

MEDIABRANDS

GENDER PAY GAP REPORT 2022



INCLUSION MATTERS



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

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 with us and that each member of our team is able to bring their authentic selves to work. We want our people to feel included and valued throughout their time at Mediabrands.

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.

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.

A handwritten signature in black ink that reads "Richard". The signature is written in a cursive, flowing style.

- RICHARD MORRIS, CEO, MEDIABRANDS UK & IRELAND



MEDIABRANDS LTD

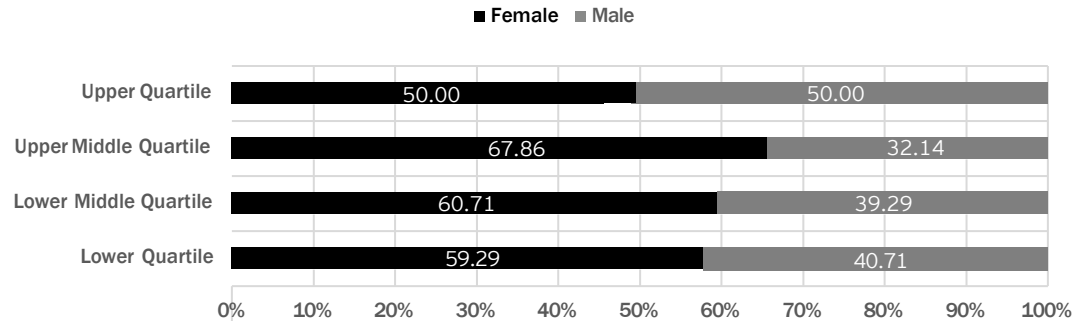
Covering all employees within the Mediabrands Limited business which includes: UM UK, Initiative UK and Reprise Media UK.

GENDER PAY GAP

Snapshot date of 5th April 2022:



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:

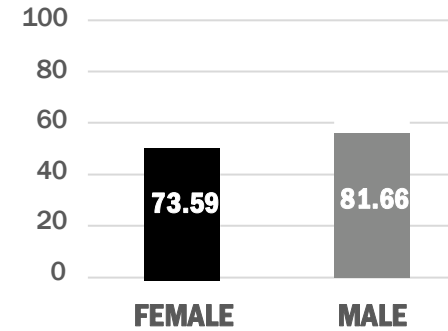


GENDER BONUS GAP

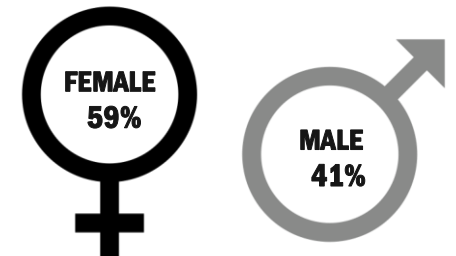
Bonuses paid in the year up to 5th April 2021:



PROPORTION OF FEMALES & MALES RECEIVING A BONUS



OVERALL GENDER BALANCE



A JOURNEY TO INCLUSION

At Mediabrands, we are continuing our journey to inclusion and our 2022 Gender Pay Gap results reflect the positive progress we're making on this journey.

Our median Gender Pay Gap and pay quartiles demonstrate that our female representation in senior positions is growing significantly, 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 continue to advance in leadership positions across Mediabrands.

We recognise that our mean Gender Pay Gap shows that a gender imbalance still exists, 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:

- **Continuation of our hybrid working model** - 50:50 working in the office vs. working remotely
- **Continuation of Flexi-Leave in 2023** - 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
- **Continuation of support for our Open Networks** - 6 DEI and ESG focused Groups, centred on three pillars of Celebrate, Educate and Support driving policy change, awareness and understanding throughout the Group
- **Introduction of SHINE** - a global shared definition of what it takes for people to shine and succeed in our network. SHINE is at the centre of how we grow, evaluate and recruit talent globally and how we address perceptions of inequity and favouritism
- **Inclusion Matters' education program** – courses are open to all employees and are customised 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: Introduction of MyMentor program - which is accessible to all and supports the diverse range of needs of our employees, and the launch of Fertility and Menopause policies – alongside training sessions to promote inclusivity and awareness in the workplace, and offering additional paid leave

MEDIABRANDS