

GENDER PAY GAP **REPORT 2024**

OMG

INTRODUCTION

Our vision at Omnicom Media Group UK (OMG UK) is to be a place where difference is valued and everyone can thrive in a culture of inclusion and belonging. We are committed to creating an environment that reflects today's society, where each individual is able to bring their true selves to work, and where all voices and backgrounds are valued, heard and well represented. We know that when we get this right, it benefits not only our people, but our clients, business partners and the wider industry.



GENDER PAY GAP vs EQUAL PAY

Equal Pay is a legal requirement that has been in place since 1970 to pay men and women equally for the same work or work of equal value. The gender pay gap shows the difference in the average pay of women compared to the average pay of men. It does not take into account differences in the jobs done by men and women. The gender pay gap is best considered a measure of representation – higher gaps mean women occupy smaller proportions of the best paid and most senior roles than men.



EXPLAINING THE STATISTICS

The gender pay gap shows the difference in the average pay between all men and women in a workforce. Under legislation that came into force in April 2017, UK employers with more than 250 employees are required to publish their gender pay gap. OMG UK's eligible payroll headcount, as a snapshot on 5th April 2024, covered 275 employees.

WHAT IS REPORTED?

- mean gender pay gap
- median gender pay gap
- mean bonus gap
- median bonus gap
- proportion of male and female employees receiving a bonus payment
- proportion of males and females when divided into four groups ordered from lowest to highest pay (quartiles) at snapshot date.

WHAT IS THE MEDIAN?

The median gender pay gap shows the difference in the midpoints of the ranges of hourly rates of pay for men and women by ordering individual rates of pay by gender from lowest to highest and comparing the middle value.

WHAT IS THE MEAN?

The mean is calculated by adding all the hourly rates of pay earned by gender and dividing this total by the total number of each gender in scope, then comparing mean female pay against mean male pay.

WHAT IS A QUARTILE?

Pay quartiles split all employees into four even groups according to their level of pay. Looking at the proportion of men and women in each quartile gives an indication of the gender representation at different levels of OMG UK.

EXPLAINING THE STATISTICS



Please note the data reported includes all OMG UK employees but does not include the data from our individual agencies (MG OMD, PHD UK, OMD UK, Hearts & Science, Drum). If these agencies meet the criteria for reporting, they will report individually.

WHO IS INCLUDED IN OUR REPORTING AND WHAT IS THE SNAPSHOT DATE

We follow the legislative requirements of reporting and includes all employees and workers on payroll as 5th April 2024 (the snapshot date), at OMG UK. Any employee on reduced pay because of leave (i.e. maternity, sick pay or other adjusted pay) is not included in the page gap and quartile statistics, but are included in the bonus gap and bonus proportions statistics.

WHAT PERIOD ARE THE BONUS GAPS CALCULATED OVER?

Bonus gaps are calculated over the 12 months leading up to the snapshot date. The period covered in this report is 6th April 2023 – 5th April 2024.

WHICH IS BETTER – MEAN OR MEDIAN?

Neither is “better”. They show different things. The median compares the middle individuals, and so is not affected by a few extreme values. The mean can be affected by a few small values, but can still be a useful measure. Best practice is to consider both statistics together.

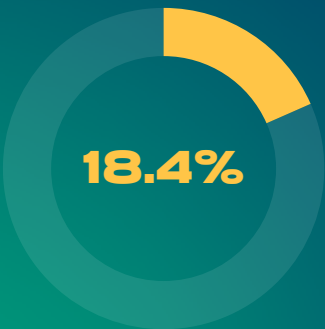
OUR STATISTICS

WHAT IS THE MEDIAN PAY GAP AT OMG UK?



Our median gender pay gap is 11.7%.

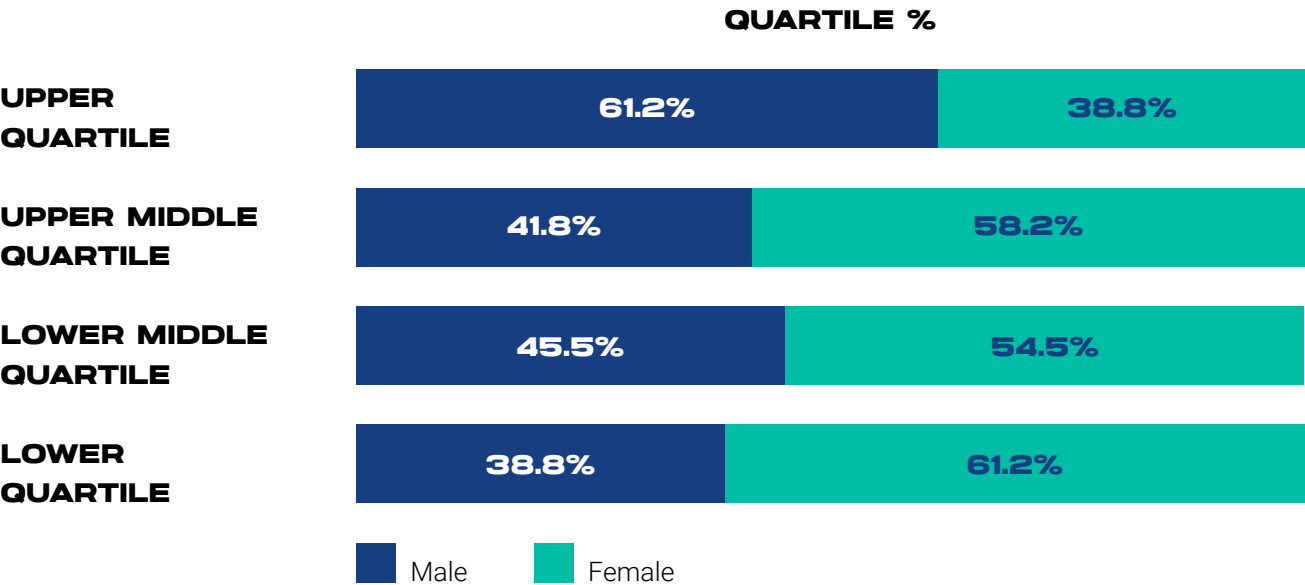
WHAT IS THE MEAN PAY GAP AT OMG UK?



Our mean gender pay gap is 18.4%.

WHAT ARE OUR QUARTILE STATISTICS?

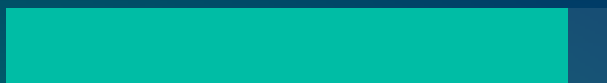
The four quartiles for OMG UK are shown below:



**WHAT IS THE PROPORTION OF
MEN AND WOMEN RECEIVING
SOME FORM OF BONUS PAY?**

FEMALE

93.1%



93.1% of women received some
form of bonus pay.

MALE

91.3%



91.3% of men received some
form of bonus pay.



**WHAT IS THE MEDIAN BONUS
GAP AT OMG UK?**

MEDIAN BONUS GAP

0%

Our median bonus gap is 0%.

**WHAT IS THE MEAN BONUS
GAP AT OMG UK?**

MEAN BONUS GAP

66.9%

Our mean bonus gap is 66.9%.

EXPLAINING OUR STATISTICS

Our median pay gap has decreased by 0.3% (to 11.7%) since our last report, driven by more women in the upper and upper-mid quartiles. Our gender pay figures compare favourably compared to industry peers and the national average, with the UK's overall gender pay gap at 13.1% (ONS).

However, our gender pay gaps remain moderate because, although we have a gender balanced workforce (53.33% of all employees are female), men and women are not equally spread out in the business. In particular:

- Women are underrepresented in Managing Partner roles and above and in some of our more technical functions such as Data Science. If more women occupied these roles, our mean and median pay gaps would be lower
- Women are overrepresented in lower paying roles such as Executive/Sr Executive/Manager

The overrepresentation of women in our lower paying roles is having an impact on our pay gaps by bringing down average pay for women. However, we expect our gaps will come down as we proactively retain, promote and progress our talent into more senior and higher paying roles.



WORKING TO CLOSE THE GAP

We are committed to continue building on the initiatives we have in place in our drive to create an equitable environment throughout the employee life cycle:

- As inclusive employer, we are committed to appointing the right person for the role, regardless of their gender or other factors. This includes understanding and valuing our candidate's life experiences and how this enriches their ability to do the role. Where possible, we strive for shortlists that include at least 50% female candidates.
- We have nine Advisory Groups that are instrumental in creating a truly inclusive environment at OMG UK, including OMG Women and our Working Parents Group who offer support and education for all women and allies across OMG through events, workshops and regular opportunities to share experiences.
- We provide monthly workshops for hiring line managers, focusing on how to run an inclusive interview process. Sessions encourage active participation on topics including writing inclusive job adverts, hiring for disability & neurodiversity and inclusive interview skills as well as identifying and overcoming different types of bias and decoding language.
- In 2023 we launched an OMG-wide mentoring programme which has been created with inclusivity in mind - mentees are able to request a mentor match based on specific intersections/communities (such as ethnicity/multicultural, disability or LGBTQ+) or experiences (such as working parent, a carer).
- Although the Gender Pay Gap does not provide any insight into Equal Pay (the legal obligation to pay men and women equally for work of equal value) our OMG UK People Team benchmark all salaries bi-annually, enabling us to identify and address gaps where appropriate.
- Omniwomen, an Omnicom-wide employee resource group, serves as a catalyst for increasing the influence and number of women leaders throughout the Omnicom network. In the UK, one of the key initiatives every year is the Omniwomen + Allies event aimed at supporting and inspiring our future leaders.
- We run regular educational workshops, including our "Building an Inclusive Culture Together" programme for all employees.

- We give additional benefits for parents through enhanced Maternity, Adoption, Surrogacy, Neonatal, Shared Parental Leave and Paternity financial packages, including return to work bonus and flexible working options.
- We have created Reboot: Return to Work – a structured return to work programme for those returning from maternity, adoption, surrogacy or shared parental leave.
- We continue to evolve our policies to reflect our employee's needs. Policies include Fertility & Trying to Conceive, Neonatal, Miscarriage & Pregnancy Loss, Menopause (including free access to the Bupa Menopause Plan), Supporting Carers and Time Off For Dependants.
- OMG UK has been fully agile since 2017 and we continue to explore smarter ways of working, whether this is core hours, hybrid work/office working, or working at our clients' business or with partners at their offices.
- We continue to actively support the industry's All In Actions designed to increase belonging and create a more inclusive industry, and we were one of the first agency groups to be awarded, and maintain, our All In Champion status.

IMPACT OF INITIATIVES DURING 2024



57% of our newly created Senior Leadership Team are women.



60% of our internal promotions were women in 2024, this is an increase of 7% v 2023 (53%).

I confirm that the statistics reported are accurate and have been calculated according to the requirements of the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

LAURA FENTON

CEO, Omnicom Media Group UK Limited

Dated 31 March 2025