



## **Modern Slavery and Human Trafficking Statement**

SuperAwesome Trading Limited is a limited company (registered number 03885555) with its registered office at 167-169 Great Portland Street, 5<sup>th</sup> Floor, London W1W 5PF. This statement is published on behalf of SuperAwesome Trading Limited and its group companies (collectively, "SuperAwesome") pursuant to section 54 of the UK Modern Slavery Act 2015. It constitutes our modern slavery and human trafficking statement for the financial year ending December 31, 2026.

We oppose slavery and human trafficking and we make this statement to set out the steps we have taken to ensure that we trade ethically, source responsibly and work to prevent modern slavery and human trafficking throughout our organisation and in our supply chain.

### **About SuperAwesome**

SuperAwesome powers kid-safe digital engagement globally. It is the leading player in the kidtech category, driven by digital privacy and online safety laws for children being enacted worldwide. Its headquarters are in London, England and we have over 100 employees in the UK and across the US and Europe. For further information, please see the 'About Us' section at [superawesome.com](https://superawesome.com).

### **Our Supply Chain**

Our business is office based and our primary supply chain categories include IT and technology, office services and professional services.

We work with children (and their parents or legal guardians) to get their valued feedback on consumer trends and our age appropriate and digitally safe experiences - e.g. our global kids and family industry reports available at <https://www.superawesome.com/resources/reports/>.

We also work with parents and reputable third parties to help us find suitable talent to create child appropriate media content for our clients. We operate the *SafeFam* Training Program and Conduct Pledge, whereby family and kid content creators commit to the principles of kid-safe digital content creation. Before we retain the services of talent, they must agree to the *SafeFam* Conduct Pledge and commit to laws relating to anti-slavery and human trafficking, including the UK Modern Slavery Act 2015.

SuperAwesome is committed to making reasonable endeavors to ensure all agents within our supply chains are not subject to any form of force, compulsory/bonded labor or human trafficking by implementing this statement and the policies below. Adequate resources will be made available to ensure slavery and human trafficking are not taking place within our organisation or to the best of our knowledge within our supply chains. We regularly assess the risk of modern slavery in our supply chains by conducting risk-based due diligence and seeking assurances from suppliers.

### **Employees**

Our recruitment processes are transparent and reviewed regularly. We ensure that new employees have contracts which conform to applicable employment laws. We also take steps to confirm their identities and that their salaries are paid directly into a personal bank account. Our UK employees are paid at a rate higher than the [London Living Wage](https://londonlivingwage.org/).

### **Policies**

SuperAwesome's leadership is fully committed to a work environment and supply chain that is free from human trafficking and slavery. All our employees are required to act with integrity and that our workplaces

are respectful, free of harassment, bullying and violence. SuperAwesome implements a number of policies, which we continuously review and update, that underpin our commitment to ensure that there is no modern slavery or human trafficking in our supply chains or in any part of our business:

- We undertake appropriate due diligence with our suppliers to ensure that they work ethically
- We expect our suppliers to apply due diligence within their own businesses and to adopt and publish a modern slavery and human trafficking statement
- We assess suppliers to ensure that they are committed to ethical labour practices
- We do not work with any person or organization of which we have knowledge or suspect is engaging in any slavery or human trafficking activity
- We have anti-bribery and corruption policies

### **Further steps**

We continue to review and develop our policies, supply chain due diligence and risk assessment and we continue to promote an anti-slavery culture in our workplace. We have zero tolerance to slavery and human trafficking. Our modern slavery policy requires anyone who becomes aware of, or suspects modern slavery in our business or supply chains to report it to our legal team - they may also do so using our whistleblowing policy. We will continue to make efforts to identify any significant risks in our business and supply chain and implement any actions appropriate or necessary.

### **Approval**

This statement was approved by SuperAwesome's management team (acting as the equivalent management body for the purposes of Section 54(5) of the UK Modern Slavery Act 2015) on

27-Jan-26

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*Kate O'Loughlin*

Kate O'Loughlin  
Chief Executive Officer  
SuperAwesome