



2023 Modern Slavery Report – 9 Story Media Group Inc.

1. Introduction

This report is produced by 9 Story Media Group Inc. (“9 Story”) for the fiscal year ended August 31, 2023. This is 9 Story’s first report submitted in compliance with Canada’s *Fighting Against Forced Labour and Child Labour in Supply Chains Act* (the “Act”) and it outlines the steps we have taken to assess and prevent the risk of forced or child labour being used across our activities and supply chains.

As a leading producer of thoughtful, educational and inspirational family and children’s content, 9 Story’s business model centers on the well-being of children and we are committed to ensuring that human rights are protected and upheld at every stage of our business activities. We work hard to provide a fair and ethical workplace to our employees and freelancers and would never knowingly engage a business partner or supplier who does not uphold these same values.

2. Our Company

9 Story is one of the world’s leading kids and family content companies. 9 Story Media Group Inc. is the parent company, based in Toronto, Canada, of a group of companies with facilities in Toronto, New York, Dublin, and Bali. Our award-winning animation studio, Brown Bag Films, is creatively driven with a focus on producing the highest quality cross-platform animation with strong stories and engaging characters.

The company’s international distribution arm, 9 Story Distribution International Ltd., represents over 5,000 half-hours of animated and live-action programming, provided to major international broadcasters and digital platforms. Our in-house consumer products division, 9 Story Brands, builds global entertainment brands for kids, with expertise across creative, brand marketing, and licensing.

3. Structure, Activities and Supply Chain

9 Story’s main business activity is the development and production of audiovisual content. A 9 Story production subsidiary in the UK produced two seasons of the acclaimed series entitled *A Kind of Spark* and is currently developing a slate of live action productions. The company’s main



focus, however, is the development and production of animated series for families and children and our content is distributed worldwide for broadcast on television and streaming platforms. Our 2D animated programs are mostly created from our home office in Toronto, while 3D animation is chiefly produced by our animation studio in Dublin with additional support from our studio in Bali. Our team located in New York typically provides support for our Canadian and Irish productions with development, educational research, interactive game development and writing services.

Most individuals working across development and production are employees; we also engage contractors and freelancers that are mainly based in Canada, the United States, Ireland and the UK. We most often engage freelancers as consultants, both at the corporate level and in production, and as “above the line” creative talent in development and production that include showrunners, writers, actors and directors.

The company’s subsidiaries also occasionally contract unrelated companies located in Canada, Europe or Asia to assist with animation services such as building assets, rigging and animation, as well as provision of certain post-production services.

Lastly, 9 Story has a distribution division that sells our content to television and streaming platforms across the globe as well as a consumer product division that supports our content by licensing our intellectual property, as well as third party creative properties we represent, to merchandising companies that create products such as clothing, toys and home goods.

4. Policies and Due Diligence

It is 9 Story’s policy to always comply with local employment laws and applicable guild regulations when hiring employees and freelancers. We are also contractually required to comply with the applicable policies and codes of conduct of any of our broadcast partners (e.g. Netflix, Disney) which align with international employment and human rights standards and best practices.

9 Story has a number of internal policies that are informed by international human rights legislation including our company’s Vision, Mission and Values Statement, our Fundamental Behaviours, a Workplace Violence Prevention Policy, a Global Anti-Discrimination and Anti-Harassment policy and a Global Employee Workplace Accommodation policy that were created to protect our employees, contractors, clients, vendors and board members’ rights to a



respectful, equitable and inclusive workplace. While these policies do not specifically address the issues of forced or child labour, they affirm our company's commitment to adhering to the highest ethical standards and demonstrate our ongoing efforts to promote diversity, equity and inclusion and human rights in all areas of our company.

5. Risk Assessment

9 Story has recently conducted a risk assessment relating to involuntary and child labour that covered every aspect of our business including development, production, distribution and consumer product licensing. We determined that there is little to no risk of either forced labour or child labour in most aspects of our business.

All of our entities comply with local labour laws in the engagement of employees and freelancers. Freelancers are hired due to their highly specialized skills, knowledge and education. All are under industry standard contracts and many freelancers have their interests protected by guilds, agents and lawyers who negotiate their contracts on their behalf. Company subsidiaries engage minors only as actors on productions and limited related marketing work. They are engaged on a part-time basis in accordance with local laws and regulations relating to the employment of children, under industry standard contracts signed or approved by parents or guardians. On Canadian productions specifically, any minors engaged are members of, and engaged under the terms and requirements of, the Alliance of Canadian Cinema, Television and Radio Artists (ACTRA).

Where company subsidiaries engage unrelated companies in Asia for production services, the risk that such companies would use forced or child labour is still considered low, again, due to the level of knowledge and skill required to perform the required services. However, we ensure all such contracts for services include contractual requirements and/or codes of conduct that strictly prohibit forced and child labour. We note such sub-contracted services in Asia usually occur on animated productions where the company is itself a service provider to a major entertainment studio and such contractual requirements and codes of conduct follow studio requirements.

Our assessment found that the greatest risk of use of involuntary and/or child labour is in the supply chains of some of our consumer product licensees. These licensees are unrelated companies to whom we license the right to use intellectual property from television series we own or control on third party merchandising. We note these companies are not part of 9



Story's supply chain. However, in an effort to reduce risk linked to our company, our license agreements with consumer product licensees include contractual clauses and codes of conduct prohibiting use of forced and child labour.

One other area of risk we found in compiling our risk assessment relates to electronics. Every employee uses a company computer. More specifically, animation production is a technology-heavy business that uses sophisticated specialized computer hardware. According to the United Nations Business & Human Rights Navigator website, electronics manufacturing, particularly in China and Malaysia, have been known to use forced labour, as has mineral extraction used as components in such electronics. To date, the company has not reviewed its contracting practices for the purchase of electronics to try to mitigate this risk.

6. Measures Taken

As stated above, our third-party production service agreements in Asia and our consumer product license agreements incorporate contract clauses and/or codes of conduct that relate to forced and child labour in an attempt to mitigate risks.

For example, on service productions for one of our major studio clients, the studio requires that any subcontractors a 9 Story company engages on the project enter into a direct written commitment to the studio that the subcontractor will comply with the studio's company code of conduct, which includes an express prohibition on use of child labour and forced labour.

Our standard license agreement for consumer product requires licensees to ensure, on behalf of the licensee and any manufacturers they engage, that forced and child labour are not used, local labour laws are complied with, and 9 Story has a right to carry out on-site inspections to confirm compliance. Manufacturers of our licensees are required to sign a brief manufacturing agreement committing that they are aware of, and agree to abide by, the terms of our contract with the licensee.

7. Measures Taken to Remediate the Loss of Income

Given that risk of forced or child labour in the company's activities is low, no measures have been taken at this time to remediate the loss of income to vulnerable families resulting from measures taken to eliminate the use of forced labour and child labour.



8. Employee Training

All new 9 Story employees are furnished with a copy of our region-specific employee handbooks during the onboarding process. These handbooks include copies of our various global and localized human rights based policies that outline our company's zero-tolerance position on discrimination, harassment, violence and unethical behaviours at every level of our business. Employees also receive regular training sessions and have attended focus groups to discuss topics of human rights and expected workplace behaviours. 9 Story used the feedback from these focus groups to hone our policies to ensure that we are doing everything we can to provide a safe and fair workplace for everyone.

9. Assessing Effectiveness

9 Story is committed to continuing to assess and address the risks of forced or child labour in our business activities and supply chains. Measures have been put in place to combat the potential risks, however at this time we cannot yet speak to the effectiveness of these measures.

10. Approval and Attestation

This report was approved by 9 Story Media Group Inc.'s sole shareholder (having assumed the rights, powers and duties of the company's directors pursuant to a unanimous shareholder agreement, on May 27, 2024 pursuant to subparagraph 11 (4) (a) of the Act.

In accordance with the requirements of the Act, and in particular section 11 thereof, I, the undersigned, attest that I have reviewed the information contained in this report for the entity listed above. Based on my knowledge, and having exercised reasonable diligence, I attest that the information in this report is true, accurate and complete in all material respects for the purposes of the Act, for the reporting year listed above. I have the authority to bind 9 Story Media Group Inc.

A handwritten signature in black ink, appearing to read "Vince Commisso", written over a horizontal line.

Vince Commisso
CEO