

GENDER PAY GAP REPORTING 2024

OMNICOM MEDIA GROUP, EMEA

INTRODUCTION

Our vision at Omnicom Media Group Europe 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.

Equal pay vs Gender 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.

Our statistics

2024



Our statistics are calculated from all employees and workers on payroll as 5th April 2024 (the snapshot date) at Omnicom Media Group, EMEA.

EXPLAINING OUR STATISTICS

This is the first year that Omnicom Media Group Europe have been required to complete Gender Pay Gap Reporting since we exceeded 250 employees.

OMGE is the Headquarters for Omnicom Media Group in Europe, Middle East and Africa, with a focus on support for our agencies across the region and has limited client facing roles.

This reporting has highlighted that our Gender Pay Gap is a challenge and that we have some improvements to make.

Although our business employs approximately equal proportion of men and women, the roles are not spread equally. Women occupy more of our lower paid roles (54.5% of these are held by women) and fewer of the highest paid roles (29.9% of these are held by women)



If we can retain and support the careers of these women so that they can reach more senior and higher paid roles, our gender pay gaps will reduce. Because we have a large amount of female talent in our lowest paid roles, we must focus on retention and progression of our existing female talent, while also ensuring that we can bring more women into our most senior roles as they become available. Women must be just as likely as men to apply for – and be successful in – all roles at Omnicom Media Group Europe, but particularly our most senior roles.

MEAN BONUS GAP

Our mean bonus gap is 73.6%. This is due to the greater percentage of males employed in senior roles.

MEDIAN BONUS GAP

Our median bonus gap is 96.50%. We provide all employees with the same £100 bonus. The gap is high due to the median male employee receiving an annual bonus in addition to the £100.

WHAT WE ARE DOING

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. We have aligned our HR and Recruitment practices with the Omnicom UK Group.

As an 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.

We provide 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.

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 Omnicom Media Group Europe People Team benchmark all salaries bi-annually, enabling us to identify and address gaps where appropriate.

We run regular educational workshops, including our Inclusive Behaviours programme for all employees.

Alongside our colleagues at OMG we have nine Advisory Groups that are instrumental in creating a truly inclusive environment at Omnicom Media Group Europe, 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.

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).

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 give additional benefits for parents through enhanced Maternity, Adoption, Surrogacy, 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, Miscarriage & Pregnancy Loss, Menopause (including free access to the Bupa Menopause Plan), Supporting Carers and Time Off For Dependents

Omnicom Media Group Europe has been fully agile since 2020 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 All In Champion status.

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.

To be signed by Peter Poelzlbauer CFO OMG EMEA & APAC

Date: 04 April 2025

