

MEDIABRANDS

GENDER PAY GAP **REPORT 2021**



INCLUSION MATTERS



Mediabrands' worldwide reach gives us the opportunity to be a leader in the space of diversity, equity and inclusion and, as we reach a critical inflection point in the industry so too, do we see inclusion becoming integral to the way we do business. The change starts with us – who we partner with, the societies we live in and the world we seek to influence.

We recognise the importance of diversity in leadership and in ensuring the teams we continue to build look, and feel, representative. We need to ensure that the talent we bring on board, stay on board and that each member of our team is able to bring their authentic selves to work. We want our people to be able to express that they feel included and valued throughout their time at Mediabrands.

This year, we have focused our approach to inclusion through the lenses of the business, our employees, the community, and our clients. This focus helps keep all our inclusion initiatives grounded in accelerating growth, retaining underrepresented groups, focusing on community, and pushing our clients to follow our lead.

Our ultimate goal is to make Mediabrands a place where all people really want to work. Achieving a goal like this isn't about reaching an ideal end state, it's about committing to a journey of continuous growth and progress. 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.

In doing this, we'll experience a strengthening in the quality of our relationships, both internally and with clients, and a stronger sense of community. We'll experience 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.

- RICHARD MORRIS, CEO, IPG MEDIABRANDS UK & IRELAND



MEDIABRANDS LTD

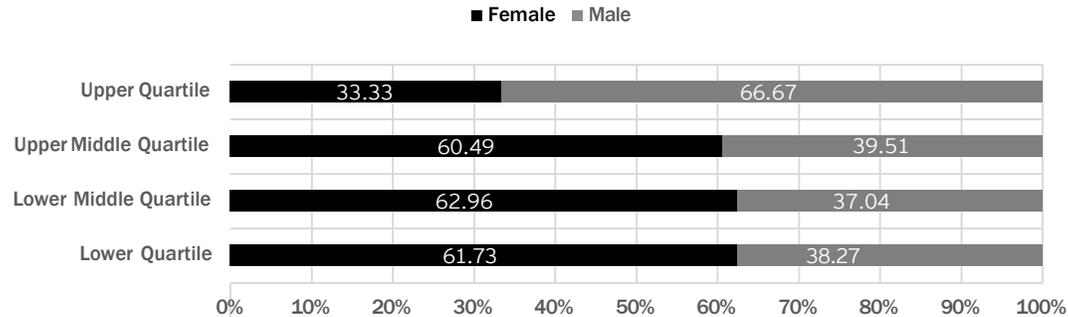
Covering all employees within the Mediabrands Limited business which includes: UM UK, Initiative UK and Reprise Media UK.

GENDER PAY GAP

Snapshot date of 5th April 2021:



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:

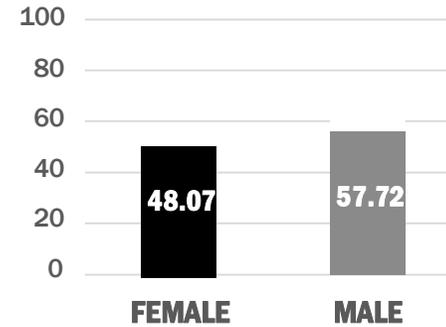


GENDER BONUS GAP

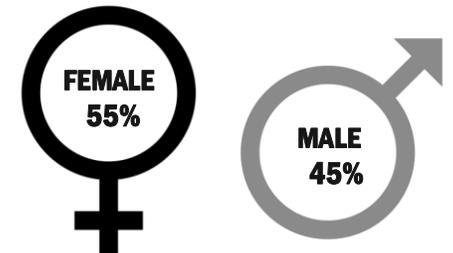
Bonuses paid in the year up to 5th April 2021:



PROPORTION OF FEMALES & MALES RECEIVING A BONUS



OVERALL GENDER BALANCE

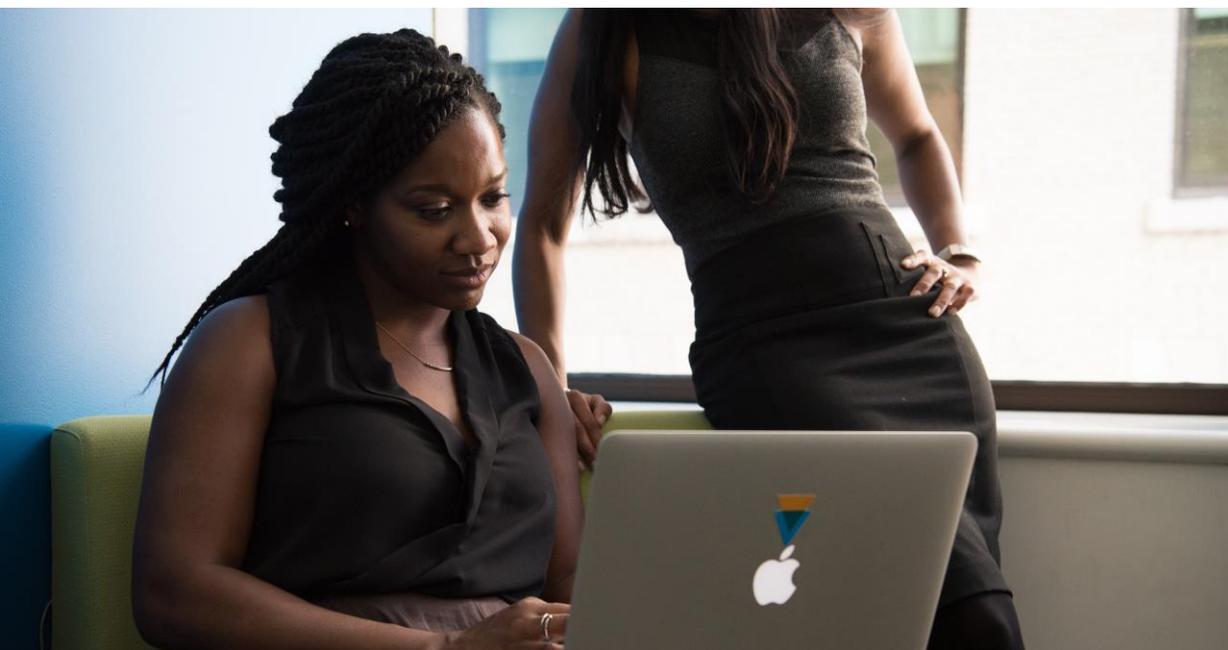


A JOURNEY TO INCLUSION

At Mediabrands, we are on a journey to inclusion. Our results reflect this journey.

Our median Gender Pay Gap analysis shows us that our female representation is growing, and as this representation grows, our female median salary has also increased. Our positive progress in this area is crucial and builds up our core foundations for women to advance in leadership positions across Mediabrands.

Our mean Gender Pay Gap, however, needs improvement. We recognise that this gender imbalance needs to change, and, alongside recent positive steps to make progress we are also committed to a 3-year plan of Attraction, Attrition and Advancement. The aim is to encourage more women into senior roles across our organisation and importantly, this will be achieved by both new hires and promotions from within.



MORE ACTION

To continue to help us close our gender pay gap, recent actions include:

- **Introduction of The Better Way hybrid working model, January 2022** - 50:50 working in the office vs. working remotely
- **Introduction of Flexi-Leave in 2022** - 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
- **Launch of Fertility and Menopause policies** – alongside training sessions run by The Hobbs Consultancy, to promote inclusivity and awareness in the workplace, as well as offering additional paid leave
- **Completion of MyCoach programme** - giving employees access to career coaching at all levels
- **Introduction of MyMentor program** - which is accessible to all and supports the diverse range of needs of our employees
- **Regular sessions as part of our OPEN Network programme** - which includes all of our diversity initiatives, driven by employees, including our OPEN Women's Network to promote gender equality and to support and inspire women across the business
- **Inclusion Matters' education program** – courses are open to all employees and are customized to their role (eg. Executive, Manager, Individual Contributor). The courses are designed to promote reflection, stimulate conversation, and inspire action to instil a culture of belonging and inclusion
- The above is in addition to **action made in the previous year** including: mandated balanced slates for senior roles and removing the need for degrees in our recruitment process at entry level; improved parental leave and pay for both female and male parents; and the establishment of our first Diversity Council. The Diversity Council work with our OPEN Networks and Executive Leadership Team to ensure that DE&I is always top of our agenda not only in the ways we nurture an inclusive culture but also in the way we do business.

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