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SPARK
FOUNDRY

GENDER PAY

GAP REPORT

A MESSAGE FROM EMIL

Our median Gender Pay Gap continues to be extremely low at just 1.6%.

We remain committed to building a workplace where everyone can thrive. Achieving gender parity isn't just a goal, it's embedded into how we hire, develop, and support our people at every stage of their careers. Gender equity remains a key focus of our wider DE&I strategy, shaping how we attract, retain, and advance talent.

Over the past year, we have continued to strengthen representation from women across our business, improving the gender diversity at the most senior level with several key female hires this year to the senior leadership team, to showcase our commitment to gender equity to the rest of the agency and to the industry.

As we expand, we will continue to ensure that Spark is a place where everyone has opportunities to succeed.

Emil Bielski

CEO, SPARK FOUNDRY UK

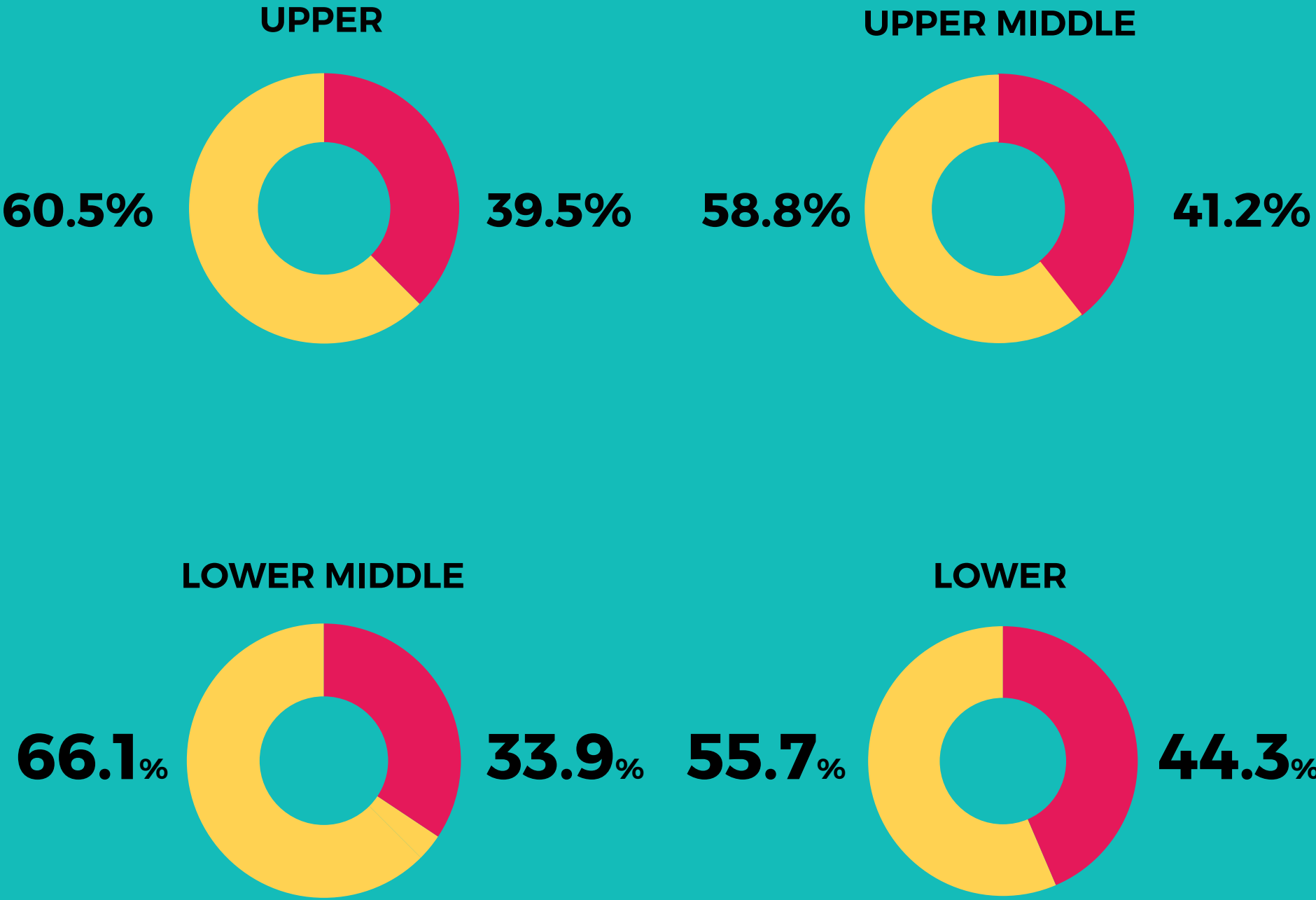
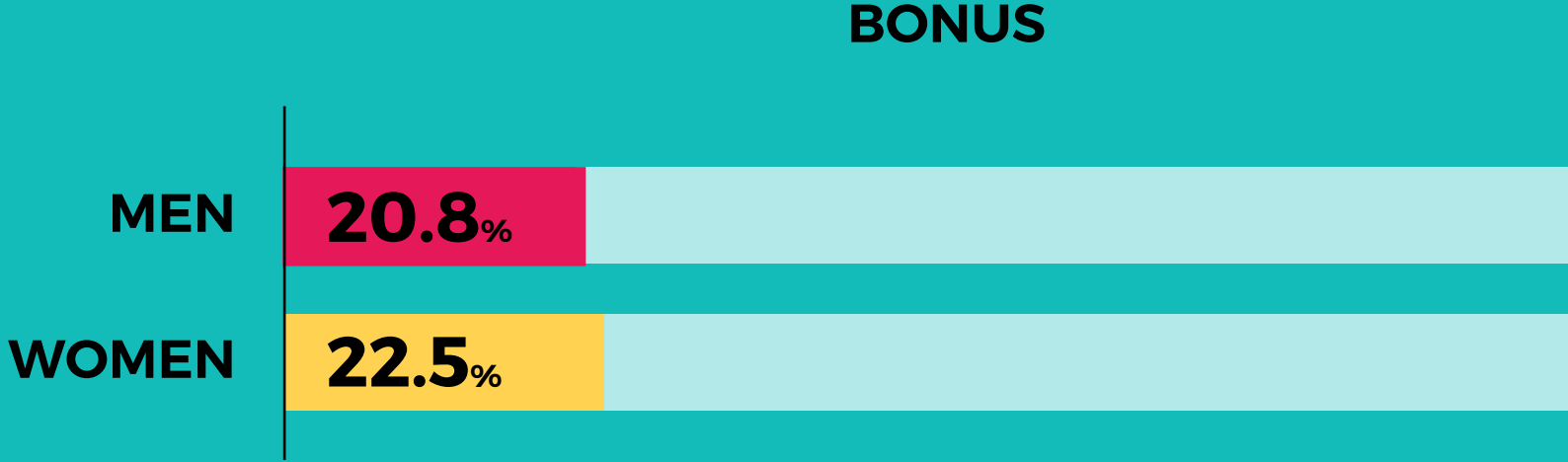


THE GENDER PAYGAP EXPLANATION AND RESULTS

The gender pay gap is the difference in average pay between men and women in an organisation. Spark Foundry's Median Gender Pay Gap for 2024 is 1.6%.

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 2024.

	Mean	Median
SALARY PAY GAP	9.6%	1.6%
BONUS PAY GAP	60.6%	29.4%



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 2024 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 men and women in the 12 months ending on 5 April 2024. This applies to all employees, even if they're not in full pay on the snapshot date. We also report on the percentage of men and women 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.

WHAT DOES OUR GENDER PAY GAP DATA TELL US?

Overall Spark Foundry's gender pay gap has widened to 1.6%. Whilst we are still in a very strong position with an extremely low pay gap, we acknowledge we still have work to do.

Although female representation has grown across most quartiles, the median bonus pay gap has increased. This is primarily due to a higher proportion of women being eligible for bonuses (over 12 months of service) in the lower quartiles compared to the upper quartiles, leading to more women receiving bonuses at lower pay levels.

With the changes to our leadership structure last year, as well as a commitment to addressing our female leadership representation, we hope to see this reduce in 2025.





PROGRESS AND OUR PLAN TO CLOSE THE GAP:

This year, Kate Anthony, our managing director, is spearheading an initiative to support returning parents (a high proportion of whom are women) coming back from parental leave.

As part of Publicis Groupe UK, we've partnered with 55 Redefined to work towards Age Inclusive Accreditation, aiming to become an Age Inclusive employer. This collaboration challenges age discrimination and aims to shift attitudes, something which impacts women's career development in marketing and communications' industries. Our partnership extends into 2025 to fully embed Age Inclusion within the company and achieve accreditation.

In 2024 we also partnered with Bloom, an organisation dedicated to ensuring women have equal opportunities in the communications industry. This collaboration provides mentorship opportunities, access to Bloom's professional network of women in communications, best practices and guidance, enhancing our efforts to empower women in the workplace.

In 2024 we launched 'Parents @ Publicis UK', an internal community offering peer support and a platform for engaging parents. In partnership with & Beyond coaching we hosted a session for all our people on how we can better consider and support working parents. This collaboration will continue into 2025 with training for our internal coaches to provide targeted support for working parents.

Our employee action groups, VivaWomen!, EMBRACE and EnABLE were active last year in supporting women and their development through events such as speed mentoring and workshops on career development.

Working with our partners at Catalyst, we continue to provide access to their MARC Foundations gender equity training to raise awareness of the benefits of gender equity to people of all genders.

Across Publicis Groupe UK our 'Life Stages' policies are part of our ongoing commitment to be a family friendly organisation supporting our people whatever they're going through. In particular, working parents and those with caring responsibilities, those returning from leave, colleagues experiencing Menopause or managing any long-term conditions.

We're also a founding member of Black Representation in Marketing (BRiM), a cross-industry initiative that aims to improve representation in our industry, providing a leadership programme for high-potential Black employees. In 2024 a cohort of 14 colleagues participate in the programme, 70% of whom are Black women. We will be engaging with the programme again in March 2025, taking an intersectional approach to our work on gender equity is critical to us.

This year we will be working with Madeline McQueen and Magnificently You, delivering a programme to increase the representation of women in senior leadership roles at Publicis Groupe UK. This initiative aims to support the next generation of women leaders across the business, to help increase the number of women occupying leadership roles, and in turn close the gender pay gaps across the business.