



Anti-Money Laundering

The way we work makes all the difference

As you know, business ethics are at the core of everything we stand for here at Kantar.

Our excellent reputation is hard won and we'll do whatever it takes to uphold it.

That's why it's so vital that we all remain vigilant to potentially suspicious transactions, payments, requests and illegal activity by others.

By doing so, we can ensure that we aren't used by others to launder money.



01 What is money laundering?

Money laundering is a process by which the proceeds of crime are converted into assets that appear to be legitimate.

It is a criminal offence that can result in imprisonment for those individuals involved.

Of course, it would also cause serious financial and reputational damage to everyone at Kantar.

02

Where could money laundering happen at Kantar?



The following 10 scenarios are all examples of suspicious activity by a business partner:

- Proposing a transaction that makes no commercial sense
- An unreasonable reluctance to provide personal or business background information
- Seeking to pay with cash
- Offering to overpay or pay in a different currency to that of the invoice
- Being incorporated in a different place from their place of main operations or tax residence
- Seeking to receive or pay funds into an “offshore” account or a bank account in a different country from where business is conducted
- Attempting to receive or pay funds into or from multiple bank accounts
- Seeking to pay using a different corporate group entity to that which ordered the services
- Seeking to pay or receive funds in a bank account in the name of a different third party
- Offering to pay in advance (when not required under standard terms and conditions)

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How do we apply our policy?

Every colleague must take all steps necessary to ensure that Kantar does not receive or deal with any funds or benefits that are, or are derived from, the proceeds of crime and must not become involved in any arrangement that enables others to launder the proceeds of crime.

There are NO exceptions, wherever you do business.

Breach of this policy will result in disciplinary action up to and including dismissal. It will be considered to be a breach of policy if a manager tolerates and/or fails to report a breach by an employee reporting to him or her.



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04 Ways you can help...

Money laundering is just one example of the types of conduct which we must be alert to. Other related policies are [Kantar's Fraud Policies](#) and the [Prevention of Facilitating Tax Evasion policy](#).

Overall, it's crucial to know who we are doing business with. For example, if you're responsible for engaging/contracting with new third-party business partners (such as suppliers and clients), then you must contact your country's Finance Controller who will carry out appropriate [screening checks](#) via Kantar's preferred risk screening platform before doing any work for that business partner.

We screen suppliers across two areas:

- 1) Finance checks which include business verification, credit score and limit, financial performance, risk assessments, legal issues and adverse media
- 2) Compliance checks which include sanctions violations, standing of directors, anti-bribery and corruption offences, modern slavery breaches, criminal convictions, cyber breaches and data privacy breaches

The results of these screening checks will be fully assessed against Kantar's compliance framework criteria before any contracts are signed or transactions occur.

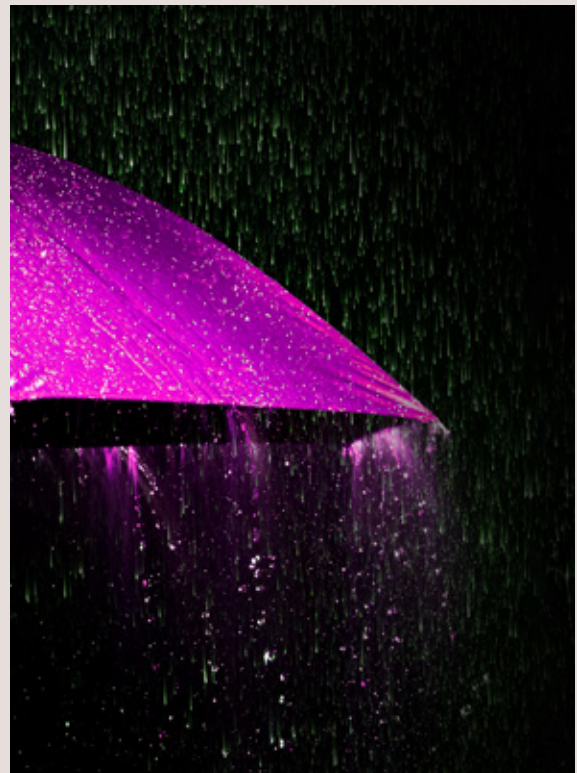
Periodic checks will be carried out by the Finance team once a business partner is appointed. The frequency of these checks will be dependent on the level of risk associated with the business partner identified by the risk screening platform.

05 Key contacts:

If you suspect any of these behaviours, please report them immediately to legal@kantar.com.

🌐 [CLICK HERE](#)

For any questions about this policy, please contact the [Legal Team](#) (legal@kantar.com).



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