

ETHICS & COMPLIANCE GUIDELINES FOR KANTAR SUPPLIERS

IT IS CRITICAL THAT ALL SUPPLIERS OF KANTAR SHARE AND COMPLY OUR COMMITMENT TO BUSINESS ETHICS AND INTEGRITY.

These Ethic- and Compliance standards apply to individuals / organizations that provide services, raw material, active ingredients, components, finished goods, or other products ("Suppliers"). Where they exist, the Supplier's own written ethics and compliance standards may replace these Standards if they are consistent with these standards and are incorporated into a written agreement between Kantar and Supplier.

CODE OF BUSINESS CONDUCT:

WPP and its companies operate in many markets and countries throughout the world. We respect national laws and any other laws with an international reach, where relevant, and industry codes of conduct. We are committed to acting ethically in all aspects of our business and to maintaining the highest standards of honesty and integrity. We expect and require all our business partners, including suppliers, to have the same commitment to ethical behavior.

- 1) We, the officers and staff of all companies in the WPP group ("the Group"), recognize our obligations to all who have a stake in our success including share owners, clients, staff and suppliers;
- 2) Information about our business shall be communicated clearly and accurately in a non-discriminatory manner and in accordance with local regulations;
- 3) We select and promote our people on the basis of their qualifications and merit, without discrimination or concern for race, religion, national origin, color, sex, sexual orientation, gender identity or expression, age or disability;
- 4) We believe that a workplace should be safe and civilized; we will not tolerate sexual harassment, discrimination or offensive behaviour of any kind, which includes the persistent demeaning of individuals through words or actions, the display or distribution of offensive material, or the use or possession of weapons on WPP or client premises;
- 5) We will treat all information relating to the Group's business, or to its clients, as confidential. In particular, "insider trading" is expressly prohibited and confidential information must not be used for personal gain;
- 6) We will not knowingly create work which contains statements, suggestions or images offensive to general public decency and will give appropriate consideration to the impact of our work on minority segments of the population, whether that minority be by race, religion, national origin, color, sex, sexual orientation, gender identity or expression, age or disability;
- 7) We will not for personal or family gain directly or indirectly engage in any activity which competes with companies within the Group or with our obligations to any such company;
- 8) We will not offer any items of personal inducement to secure business. This is not intended to prohibit appropriate entertainment or the making of occasional gifts of minor value unless the client has a policy which restricts this;
- 9) We will not accept for our personal benefit goods or services of more than nominal value from suppliers, potential suppliers or other third parties; This is not intended to prohibit appropriate entertainment or the making of occasional gifts of minor value.
- 10) No corporate contributions of any kind, including the provision of services or materials for less than the market value, may be made to politicians, political parties or action committees, without the prior written approval of the WPP board; and we will comply with all applicable local laws and regulations, and any other laws with an international reach, such as the UK Bribery Act or US Foreign Corrupt Practices Act, where relevant.
- 11) We are committed to protecting consumer, client and employee data in accordance with national laws and industry codes;
- 12) We will not undertake work which is intended or designed to mislead, including in relation to social, environmental and human rights issues;
- 13) We will consider the potential for clients or work to damage the Group's reputation prior to taking them on. This includes reputational damage from association with clients that participate in activities that contribute to the abuse of human rights;
- 14) We will not have any personal or family conflicts of interest within our businesses or with our suppliers or other third parties with whom we do business;
- 15) We will continue to strive to make a positive contribution to society and the environment by: maintaining high standards of marketing ethics; respecting human rights; respecting the environment; supporting community

organisations; supporting employee development; and managing significant corporate responsibility risks in our supply chain. Our Corporate Responsibility Policy provides more detail about our commitments in these areas.

INTELLECTUAL PROPERTY AND CONFIDENTIAL INFORMATION

- All Suppliers requiring the exchange of confidential information with Kantar are required to execute a confidentiality agreement with Kantar in advance.
- Exchange of confidential information is limited to that required to fulfill contracted performance requirements.
- Suppliers shall not share Kantar's intellectual property or confidential information or any other information that they acquire with respect to Kantar's business (including information developed by Suppliers and information relating to products, customers, suppliers, pricing, costs, know-how, strategies, programs, processes, and practices).
- Suppliers must immediately report unauthorized disclosure of Kantar's confidential information, whether inadvertent or not, through the Ethics & Compliance unit at compliance@tns-infratest.com.

DATA PRIVACY

- Supplier must abide by applicable data privacy laws and regulations when handling personal information.
- In case personal data will be transmitted an agreement on processing or use of personal data in accordance with Section 11 German Federal Data Protection Act must be signed to collect, process or use personal data. In addition Suppliers shall be controlled through a self-assessment about their implementation and compliance with the agreed general, technical and organizational measures in terms of Section § 9 German Federal Data Protection Act. This also applies if Supplier will get or have access to personal data.
- Suppliers must immediately report unauthorized use, disclosure, or loss of Kantar related personal information through the Ethics & Compliance unit at compliance@tns-infratest.com.

MOBILE DEVICES, ELECTRONIC MEDIA, INTERNET AND E-MAIL USE

In those circumstances where Suppliers have access to Kantar's electronic environment (Intranet, e-mail, voicemail or other), Suppliers shall:

- Protect Kantar's confidential information and electronic media;
- Encrypt or password protect data;
- Keep mobile devices with you or locked while traveling;
- Comply with local data protection laws;
- Use these tools for Kantar business purposes only; and
- Use these tools consistent with Kantar's Global Acceptable Use of Information and Technology Policy including:
 - Do not knowingly download, view or forward materials of a discriminatory, harassing, threatening, sexual, pornographic, racist, sexist, defamatory or otherwise offensive nature. Electronic media must be primarily used for business purposes.
 - Do communicate protected information (personal or trade secret) in a way that recognizes the sensitivity of the information, possibility of unauthorized access, and compliance to local data protection laws. Suppliers will be responsible for keeping Kantar-given password(s) secret.
 - Realize that documents, software, e-mails and other web pages could bring damaging computer viruses into Kantar's network. Do not knowingly detach, decompress, run/launch or install any files or programs on Kantar's systems or open attachments that have damaging computer viruses. Do not download or disseminate any material from the Internet unless the copyright owner has provided consent.
 - Adhere to the timing and methods for retention and elimination of Kantar company data stored on electronic media.

ADHERANCE TO APPLICABLE LAWS & REGULATIONS

Suppliers must comply with the applicable laws, rules, regulations, and ethical standards of the country in which they operate, as well as these Standards.

RESOURCES

If you need additional information or guidance on these standards, or wish to report a potential violation, contact Kantar's Ethics & Compliance unit at compliance@tns-infratest.com. Additional supplier information can be found at www.tns-infratest.com.