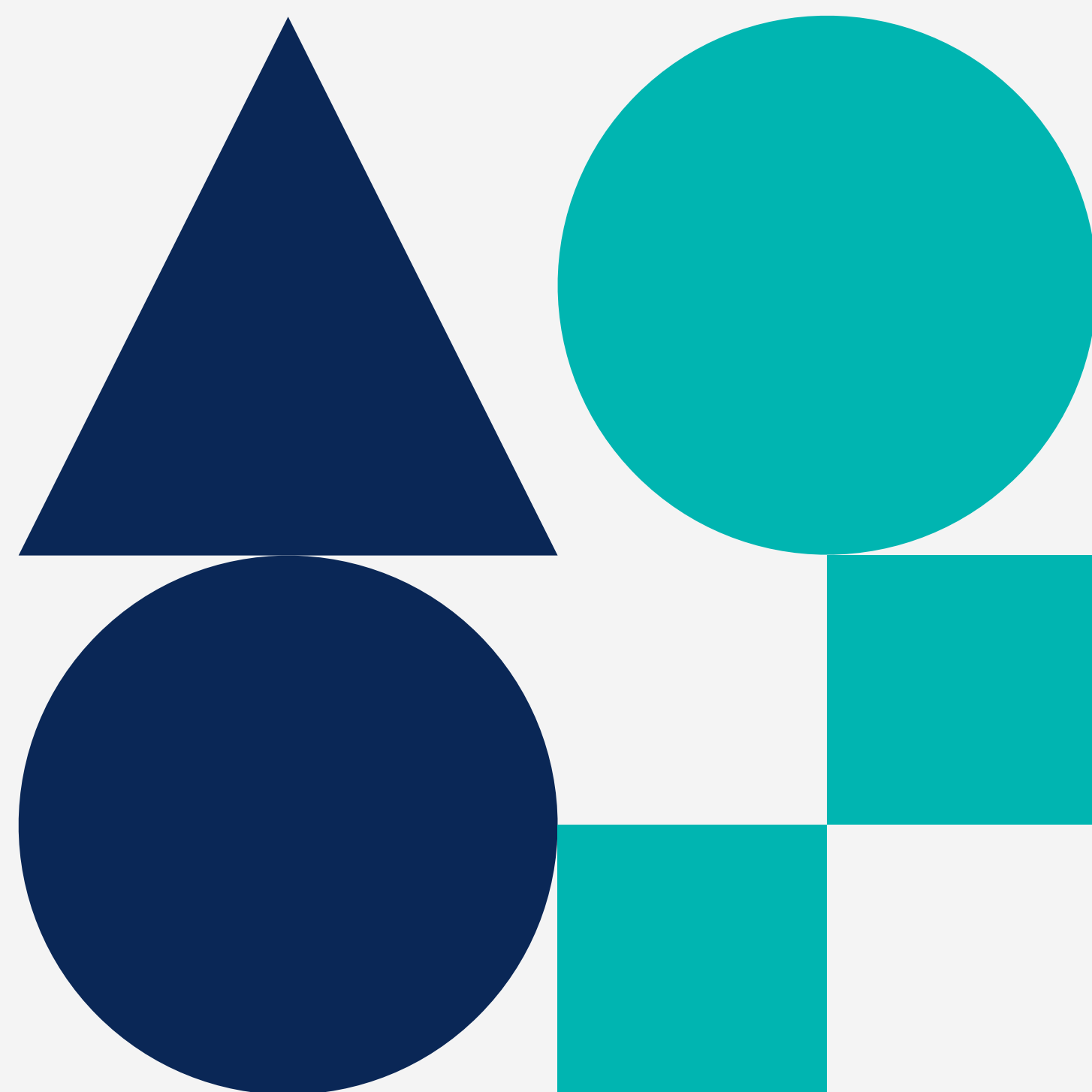


2022 GENDER PAY GAP

INTRODUCTION



At GroupM, we want to be responsible for shaping the next era of media, where advertising works better for people. This includes our clients, partners, the wider industry – and importantly – our people.

We believe this responsibility also extends to accurately representing the brilliantly diverse societies we operate within. We are committed to creating a working environment where people of any gender, age, race, ethnicity, sexuality, disability, social background, and any other difference, feels like they can truly belong, are treated fairly, and can succeed in their career.

Since 2017, all employers with a headcount of 250 people or above are legally required to report on their gender pay gap information.

In this report we have shared our 2022 Gender Pay Gap figures, reflective of our pay data on 5th April 2022, which is the snapshot date decided by the U.K. Government.

The data in this report includes our GroupM employees who are based in the U.K. This does not include the data of any employees from our agencies (EssenceMediacom, Mindshare, Wavemaker, mSix), or GroupM Nexus teams (Finecast, Xaxis, Motion Content Group, Choreograph, Acceleration). Should those entities meet the criteria for Gender Pay Gap reporting, they will report separately.

AN OVERVIEW OF GENDER PAY GAP

It is worth noting that Gender Pay Gap is not the same as equal pay. Equal pay is a legal requirement, meaning anyone doing the same or similar job should be paid the same amount, regardless of gender.

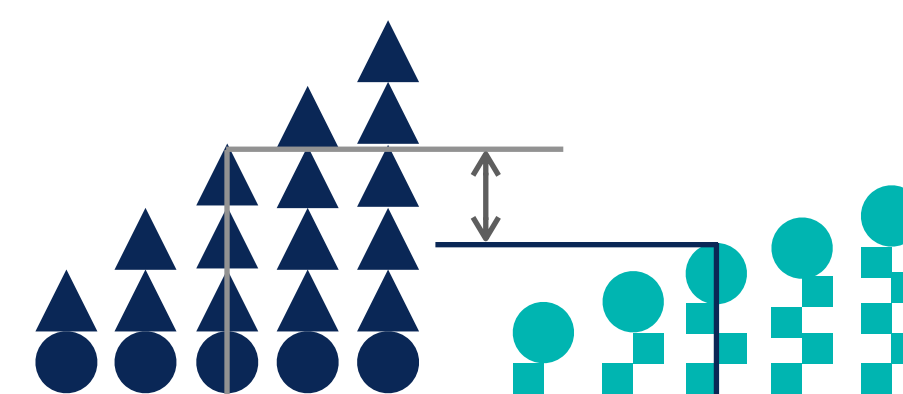
Gender Pay Gap is the difference between the average hourly pay between all men and women in a workforce. Having a Gender Pay Gap can be a result of having a gender imbalance, including having more of one gender in more junior or senior roles, compared to the other. It can be caused by a multitude of things including having fewer women in senior or more high-earning roles, or more women working part time.

HOW IS GENDER PAY GAP CALCULATED?

The figures you will see in this report are defined as follows:

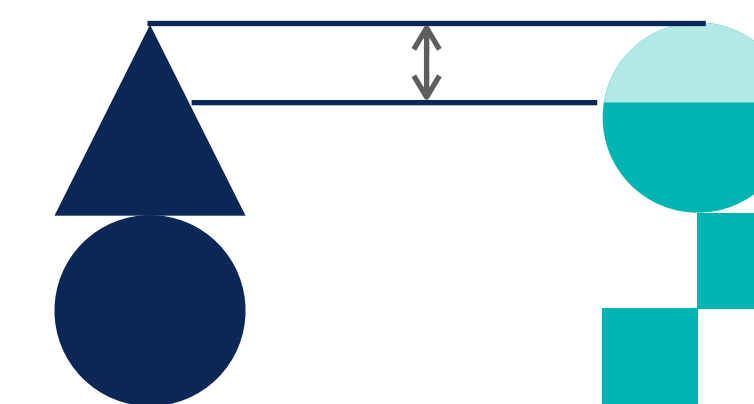
Median Gender Pay Gap

Difference between the middle in the ranges of men and women's pay. This is also the most widely-reported figure by the Government when communicating Gender Pay Gap



Mean Gender Pay Gap

Difference in the average hourly pay for women compared to men, within a company



Median Bonus Gender Pay Gap

Difference between the middle in the ranges of men and women's bonuses, in the 12 months preceding the snapshot date

Mean Bonus Gender Pay Gap

Difference in the average bonus awarded to women compared to men, within a company, in the 12 months preceding the snapshot date

Proportion of males and females receiving a bonus

Proportion of males and females in each quartile pay band



OUR 2022 DATA

In 2022, our Gender Pay Gap mean was 14%, and our Gender Pay Gap median was 4.9%. Whilst this is well below the U.K. average median figure of [14.9% in 2022](#), there is still more progress to be made before we can close our Gender Pay Gap.

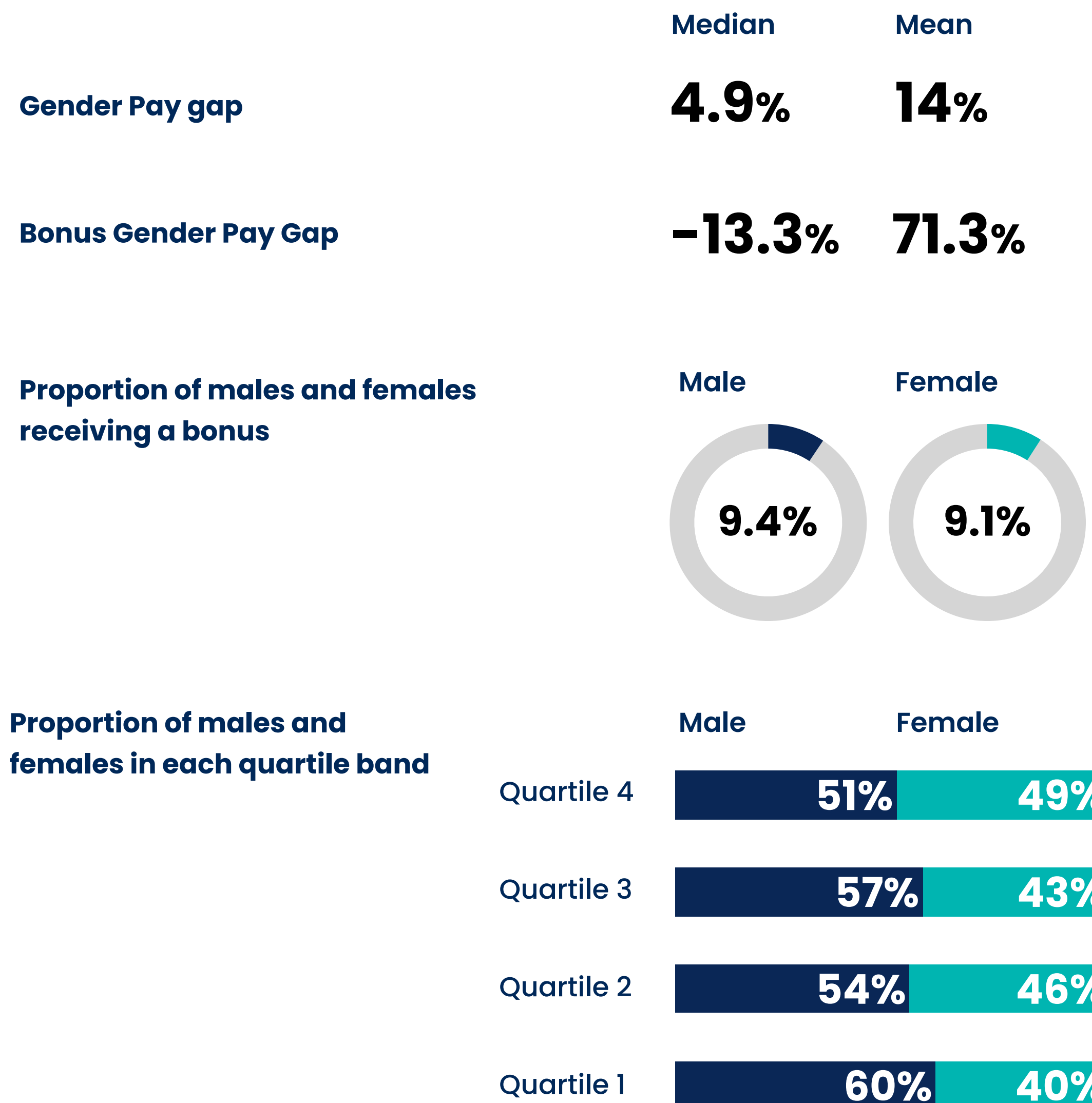
We recognise that whilst we have been able to achieve a higher proportion of women than men across all four quartiles, a gap does remain in our figures. This is likely to be as a result of less women in senior and therefore higher paid roles and more women working part-time than men.

We are continually committed to breaking down barriers we know can contribute to women being in less senior roles and have many initiatives in place to create opportunities within GroupM. We will provide an overview of these, and other key programmes, later in this report.

Whilst our percentage of women and men receiving a bonus only differed by 0.25%, the mean bonus gap was 71.3% and the median bonus pay gap was -13.3%, demonstrating an area we should focus on improving throughout 2023.

Source: Office for National Statistics

FULL FIGURES



OUR COMMITMENT TO CLOSING THE GAP

Due to the nature of gender pay gap reporting, the success of any initiatives can take time to be reflected in our gender pay gap numbers. However, we will continue to focus on initiatives to drive a greater gender balance and already have many in place which we are extremely proud of, and plan to continue building on:

BEING MORE ACCESSIBLE TO A WIDER RANGE OF TALENT

There are areas which we believe our industry has previously overlooked when it comes to talent. These include; women over the age of 45, people from minority ethnic groups, school leavers and people from outside the industry.

Visible Start Programme

In partnership with WPP, Brixton Finishing School and the Uninvisibility Project, we launched the Visible Start programme to support women over the age of 45 who would like to return to or join the advertising industry. We know it can be both daunting and challenging for women to get their foot in the door and the programme takes participants through a two-month online training programme of confidence building, transferrable skills workshops, digital media skills training, networking and employability, all delivered by around 200 experts across GroupM agencies. Following on from completing the Visible Start 8-week training programme, we employed 18 women across the GroupM network, with 4 joining at Senior level and 5 at Manager level.



OUR COMMITMENT TO CLOSING THE GAP

BUILDING AN INCLUSIVE CULTURE

Back in The Game

Back in the Game is a support programme and U.K. network, created by GroupM, aimed to support all those returning to work after an extended period away, whatever the circumstances. Returning to work after an extended leave of absence, whether that be parental or adoption leave, caring responsibilities, illness, or anything else, can be an overwhelming experience. To help our employees reintegrate we offer support, both practical and emotional, to make the transition back as painless as possible. This includes a set of manager and returner guidelines, and quarterly sessions for those who have recently returned to the business, to share experiences and tips for a successful transition back into the workplace.

Training through GroupM University

GroupM University is our in-house Learning and Development provider, running over 370 sessions last year. There are a series of courses designed to build an inclusive culture, and many of these sessions we choose to make mandatory as part of our commitment to inclusion. These include:

- Conscious Hiring – aimed at people managers and those hiring into their team, helping to identify biases that impact the hiring process and providing them with techniques to help them hire consciously
- Conscious Inclusion and Allyship – two pieces of mandatory training for all employees. Conscious Inclusion covers unconscious bias, how it impacts the workplace, and how we can be more consciously inclusive, and Allyship focuses on techniques to become a proactive ally, topics such as privilege, intersectionality and microaggressions



OUR COMMITMENT TO CLOSING THE GAP

BUILDING AN INCLUSIVE CULTURE

Our Employee Resource Groups (ERG's)

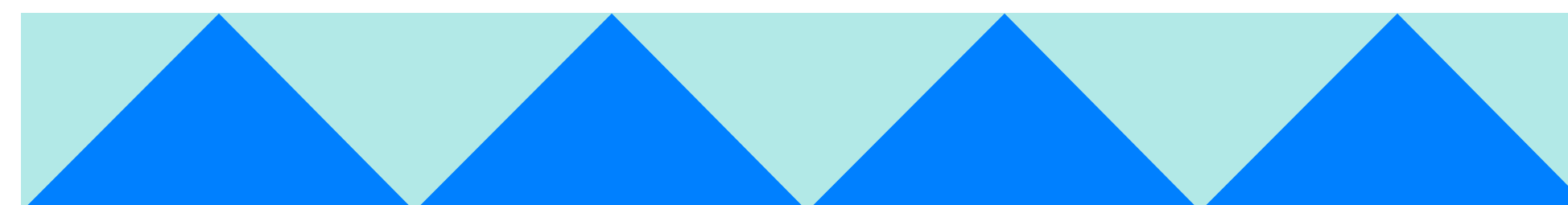
We have eight ERG's which are voluntary, employee-led groups, formed to influence on making systemic change within our business for underprivileged groups. They are safe spaces for employees from those communities, providing support and career development and are each championed by a member of our ExCo. Each member of an ERG has access to up to seven hours a month which they can dedicate to their ERG work, including hosting educational events, creating resources, communicating with the business on an important moment in time. These groups are:

- GEN: Our gender empowerment network
- PACE: Parents and carers
- Roots: Ethnicity, culture and religion
- Unite: LGBTQIA+
- Access All Areas: Social mobility
- Lifetimes: Age
- Enable: Disability, neurodiversity and conditions
- Mental Health Allies

Sponsorship programme

The first cohort who were part of our GroupM U.K. Sponsorship programme, targeted at high-potential employees from minoritized backgrounds, completed their 18-month programme in 2022. As part of their sponsorship, they were partnered with a senior leader to remove barriers, advocate for them and provide access to networks to drive career progression. This had 37 sponsees, half of whom were women. 57% of sponsees were promoted during the 18-month programme, with a further 10% moving into a new role or gaining greater responsibility - all the while building contacts, skills, confidence, and a career path towards promotion.

We are planning our section iteration of the programme, which will specifically target the areas of improvement identified from our Gender Pay Gap analysis.

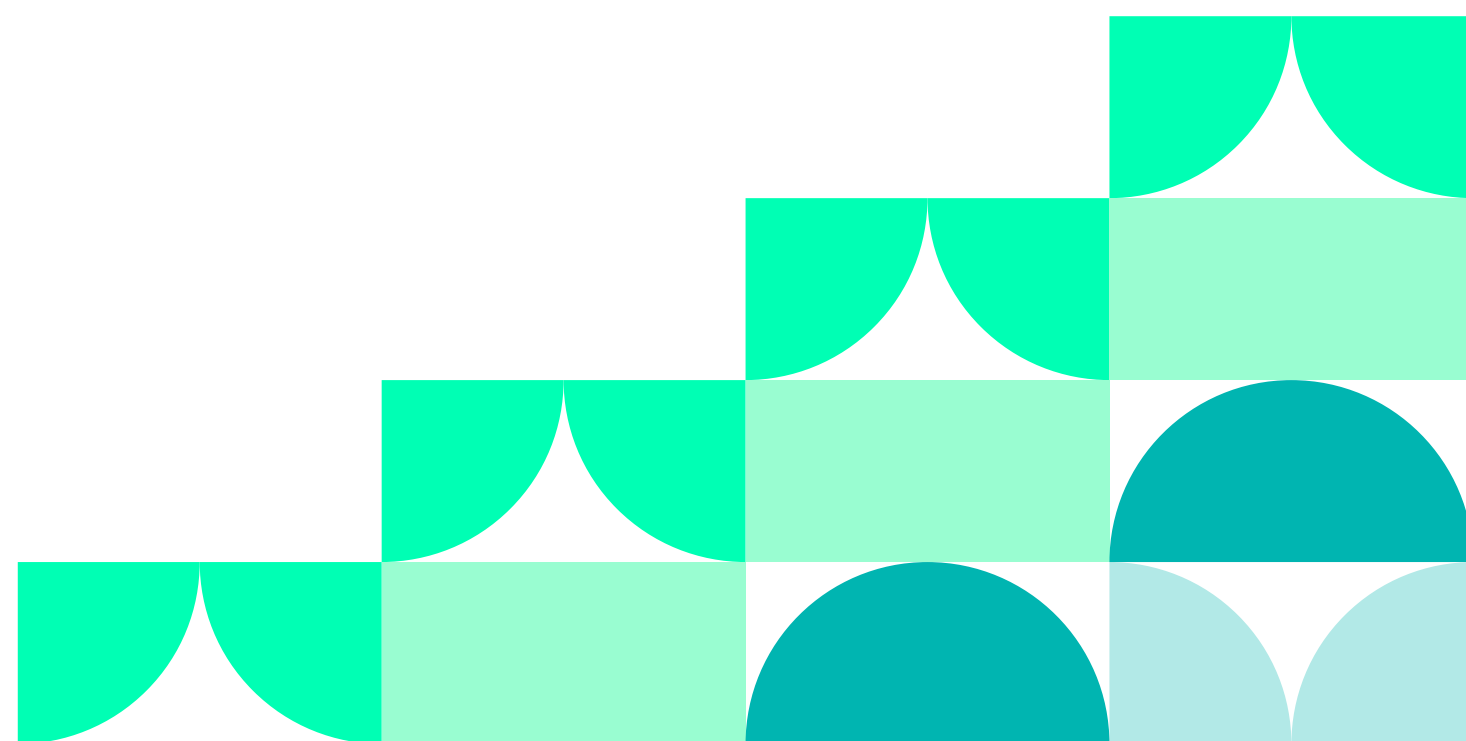


OUR COMMITMENT TO CLOSING THE GAP

UNDERSTANDING CURRENT BARRIERS TO SUCCESS

Family policies

In January 2022 we introduced enhanced family leave packages, which include 26 weeks' full pay as part of our maternity and shared parental leave, for those with over 26 weeks service. We also have family policies to support those who may be going through; adoption, parental bereavement, surrogacy, premature birth and neonatal care, fertility treatment, breastfeeding and caring responsibilities. We recognise that there are many moments which call for support from an employer and are proud to have these range of policies in place for all to access.

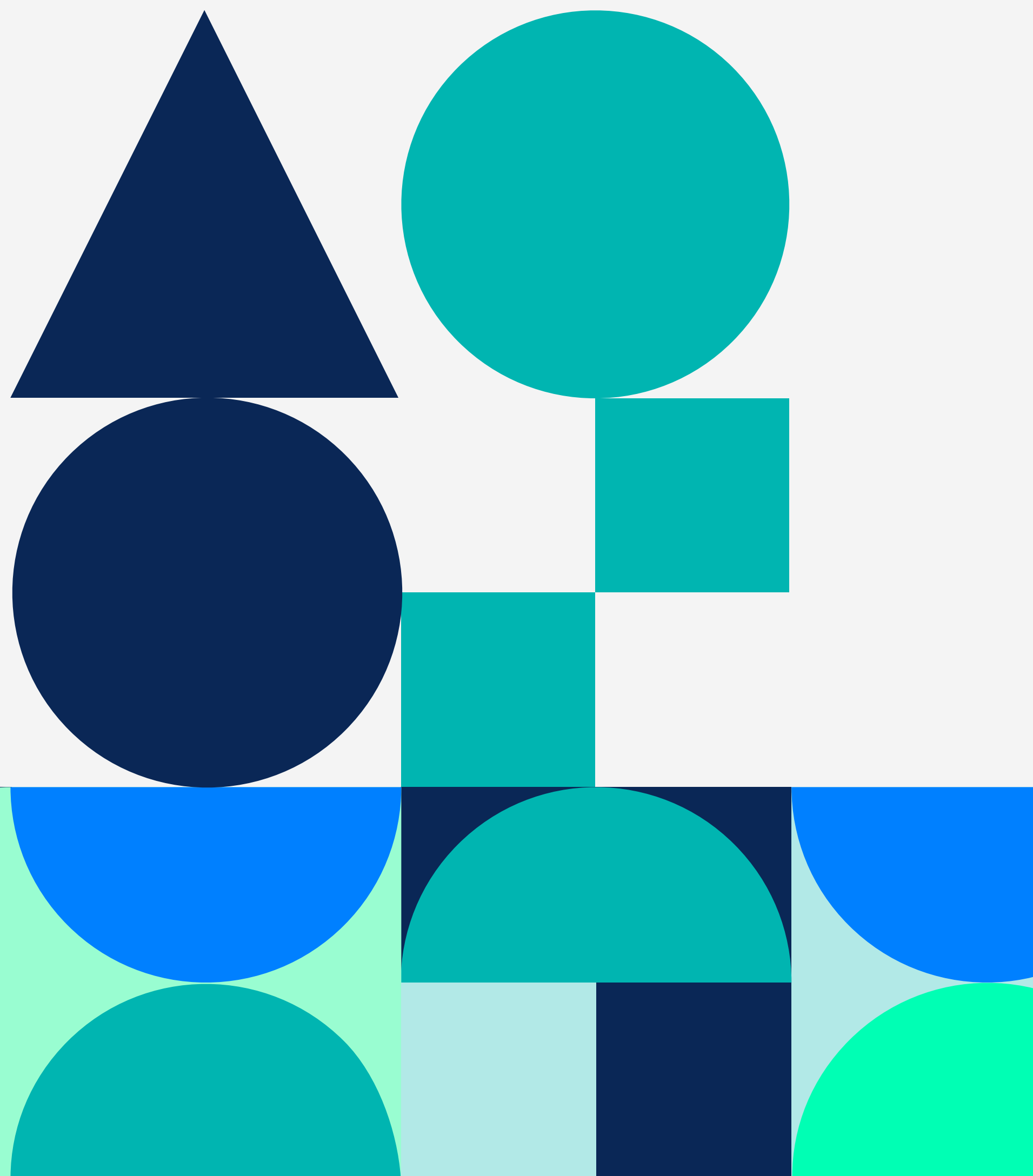


Menopause champions and health insurance

[Research](#) shows that more than one million women in the U.K. could be forced to leave their workplace, due to lack of support as they go through the perimenopause and menopause. In 2021, we introduced Menopause Champions – a group of people who are designated contacts for anyone needing support. They have also hosted a range of webinars and support sessions for both those going through the menopause, breaking stigmas and educating people throughout the business. In January of this year, we also expanded our offering with BUPA to include a menopause support plan for all health insurance members. This additional care includes access to a 45-minute session with a trained menopause GP, follow up care and a 24/7 accessible helpline.



LOOKING FORWARD



We have several initiatives planned for 2023 aimed at strengthening our talent pipelines, increasing representation of diversity at all levels, continuing to break down silos and creating opportunities throughout the organisation. We look forward to championing our progress and reporting on these in our next Gender Pay Gap report.

We confirm that the information in this report is accurate and prepared in accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

A stylized, dark blue ink signature of Josh Krichefski.

Josh Krichefski
GroupM CEO, EMEA and UK

A stylized, dark blue ink signature of Mark Collins.

Mark Collins
GroupM UK Chairman