

Amplitude, Inc.
Transparency in Supply Chains Statement
for the financial year ended 31 December 2024

Amplitude, Inc. strongly opposes and stands against slavery and human trafficking in whatever form. This statement sets out the steps and measures adopted by Amplitude, Inc., directly and through its subsidiaries, (together the Amplitude Group or “**Amplitude**”) to ensure slavery and human trafficking is not occurring in any part of its business or supply chains.

The Amplitude Group includes a UK subsidiary, Amplitude Analytics Limited. Amplitude Analytics Limited does not, itself, have an obligation to make a Transparency in Supply Chain statement (in accordance with s.54 of the Modern Slavery Act), but is included within the scope of this Amplitude Group statement.

1. Amplitude’s organization, business and supply chains

- 1.1. Amplitude provides a Software as a Service (“**SaaS**”) based product analytics tool. Amplitude’s customers use Amplitude’s platform to better understand how their end users are interacting with Amplitude’s customers’ digital products (such as, mobile applications, products connected as part of the Internet of Things, and websites).
- 1.2. Amplitude, Inc. is incorporated in Delaware. It has a number of wholly-owned subsidiaries including, Amplitude Analytics, Ltd., Amplitude Analytics Pte. Ltd., Amplitude Analytics SAS, Amplitude Analytics G.K., Amplitude Analytics GmbH, Amplitude Analytics B.V., Amplitude Canada Limited, and Amplitude Analytics Australia Pty Ltd.
- 1.3. Amplitude only uses suppliers that are based in the United States and the EU. These suppliers generally provide a cloud-based service to Amplitude. Amplitude’s main supplier supporting the Amplitude platform is Amazon Web Services (“**AWS**”). AWS has a Modern Slavery Statement available at <https://sustainability.aboutamazon.com/modern-slavery-statement.pdf>.
- 1.4. Amplitude’s other main suppliers are Snowflake, Inc., which has an Anti-Human Trafficking Policy available at <https://www.snowflake.com/legal/anti-human-trafficking-policy/>, and DataDog, Inc., which has a Modern Slavery Statement available at <https://www.datadoghq.com/pdf/2025-datadog-modern-slavery-statement-01-29-2025.pdf>.

2. Policies

- 2.1. Amplitude has in place a Code of Business Conduct and Ethics that is specifically designed to guide Amplitude’s “...directors, officers, employees and independent contractors [...] in making ethical and legal decisions when conducting the Company’s business and performing their day-to-day duties” and includes specific standard of conduct including a respectful workplace and compliance with applicable laws, rules and

obligations. There is also an Amplitude Employee Handbook, which includes clear policies on Harassment, Discrimination and Retaliation, Workplace Violence Prevention and Security (which includes measures to prevent violence and intimidation occurring off site), provision for appropriate work conditions (including rest and meal breaks), and Standards of Conduct in work.

- 2.2. Amplitude also has a Whistleblowing Policy. Through the Whistleblowing Policy, Amplitude employees can raise any concerns including in respect of potential slavery or human trafficking, if they are not comfortable doing so through their immediate line manager. The Whistleblowing Policy restates Amplitude's commitment to "the highest possible standards of ethical, moral and legal business conduct," and encourages the reporting of behavior that may fall short of those standards, either through line management or through the whistleblowing hotline.
- 2.3. The Code of Business Conduct and Ethics, Employee Handbook and Whistleblowing Policy, have all been in place throughout 2024.
- 2.4. Since April 2024, we have implemented our global [Supplier Code](#). This applies to any supplier, its affiliate, subsidiary, or employee (each and collectively referred to as "**Suppliers**") that provides any goods or services to Amplitude regardless of the description. We expect our Suppliers to commit to human rights, fair treatment, and equal opportunity in the workplace, and to operate in accordance with all applicable labor and employment laws and regulations and international human rights principles (including but not limited to the UN Guiding Principles on Business and Human Rights). Suppliers are required to communicate and transmit the Supplier Code to their employees who service or work on the Amplitude account and take steps to ensure continuous compliance.
- 2.5. The Supplier Code specifically identifies our expectation that our Suppliers should:
 - 2.5.1. Prohibit violent behavior, including mental cruelty, harassment, discrimination, any unwelcome gestures, language, or physical contact, verbal abuse, or gender-based violence;
 - 2.5.2. Ensure voluntary employment and prohibit use of child labor, and forced or involuntary labor of any type, including support for any form of human trafficking of involuntary labor through threat, force, fraudulent claims, or other coercive means;
 - 2.5.3. Not require workers to lodge "deposits" or their identity papers (government-issued identification, passports, or work permits) with their employer and make sure all workers are free to resign their employment in accordance with local and national laws or regulations without penalty;
 - 2.5.4. Respect employees' right to freely associate and bargain collectively in accordance with all applicable laws and regulations; and

2.5.5. Ensure all working hours, including overtime, are within the maximum limits set by local laws and provide all employees with accurate information regarding their wages and benefits, including overtime, if applicable. Suppliers shall commit to observing fair employment practices, including hiring, termination, and evaluation practices.

2.6. If Suppliers have concerns, they are encouraged to contact their primary Amplitude team member to resolve business or compliance concerns. In addition, Suppliers and other stakeholders may report suspected violations anonymously and/or confidentially to Amplitude's Ethics Hotline. The Supplier Code provides contact details so that Suppliers can contact that Ethics Hotline. The Supplier Code also refers to our Code of Business Conduct and ESG Report, and provides links to those policies so that Suppliers can easily access them and understand Amplitude's expectations regarding modern slavery compliance. Before 5 April 2024, although Amplitude did not have a code of conduct for suppliers in place, it did include in all supplier agreements a clause requiring compliance with applicable laws. This includes laws relating to slavery and human trafficking.

3. Due Diligence

Amplitude employs a multi-faceted on-boarding process for its suppliers. Amplitude's legal, privacy, IT and security teams undertake due diligence on each supplier before commencement of the relationship with that supplier. The legal team also reviews the agreement to be entered into with each supplier, including checking that it requires compliance by the supplier with all applicable laws (which will include applicable laws relating to slavery and human trafficking). As part of our annual security audit, all ongoing SaaS vendors' policies are reviewed generally (though not specifically focusing on slavery and human trafficking).

4. Assessing and managing the risk of slavery and / or human trafficking

Amplitude considers the risk of slavery and human trafficking to be low in its business and supply chains. As noted above, it provides a cloud-based product analytics platform to its customers. Its main suppliers are U.S.-based, public companies that provide services from the United States, and as noted above, its main suppliers have taken action to reduce the risk of slavery or human trafficking in their businesses and supply chains. None of its suppliers are manufacturing any hardware or other goods on behalf of Amplitude. In addition, no potential slavery or human trafficking issues have been identified through due diligence, or through reports (to line management or through the whistleblowing procedure). However, should Amplitude become aware of any potential slavery or modern trafficking issues in its business or supply chains, it will investigate any such concerns and take appropriate action in response.

5. Training, communications and support

Amplitude provides annual employee training on appropriate behavior and the treatment of individuals in the workplace. This training includes elements on harassment, discrimination, anti-racism and retaliation in the workplace, and is focused upon treating employees fairly and with respect.

6. Further steps

Amplitude is committed to maintaining high standards of conduct by its employees and suppliers and has no tolerance for slavery or human trafficking in its business or supply chains. No specific risk of slavery or human trafficking has been identified in the last financial year.

7. Approval of this statement

In making this statement, Amplitude, Inc. is complying with its obligations under s.54 of the Modern Slavery Act for the financial year ended 31 December 2024.

This statement was approved by the Board of Amplitude, Inc. on June 13, 2025.

Signed by Spenser Skates, CEO, on June 13, 2025.

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Spenser Skates