Zenith

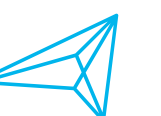# Gender Pay Gap Report

2023

Message from agency CEO

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We work hard to ensure that everyone feels valued, is rewarded fairly, and has an equal chance to develop their career. We are pleased to see a reduction in our gender pay gap this year of 6% to 13.4%, but know that we still have work to do and we remain committed to closing the gap.

We're proud that our agency has lots of senior women and we fully support the progression of women at Zenith. It's positive to see more women in the upper middle pay quartile this year, and we believe this is just one of a number of indicators that we are heading in the right direction. We continue to educate and support our people on topics such as the menopause and its impact on work, as well as what it means to be a working parent.
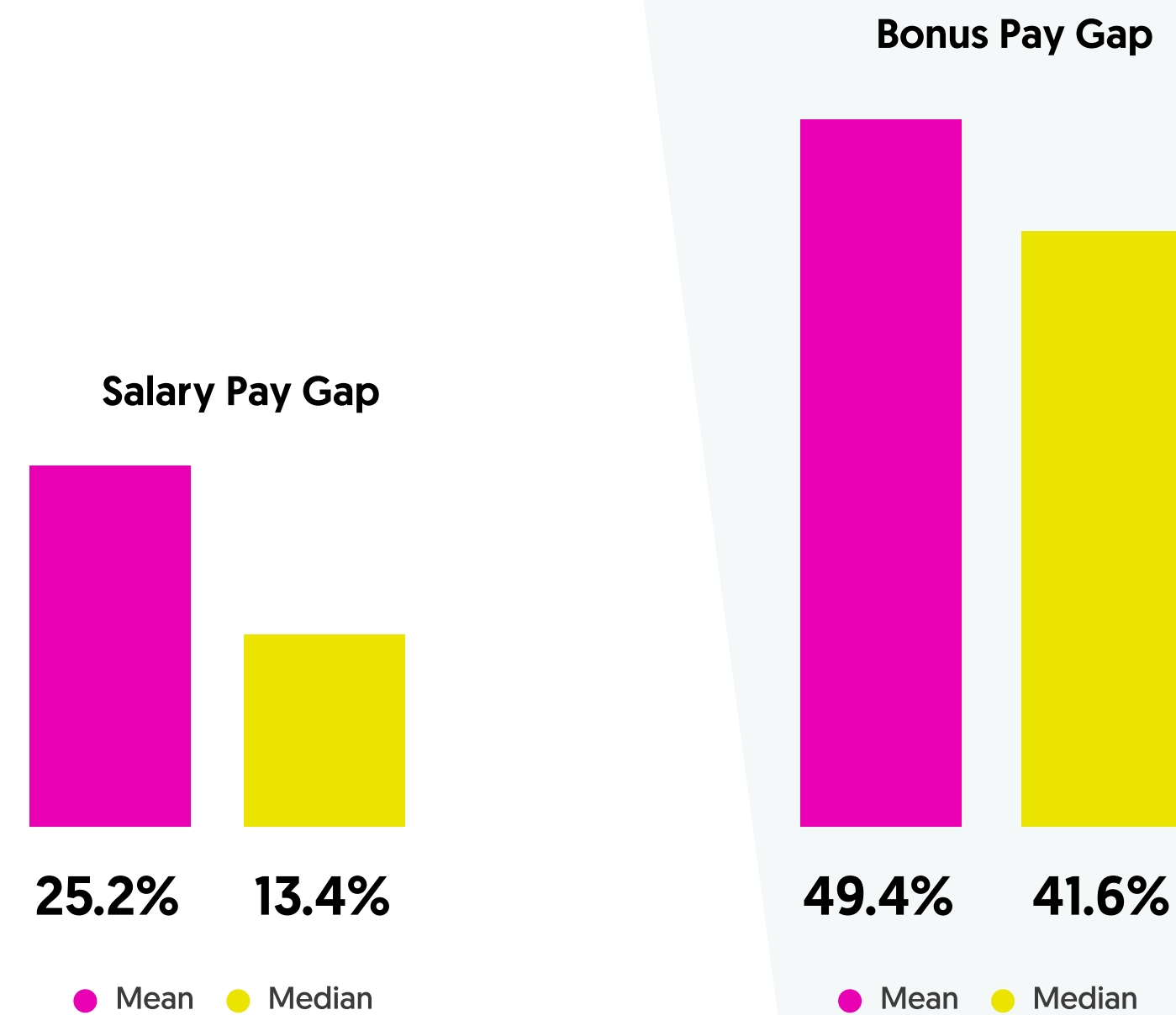
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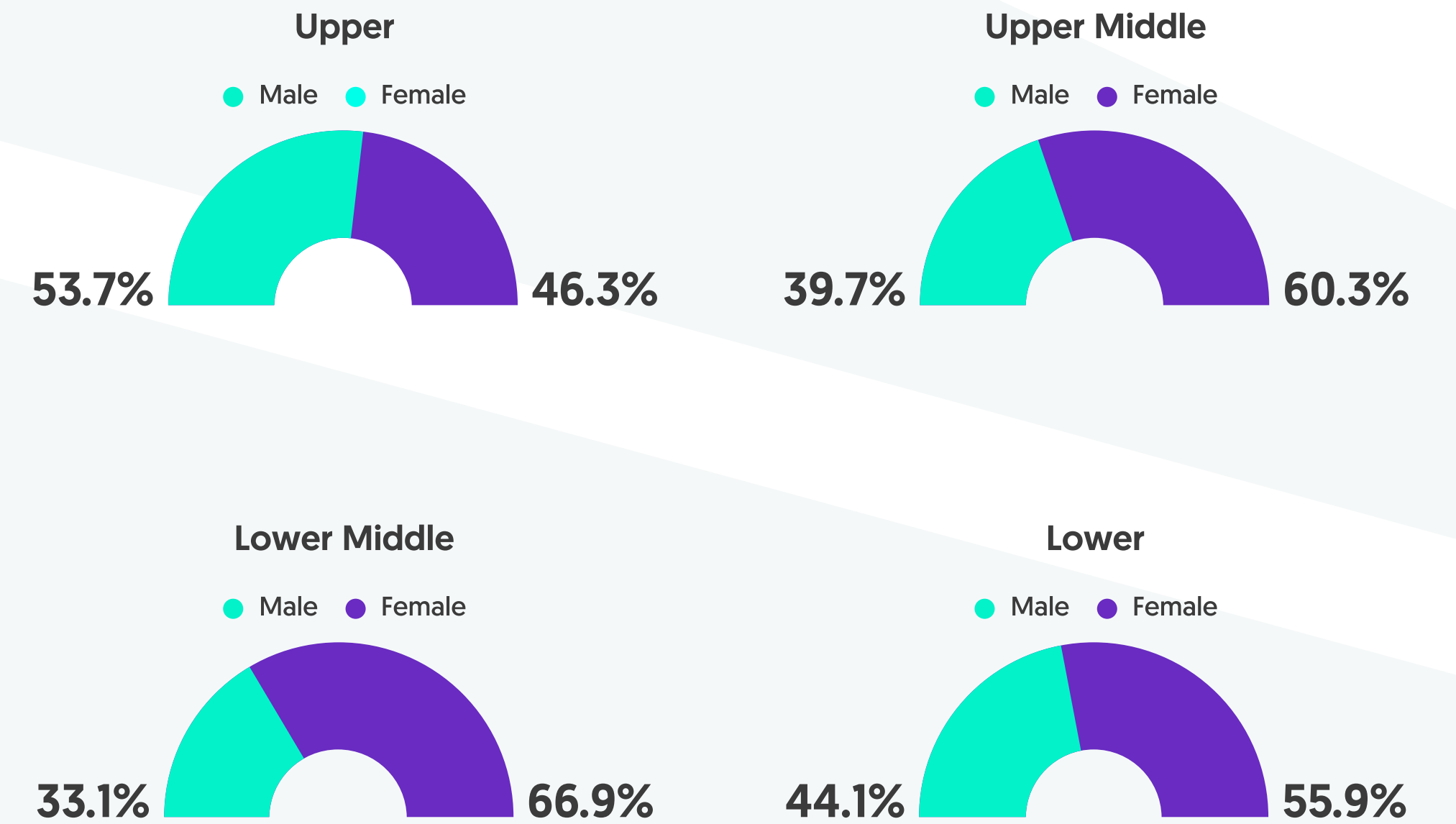**Natalie Cummins**

CEO of Zenith UK

The Gender Pay Gap explanation and results

The gender pay gap is the difference in average pay between men and women in an organisation. Zenith UK [Media] Limited median Gender Pay Gap for 2023 is 13.4%. 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.

Pay Gap

Salary Pay Gap

25.2%   **13.4%**

● Mean   ● Median

Bonus Pay Gap

49.4%   **41.6%**

● Mean   ● Median

Percentage Male / Female

Upper

● Male   ● Female

53.7%   **46.3%**

Upper Middle

● Male   ● Female

39.7%   **60.3%**

Lower Middle

● Male   ● Female

33.1%   **66.9%**

Lower

● Male   ● Female

44.1%   **55.9%**

Bonus Percentage Received

● Male **57.76%**   **54.81%** Female ●
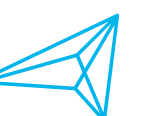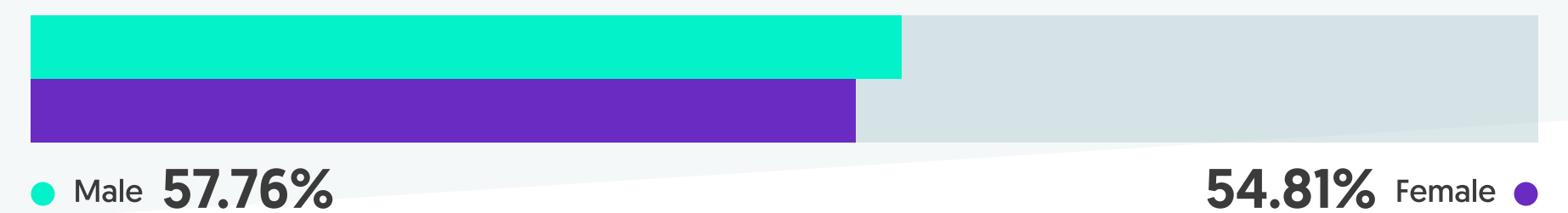
What does our Gender Pay Gap data tell us?

Over the past year, we have reduced our median gender pay gap from **19.9%** to **13.4%**. This positive trend is also reflected in the number of women in the upper middle pay quartile, which has risen to **60.3%**.

Our bonus pay gap is bigger, in large part, because bonus pay gaps are calculated according to actual bonuses paid. At Zenith, we are proud to have many senior women in part-time roles, however this means that the bonuses paid are pro rated, which impacts the bonus pay gap figures.

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 and working parents, including menopause awareness sessions and workshops, and a webinar with &Beyond. We set up a working caregiver group to look at what support measures and programmes we can put in place to support our colleagues. We will continue this throughout 2024 and beyond.

Our employee action groups, VivaWomen! and EMBRACE, were very active this year, supporting women and their development through events such as speed mentoring, workshops on career development and supporting the mental health and wellbeing of our black female colleagues.

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.

We have a number of processes in place to ensure that we are hiring from a diverse pool of talent and that candidates are treated equally and fairly. Our internal recruitment teams use a piece of software called 'Unbiasify', which allows us to source candidates from LinkedIn without seeing their faces or names, limiting unconscious bias. The software also helps us review our job adverts to make sure they are welcoming to all.

Our Next Generation Board is an immersive development programme designed to support mid-level employees for future leadership roles. Each year our cohort of Next Generation board members help shape and steer the future of our organisation. Just over 60% of the board are aspiring female leaders, who all have real opportunity to influence change at the agency and develop their own careers. Last year at Zenith UK, we also created a Shadow Advisory Board (SAB), comprised of 12 of our best talent across multiple disciplines, to create more seats at the table and bring more people into the agency decision-making.
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FAQ and 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].

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 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 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.

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.

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.

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.

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.

How have you calculated bonus payments?

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

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.