

2023



**GENDER
PAYGAP
REPORT**

A MESSAGE FROM KATE ANTHONY

For the past few years, we have set out a vision to be an agency with a truly inclusive culture, that celebrates difference and supports the careers of everyone.

Gender parity, fairness and equity remain a key focus of our wider DE&I goals, which are central to how we hire, develop and retain talent.

Since first reporting our gender pay gap figures last year, our overall headcount has grown by 41%. This positive trend is also reflected in the number of women joining our workforce, as well as our continued progress in retaining female talent in senior roles.

Overall women make up 60% of our workforce and more than half of our upper quartile roles are held by women (56.7%). As a result, our median gender pay gap is -5% in favour of women.

It's great to see so many talented women at every level of our business, and we remain committed to ensuring that Spark Foundry is a place where everyone has equal opportunity to succeed and grow their careers.

Kate Anthony

Managing Director, Spark Foundry UK

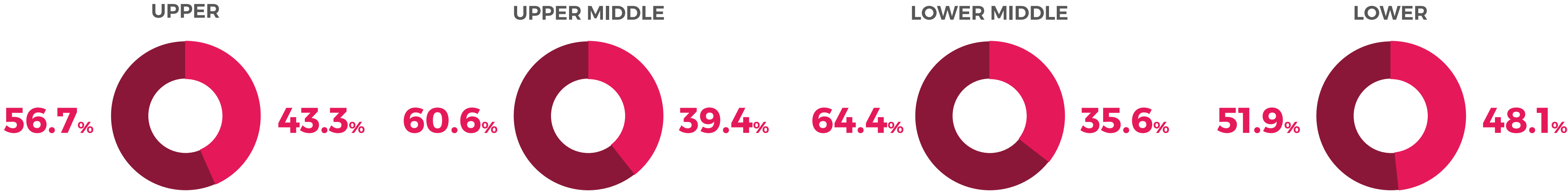
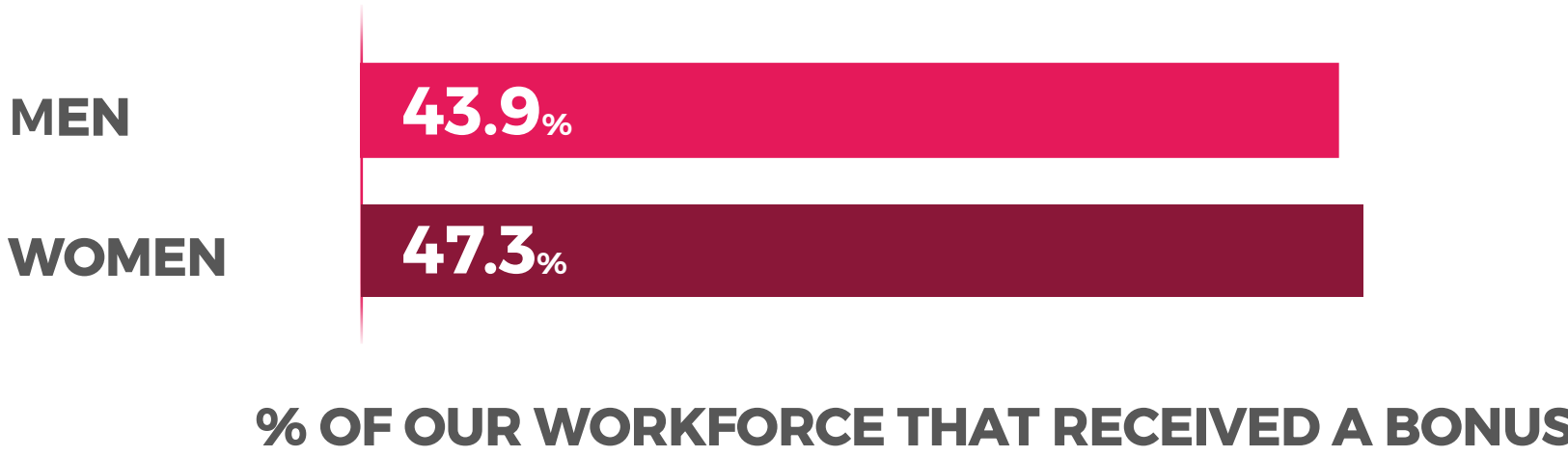


THE GENDER PAYGAP EXPLANATION AND RESULTS

The gender pay gap is the difference in average pay between men and women in an organisation. Spark Foundry's median gender pay for 2023 is -5% and its mean gender pay gap is 7.5%.

The pay gap is different from Equal Pay which is defined as "the right for men and women to be paid the same when doing the same, or equivalent, work" (Equality Act, 2010). The following has been calculated using the Government guideline calculations to determine our Gender Pay Gap for 2023.

	Mean	Median
SALARY PAY GAP	7.5%	-5.0%
BONUS PAY GAP	50%	3.1%



WHAT DOES OUR GENDER PAY GAP DATA TELL US?

As our latest figures show, we have a median gender pay gap of -5%, decreasing from 0% in the previous year. This is largely due to women making up 60% of our entire workforce and more women than men across each pay quartile.

We have continued our progress in retaining female talent in senior roles, which is reflected in women making up more than half of the upper pay quartile (56.7%). We also saw an increase in female representation in the lower middle and upper middle quartiles, and across these and the upper middle quartile, our median pay gap remains equal at 0%.

In 2023, we were able to award more employees bonuses across the board (47.3% of women and 43.9% of men were awarded bonuses). We saw a change in the median bonus pay gap, increasing from -13.2% in our last report to 3.1% in this report, which means our median bonus pay is relatively the same across different levels of the business, regardless of gender.





PROGRESS AND OUR PLAN TO CLOSE THE GAP:

Across Publicis Groupe UK, we evolved our 'Life Stages' programme improving our maternity/pregnancy, paternity/second parent/adoption and shared parental leave so employees are now eligible for the enhanced policy after six months with the agency (previously a year).

We continue to educate and support our people on topics such as the menopause, supporting working parents and wellbeing and mental health with menopause awareness sessions and workshops, and a webinar with &Beyond. We set up a caregivers working group to look at what support measures and programming we can put in place to support our colleagues. We will continue this work throughout 2024 and beyond.

Our employee action groups, VivaWomen! and EMBRACE, were active this year in continuing to support women and their development through events such as speed mentoring and workshops on career development, and understanding and supporting the mental health and wellbeing of women of colour and Black women at work.

Working with our partners at Catalyst, we introduced new MARC Foundations gender equity training to raise awareness of the benefits of gender equity to people of all genders.

FAQ & DEFINITIONS

What is the gender pay gap?

The gender pay gap is the difference in average and median hourly earnings between men and women. This is calculated by looking at all employees' salaries across an organisation, regardless of their job role or level. Gender pay gap reporting was introduced in April 2017 for organisations with more than 250 employees at the snapshot date (5 April each year).

Does a gender pay gap mean an equal pay issue?

No. Gender pay is different to equal pay which is defined as "the right for men and women to be paid the same when doing the same, or equivalent, work". It is illegal to pay people differently for the same or equivalent work because of their gender and has been since the Equal Pay Act was introduced in 1970.

Why do we have a gender pay gap?

A gender pay gap can be caused by a number of factors such as having more men than women in high earning roles or more women working part-time.

What is the reporting period?

The salary data is taken from a snapshot of payroll on 5 April 2023 and the bonus data covers the 12 months leading up to that date.

Which employees are included in this report?

The figures cover all employees who have a permanent or fixed term contract (full or part time) and are paid through our payroll system. The data does not cover employees who are being paid a reduced rate or not being paid due to being on maternity, paternity, adoption, shared parental leave or an unpaid sabbatical for example.

How have you calculated bonus payments?

Bonus calculations include performance incentives, commission payments and stock option payments.

What is the median pay gap?

This is calculated by listing all employees' hourly pay from highest to lowest, and then comparing the midpoint (the numbers that fall in the middle) for men with the midpoint for women. The difference between the two is the median pay gap, shown as a percentage.

What is the mean pay gap?

This is calculated by adding up all employees' hourly pay and dividing it by the number of employees. The pay gap is the difference between the mean (average) figures for men and for women, which is reported as a percentage.

What is the bonus gap?

The mean and median bonus gaps are the difference between the mean and median bonus pay received by male and female employees in the 12 months ending on 5 April 2023. This applies to all employees, even if they're not in full pay on the snapshot date. We also report on the percentage of male and female employees that receive a bonus in the year.

What is a pay quartile?

Employers must sort their full pay employees into a list based on hourly pay, in highest to lowest order, and then split this list into four equal parts which shows how many men and women fall into each of the pay quartiles.