

Pomvom UK Limited – Modern Slavery and Human Trafficking Statement

1. Overview

Pomvom UK Limited ("Pomvom UK", "we", "our", "us") recognizes its responsibility under the *Modern Slavery Act 2015* (the "Act") to disclose the steps taken to prevent modern slavery and human trafficking within our business and supply chains. We maintain a zero-tolerance approach and are committed to acting ethically and with integrity in all dealings. We prepared this Statement in accordance with the Act, in respect of the financial year ending on December 31, 2024.

2. Organization structure, business and supply chains

Pomvom UK is a wholly owned subsidiary of Pomvom Ltd., a company listed on the Tel Aviv Stock Exchange. Pomvom develops and operates an end-to-end **image capture and media creation platform** for visitor attractions and theme parks. The platform combines onsite capture devices (cameras, kiosks, edge servers) with a cloud-based engine that creates personalized photos and videos in real time. The finished media is delivered to guests through a white labelled web application or via printed products produced onsite. Revenue is generated through a mix of license fees and revenue share commissions on media purchased by guests.

Our external supply base is predominantly located in the UK, continental Europe and the United States, and comprises: (i) cloud infrastructure and SaaS providers; (ii) manufacturers of imaging hardware and related devices; (iii) suppliers of consumables such as photo paper, dye sublimation ribbons and other print media; and (iv) suppliers of merchandise & gift related products.

3. Policies and governance

Pomvom operates a **zero-tolerance policy** toward modern slavery and human trafficking. We are committed to the welfare of all our employees, including in terms of pay, working hours, environment, health & safety and wellbeing. We will not tolerate violations of basic human rights or employment practices by or against any employees, or within our supply chain

We adhere to the highest standards of human rights and labour rights, ensuring fair and ethical treatment of all our employees and stakeholders. Our commitment is grounded in the principles contained within the Universal Declaration of Human Rights and the International Labour Organization Core Conventions on Labor Standards.

These values are embedded in the following policies that together form our modern slavery control framework:

- **Modern Slavery Policy** - defines modern slavery red flags, assigns accountability to senior management and sets out the internal escalation process.
- **Code of Conduct & Ethics** - sets behavioral standards for employees and contractors.
- **Procurement Policy** - mandates supplier due diligence, risk-based onboarding and periodic reevaluation.

- **Recruitment Policy** - robust processes are in place to ensure that all Pomvom employees undergo the relevant right-to-work checks, and no worker is required to pay recruitment fees.
- **Whistleblowing Policy** - provides a confidential hotline and web portal for employees, suppliers and other stakeholders to raise concerns without fear of retaliation.

4. Due diligence processes, risk assessment and management

We continue to work on programs and initiatives across our business to embed the evaluation and communication of our modern slavery and human rights requirements into supplier selection and management activities.

We maintain a risk based due diligence program to identify and mitigate potential modern slavery risks across our supply chain. Core activities included assessing supplier geography, industry sector and self-reported labor standards information, followed - where elevated risk was identified - by targeted engagement or audits.

When issues are identified, corrective action plans must be agreed upon with the supplier and their implementation must be actively monitored. We continuously review our vendor due diligence questionnaires to ensure that we have the information we need to make informed decisions and minimize risk.

This statement will be reviewed and updated every year.

5. Training

Pomvom ensures that staff involved in buying or procurement and the recruitment and deployment of employees receive training in modern slavery and ethical employment practices, and our policies address the risks to help increase education and awareness.

6. Key performance indicators to measure effectiveness of steps being taken

All concerns reported through Pomvom's confidential ethics hotline, or any other channel are logged and tracked to closure. As of the date of this statement, we have not identified any instances of modern slavery within our operations or supply chain.

If you would like to find out more about the above, please email privacy@pomvom.com.

Pomvom takes responsibility for this Statement and its related objectives and will review and update it in accordance with The Act.

7. Approval

Approved and signed by Pomvom UK Limited's Board of Directors on May 22, 2025.

Statement URL: <https://www.pomvom.com>