

CODE OF ETHICS OF

DIGITAL MEDIA SOLUTIONS, INC.

AS ADOPTED BY THE BOARD ON JULY 15, 2020

Digital Media Solutions, Inc. (f/k/a Leo Holdings Corp.) (the “*Company*”) is committed to conducting its business in accordance with applicable laws, rules and regulations and the highest standards of business conduct, and to full and accurate financial disclosure in compliance with applicable law. This Code of Ethics (this “*Code*”), applicable to the Company’s Chief Executive Officer, Chief Financial Officer and Controller (or persons performing similar functions) (together, “*Senior Officers*”), sets forth specific policies to guide you in the performance of your duties.

As a Senior Officer, you must not only comply with applicable law. You also have a responsibility to conduct yourself in an honest and ethical manner and must abide by the Digital Media Solutions Code of Conduct and other Company policies and procedures that govern the conduct of the Company’s business. Your leadership responsibilities include creating a culture of high ethical standards and commitment to compliance, maintaining a work environment that encourages employees to raise concerns, and promptly addressing employee compliance concerns.

I. COMPLIANCE WITH LAWS, RULES AND REGULATIONS

You are required to comply with the laws, rules and regulations that govern the conduct of the Company’s business and to report any suspected violations in accordance with the section below entitled “Compliance With Code Of Ethics.”

II. CONFLICTS OF INTEREST

A conflict of interest occurs when your private interests interfere in any way, or even appear to interfere, with the interests of the Company. Your obligation to conduct the Company’s business in an honest and ethical manner includes the ethical handling of actual or apparent conflicts of interest between personal and professional relationships. Before making any investment, accepting any position or benefits, participating in any transaction or business arrangement or otherwise acting in a manner that creates or appears to create a conflict of interest, you must make full disclosure of all facts and circumstances to the chairperson of the Audit Committee (the “*Audit Committee*”) of the Company’s Board of Directors (the “*Board*”) and obtain the prior written approval of the Audit Committee.

III. DISCLOSURES

It is Company policy to make full, fair, accurate, timely and understandable disclosure in compliance with all applicable laws and regulations in all reports and documents that the Company files with, or submits to, the Securities and Exchange Commission (the “*SEC*”) and in

all other public communications made by the Company. As a Senior Officer, you are required to promote compliance by all employees with this policy and to abide by Company standards, policies and procedures designed to promote compliance with this policy.

IV. COMPLIANCE WITH CODE OF ETHICS

If you know of or suspect a violation of applicable laws, rules or regulations or this Code of Ethics, you must immediately report that information to the General Counsel, any member of the Audit Committee or any member of the Board, as appropriate. After reporting such information, you may conduct an investigation if authorized by the Company's procedures. *Company policy prohibits retaliation against employees because of a good faith report of a suspected violation.*

Violations of this Code may result in disciplinary action, up to and including discharge. The Audit Committee shall determine, or shall designate appropriate persons to determine, appropriate action in response to violations of this Code.

V. WAIVERS OF CODE OF ETHICS

If you would like to seek a waiver of this Code you must make full disclosure of your particular circumstances to the Audit Committee. Amendments to and waivers of this Code will be publicly disclosed as required by applicable law and regulations. All persons should note that it is not the Company's intention to grant or to permit waivers from the requirements of this Code. The Company expects full compliance with this Code.

VI. NO RIGHTS CREATED

This Code is a statement of certain fundamental principles, policies and procedures that govern the Company's Senior Officers in the conduct of the Company's business. It is not intended to and does not create any rights in any employee, customer/client, visitor, supplier, competitor, shareholder or any other person or entity.

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