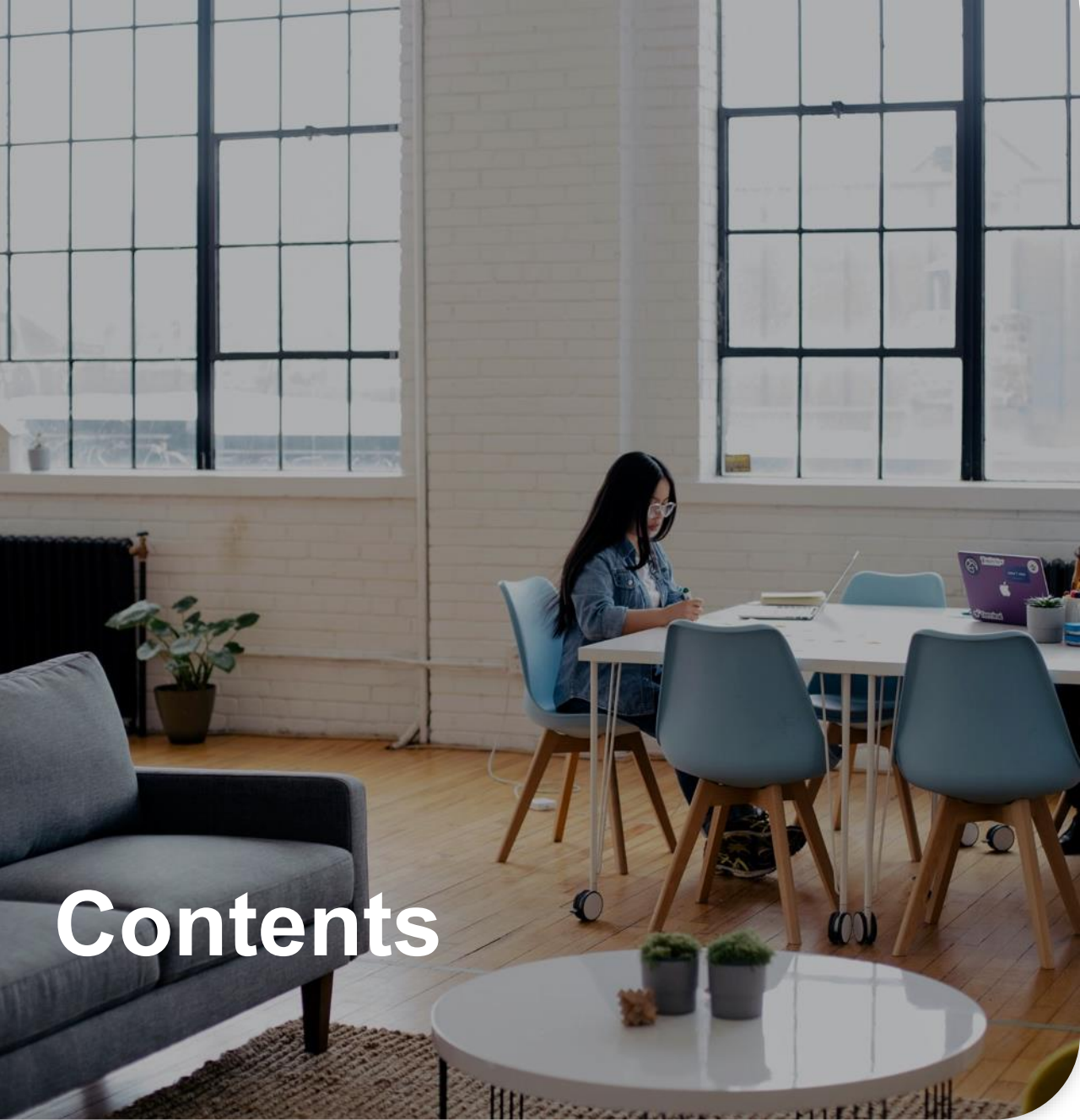


April 2023



OMD EMEA Gender Pay Gap April 2022/23





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CEO Foreword

OMD EMEA Gender Pay Gap Report 2022/2023



Blake Cuthbert
CEO
OMD EMEA

We have made some progress on the mean taking it from when we first published in 2017, with a figure of 16.6% (down from 35%). On the Median figure, there has been also been a drop of 14% from 2017 and currently sits at 12% for the period ending March 2022

We recognise we are behind the UK mean average of 15.4% (as of 2021) and behind our own aim to halve this figure. This slower performance is partly due to the spread of women across roles with the skew of our junior roles being weighted more to women and senior roles being occupied by more men. Therefore, we are refocusing our efforts moving forward on progression, development and ensuring an improved senior-level gender representation. Our aim is to reduce both the mean and median and accelerate decreasing the gap, bringing more balance in gender at each quarter and at every level of the agency.

Since I joined the agency in May 2022, I have taken the opportunity to review our efforts with the senior leadership team on our short, medium and long-term priorities. We're still experiencing post-pandemic workforce trends, where employees are placing far more emphasis on flexible working, setting boundaries and a greater importance on value of their time. In addition, there is cost of living crisis that further disproportionately affects certain employee groups.

We have taken note and acted accordingly to ensure people don't miss opportunities for either a promotion with the associated pay increase. We now benchmark our salaries on a regular basis and ensure that for each role and each pay review cycle, it can be assessed against our salary bands. We've also improved our flexible working offering and policies and continue to work on providing greater gender balance to each of the four quartiles and most particularly to continue our work on increasing women in leadership and senior management roles.

Other measures have included improving male allyship by hosting workshops such as 'Masculinity in the workplace', in order to foster a better understanding of the challenges faced by women in our workforce and improve actions within our teams by men in leadership and management roles. We've started with our senior leadership this year and will cascade this approach to the rest of our leadership and management throughout the agency as a 2023 target.

DEI is a strategic imperative with inclusion at the heart of the business. DEI is everyone's business as we work on building a diverse, balanced, equitable, and inclusive agency where everyone can achieve their goals. I'm heartened by the dedication of our leadership and all our people in our various communities helping to drive this journey of improvement, equity, and belonging. Although, I am clear more work still needs to be done.

I confirm the figures contained in this report are accurate and have been calculated in compliance with relevant legislation.

Our Gender Pay Gap results explained

Why we have a gap

The cause of our gender pay gaps is relatively simple: we have disproportionately more women in our lowest-paid roles and disproportionately more men in our better-paid and more senior roles.

To reduce our gender pay gaps, we need to get more women into our more senior roles, particularly at the highest level.

Why the gap has changed

There has been a large number of changes in our lower paid roles with more of these now being held by men. This has helped pushed the median pay gap down and it is the lowest it has ever been.

However, at the same time we have seen small changes in some of our highest paid roles. Because the mean pay gap is calculated differently, these higher paid roles have cancelled out the bigger changes in our lower paid roles. For example, the number of men in our Agency Partner, Executive Director and "Head Of" roles has increased and, although the number of women in these roles has also increased, it has been by a proportionately smaller amount. This is why our mean pay gap remains unchanged compared to 2021.

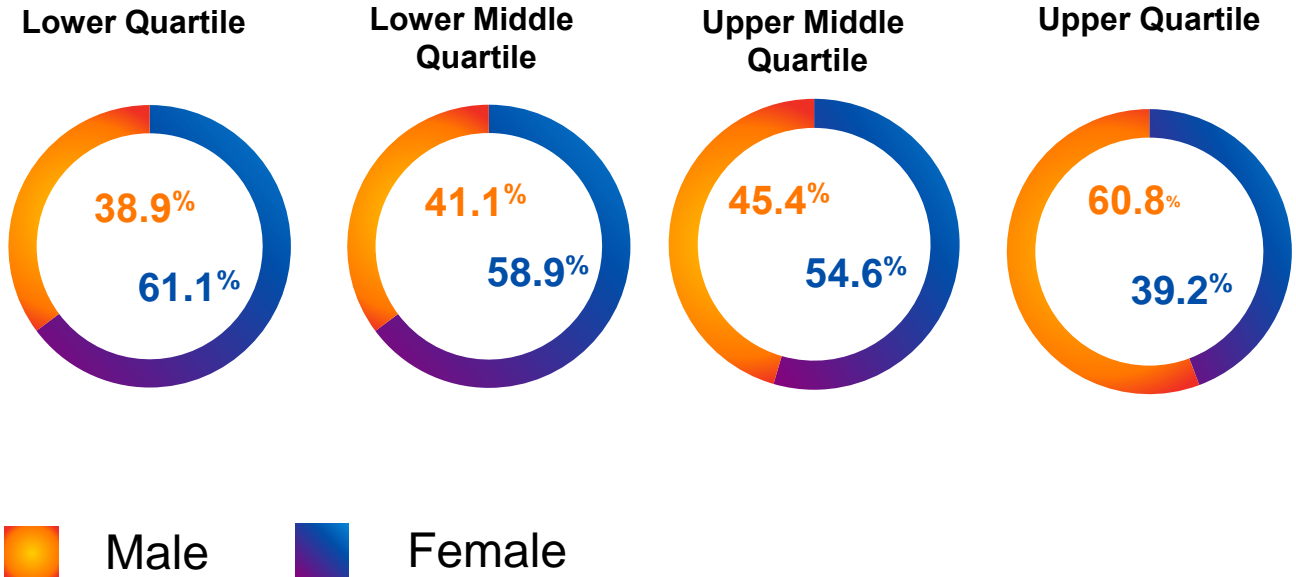
Pay gaps and quartiles

Pay gaps

Mean 16.6%

Median 12.0%

Proportion of employees in each quartile*



*Lowest to highest paid per hour

Bonus data

Bonus gaps

Mean	-25.1%
Median	0%

Proportion of men and women receiving a bonus



82.1%



83.9%

Bonus includes;

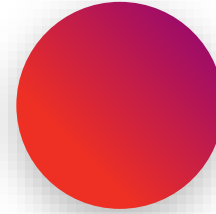
- Recruitment Referral bonuses
- Discretionary bonuses
- Christmas and other recognition vouchers
- Return to work bonus (from maternity leave)
- Baby bonus

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What we are doing



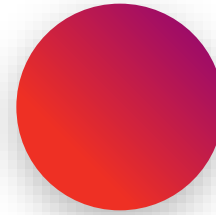
Through succession planning and talent management, increase the focus on the identification of rising talent by developing current and future individuals who can move into leadership roles with the emphasis on opportunities for women to progress to senior level roles, ensuring they can meet their career potential and aspiration



To have more equal gender balance in each quartile and across the whole agency



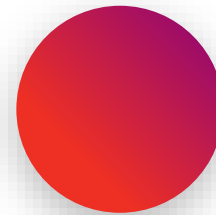
Stronger emphasis on building our talent pipeline both now and for the future



To Improve our recruitment and hiring practices so that we can tap all talent pools and be better at attracting under-represented groups



Support accelerated career progression into the upper middle and upper quartiles



Ensuring our culture and agency practices are one in which working parents and careers can thrive

What we are doing



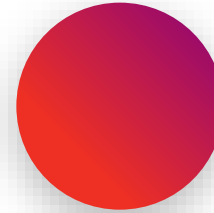
Further, improve workplace flexibility making it easier for all working parents to balance work and home



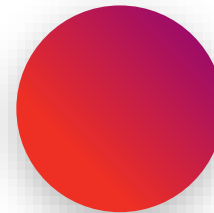
Enable us to celebrate diversity, inclusion and belonging achievements within our business



Listening to our people so that we can continue to introduce initiatives that will help reduce the gender pay gap



Provide progression and pay opportunities and, prioritise job opportunities for existing and new employees



Continue to benchmark our salaries both internally and externally to help us make informed and fair decisions to address pay disparities by level