as our [Integrity Line](#) (whistleblowing system). These channels enable both internal and external stakeholders to report concerns confidentially, without fear of retaliation.

6. Related Documents and References

To implement our human rights commitments, we have integrated them into our **Global Codes of Conduct** ([Code of Conduct Employees](#) and [Code of Conduct Supplier](#)), as well as our **internal policies** (referring to, but not limited to social policies, occupational health and safety), our **corporate values** (weCARE, weGREEN, weFAMILY), **Supply Chain Assessment, Grievance Mechanism** (external [Integrity Line](#) and internal Diversity & Direct Line), and partially addressed in **Mandatory Employee Trainings**.

Serviceplan Group SE & Co. KG

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Florian Haller
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Petra Dammers
Human Rights Officer