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## **SUPPLY CHAIN TRANSPARENCY STATEMENT**

Financial Year Ended 31 January 2024

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Mixpanel, Inc. together with its subsidiaries and affiliates (“Mixpanel”), is committed to a work environment, supply chain, and network of production that is free from human trafficking and slavery in accordance with Mixpanel’s values as a company and the requirements of the United Kingdom Modern Slavery Act 2015 (the “Act”) and other applicable laws, rules, and regulations. Mixpanel does not tolerate or condone forced or involuntary labor, human trafficking, or slavery and has taken the necessary steps to help ensure that it is not permitted within Mixpanel’s organization or its supply chain.

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## 1. OUR BUSINESS AND ORGANIZATION

Mixpanel operates globally to provide an industry leading subscription-based data analytics software-as-a-service (SaaS) platform and related support/professional services to help its customers understand user engagement and analyze, measure, and improve the user experience with web and mobile based applications.

Mixpanel, Inc., is incorporated in Delaware, USA and is headquartered in San Francisco, CA, USA. Wholly owned subsidiaries are located in the United Kingdom (Mixpanel UK Limited), Spain (Mixpanel, S.L.), India (Mixpanel India Services Pvt. Ltd.), and Singapore (Mixpanel APAC Pte. Ltd.).

## 2. OUR SUPPLIERS

Mixpanel provides a cloud-based product analytics SaaS platform that is completely digital. Mixpanel does not rely on manufacture goods or hardware to deliver its product and related services. As a result, Mixpanel has a relatively small supply chain and our need for physically produced goods is low. Although Mixpanel engages with suppliers for a range of support services such as catering, construction, cleaning, and waste disposal, the majority of Mixpanel's suppliers provide information technology, network, and software services. Despite Mixpanel's relatively small supply chain with few physical goods and services, Mixpanel remains committed to implementing and enforcing policies and procedures aimed at diminishing the risk that slavery or human trafficking can occur in Mixpanel's supply chain.

Mixpanel operates its business primarily with suppliers located in the United States and relies on the following suppliers to provide cloud-based services that help Mixpanel deliver its product and services to customers: <https://mixpanel.com/legal/subprocessor-list>.

Mixpanel's most critical supplier supporting its business operations is:

- Google, Inc. (Google Cloud Platform or GCP)
  - Please review Google's Statement Against Modern Slavery here: <https://sustainability.google/reports/2022-google-statement-against-modern-slavery/>

Google Cloud Platform and Mixpanel's other key suppliers are subject to rigorous operational and compliance requirements including those aimed at reducing or eliminating the risk of slavery or human trafficking within their business operations or supply chains. Mixpanel has not identified or been made aware of any specific risk of slavery or human trafficking within Mixpanel's supply chains during the previous financial year. In the event that Mixpanel becomes aware of any relevant risk or potential violations under this statement, it will thoroughly and appropriately investigate and take appropriate corrective action.

## 3. POLICY

Mixpanel is committed to transparency in its business and in its approach to tackling modern slavery throughout its supply chains, consistent with Mixpanel's disclosure obligations under applicable law. Mixpanel has appropriate policies and procedures in place to help ensure that Mixpanel and its vendors, contractors, suppliers, and other business partners adhere to the same standards.

- As part of Mixpanel's contracting processes, Mixpanel prohibits and does not partner with parties that tolerate or condone forced or involuntary labor, or anyone held in slavery or servitude, whether adults or children. At an absolute minimum, Mixpanel requires suppliers to represent and warrant compliance with applicable laws, which includes laws relating to slavery and human trafficking.
- Mixpanel enforces applicable employee handbook policies including conduct and ethics policies, harassment, discrimination and retaliation policies, workplace commitments, and whistleblowing policies.
- Mixpanel enforces a standalone supplier code of conduct with suppliers that produce physical goods for Mixpanel.

Additionally, Mixpanel's policies related to anti-slavery apply to all individuals working for us or on our behalf in any capacity, including employees at all levels, directors, officers, contractors, volunteers, interns, agents, consultants, our third-party representatives and business partners. The prevention and detection of modern slavery within Mixpanel's supply chains is also the responsibility of those individuals and organizations working on Mixpanel's behalf and under Mixpanel's control.

#### **4. TRAINING, COMPLIANCE & REPORTING**

Mixpanel conducts annual employee training on appropriate workplace behavior—including harassment, discrimination, and retaliation training—and has introduced procurement training to ensure that those responsible for the procurement of goods and services on behalf of Mixpanel are familiar and comply with Mixpanel's stringent procurement approval processes.

Mixpanel's Governance, Risk, and Compliance (GRC) Team manages, enforces, and is responsible for the proper implementation of the policies related to this statement. Mixpanel continuously reviews and updates its policies to ensure compliance. Violations of the policies set forth in this statement should be reported immediately to the GRC Team at [compliance@mixpanel.com](mailto:compliance@mixpanel.com).

Violation of Mixpanel's policies related to this statement by an individual or organization working on behalf of Mixpanel is grounds for the immediate termination of such relationship.

#### **5. CHANGES**

Mixpanel may change this statement from time to time and will update the statement for material changes and annual reporting requirements.

This Supply Chain Transparency Statement is made pursuant to section 54 of the Act for Mixpanel's financial year ending 31 January 2024. This statement was approved by the Board of Directors of Mixpanel, Inc. on 12 March 2024.

DocuSigned by:

**Amir Movafaghi**

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Amir Movafaghi

Chief Executive Officer of Mixpanel, Inc.

Date: 3/15/2024

Modern Slavery Act Transparency Statement 2023/2024