

PG MEDIABRANDS

GENDER PAY GAP REPORT 2024



INCLUSION MATTERS



At IPG Mediabrands, we recognise that our global footprint provides us with a unique opportunity to lead in diversity, equity, and inclusion (DE&I). Inclusion is fundamental to how we operate - shaping our partnerships, our engagement with communities, and the impact we strive to achieve worldwide. This transformation begins within our own organisation.

We are dedicated to fostering diversity at all levels and to building teams that reflect the diverse communities we serve. We are committed to attracting and retaining top talent and ensuring that every member of our team feels empowered to bring their authentic selves to work. Our aim is to create a truly inclusive and supportive environment throughout their journey at Mediabrands

Our ultimate goal in the UK&I is to make Mediabrands a place where all people really want to work. This isn't about reaching static goals; it's about embarking on a continuous journey of growth and improvement. This starts by learning from our employees in our DE&I focused #closetogether survey, building our strategy around Attraction, Advancement and Attrition and, creating an environment where we can learn from each other, share our lived experiences, and connect.

We are proud that our commitment has been recognised by the Advertising Association, who have named us a founding All In Champion. This acknowledges our dedication to a comprehensive DE&I action plan, demonstrating our proactive approach to creating a more equitable and inclusive workplace. A workplace where our team experience a stronger sense of community and an environment where voices are heard, people are seen, divergent perspectives are valued, and equity is prioritised. We are committed to driving inclusion to ensure we foster collaboration, innovation and growth to drive success for us all.

A handwritten signature in black ink, appearing to read 'Richard', written in a cursive style.

RICHARD MORRIS, CEO, IPG MEDIABRANDS UK & IRELAND

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



MEDIABRANDS LTD

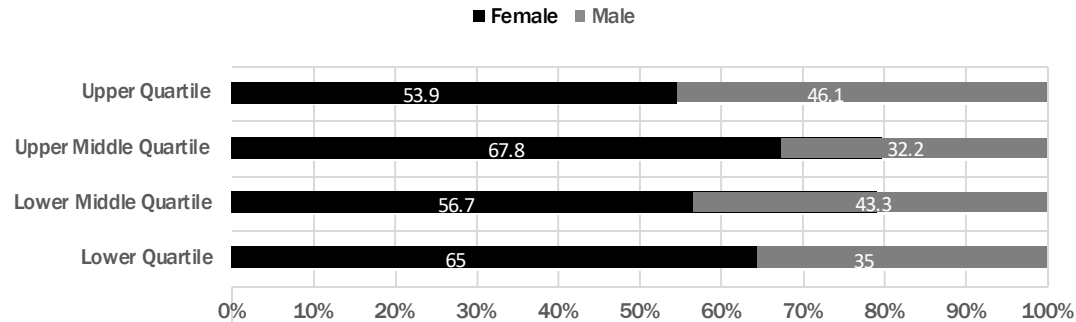
Covering all employees within the Mediabrands Limited business which includes: Central Services, MBCS, Magna UK, UM UK, Initiative UK and Reprise Media UK.

GENDER PAY GAP

Snapshot date of 5th April 2024:



In accordance with the Regulations, we have divided the workforce into four pay quartiles. The proportion of females and males in each quartile band is as follows:

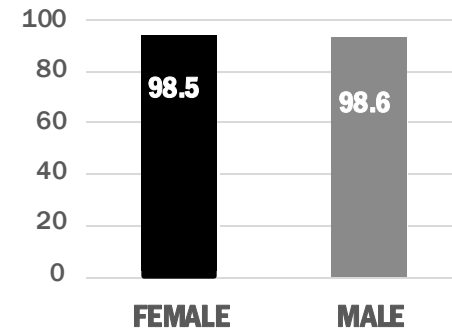


GENDER BONUS GAP

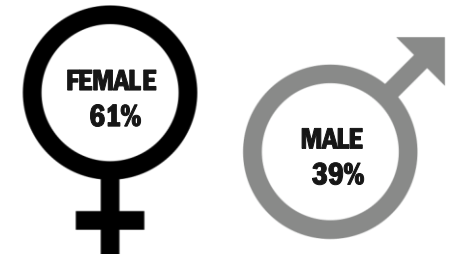
Bonuses paid in the year up to 5th April 2024:



PROPORTION OF FEMALES & MALES RECEIVING A BONUS



OVERALL GENDER BALANCE



A SIGNIFICANT MILESTONE

At IPG Mediabrands UK&I, 2024 marks a significant milestone in our inclusion journey: we have achieved a 0% gender pay gap. This is a culmination of our concerted focus on ensuring workplace equality.

We're proud to have developed a strategy that focuses on attracting, advancing, and retaining diverse talent through actions such as enhanced maternity benefits, increased support for career development programs, and a commitment to developing senior female leadership, amongst many others. But, this isn't an end goal. We remain committed to making a real difference, and we're passionate about building a better future for everyone at IPG Mediabrands.



ACTIONS TO DRIVE WORKPLACE EQUITY

- **Continuation of our hybrid working model** – 50:50 working in the office vs. working remotely.
- **Continuation of Flexi-Leave** – removing the cap on taking annual leave to empower employees to manage their wellbeing and ensure they have flexibility in taking time off work regularly. This may include caring for dependents, study leave, life events and self care days.
- **Talent Development Programme** – empowering Managers to lead inclusively with training in Change Management, Brave Conversations, and Effective 121s. Cultivating social mobility and diverse career progression by establishing alternative pathways, such as further apprenticeships.
- **Launch of a Returner's Guide** – designed in conjunction with our Parents & Carers Network to support Managers, teams, and individuals returning after a career break.
- **Introduction of Menopause Policy** – aligned to best practices and latest guidance to include training for line managers, paid time off, workplace/working pattern adjustments. Includes Ambassador Network who manage a support group.
- **Additional Policy Development** – to help navigate or support others through life experiences ranging from maternity and paternity, miscarriage, fertility, new fathers and non-birthing partners and neurodiversity.
- **Women's Network** – creating an inclusive, progressive, and celebratory workplace for women and non-binary talent, supported by allyship. Focus on talent development, employee engagement and policy development including monthly awards to celebrate women and non-binary talent in addition to regular sessions covering topics such as internal mobility, imposter syndrome and confidence-boosting.
- **WACL Application Support** – Championing the WACL Future Talent Awards, designed to accelerate gender equality in the industry, by providing information sessions, guidance on applications as well as presentation skills and confidence sessions for shortlisted individuals. Supported by previous WACL members and facilitated by our Women's Network.
- **Partnership with UN Women** – working for gender equality and the empowerment of women by supporting research projects, internal workshops and raising funds, throughout our Women's and Wellbeing Networks.

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