

2023

Gender Pay Gap Report



starcom

Move People. Move Business.

Message from Nadine Young

We are committed to building a diverse and inclusive culture and workforce, ensuring that everyone, no matter their gender, has an equal opportunity.

This year's report shows that we have work to do, as our gender pay gap has widened to 11.6%, largely due to a significant increase in the number of women across the lower and lower middle quartiles.

We have put in place more initiatives to help everyone thrive, such as our improved Life Stages and Menopause policies and our evolved flexible working policy.

It's important to me that our people feel supported and happy in their roles, and that we can provide opportunity for everyone to grow their careers at Starcom. We know from our regular check ins that our people feel happy and that Starcom is generally felt to be a supportive and inclusive environment. It's disappointing that this data point, while still ahead of the industry average, shows a widening gap, and clearly there is work to be done to close it. We will continue to strive to create equity for all and to reduce the pay gap.

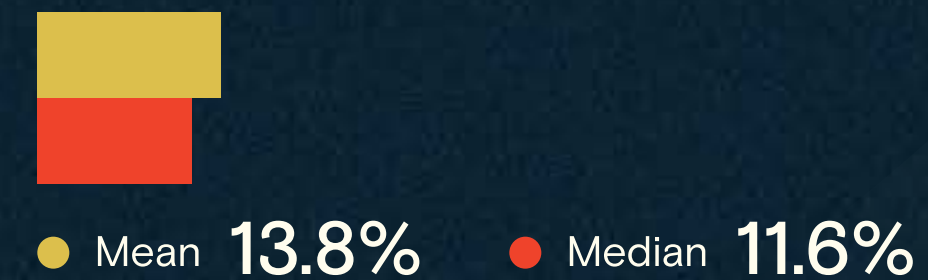


The Gender Pay Gap explanation and results

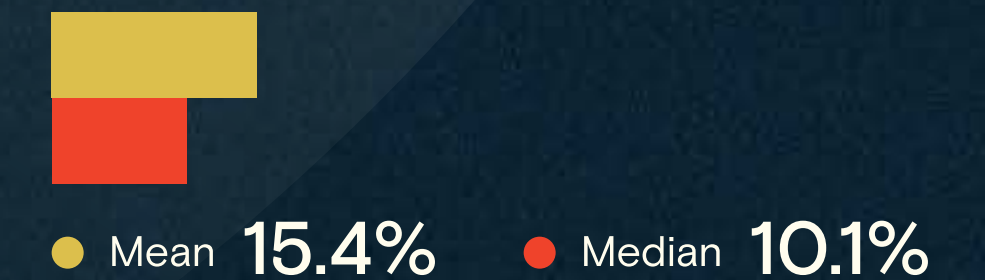
The gender pay gap is the difference in average pay between men and women in an organisation. Starcom's median gender pay gap for 2023 is 11.6%.

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 2023.

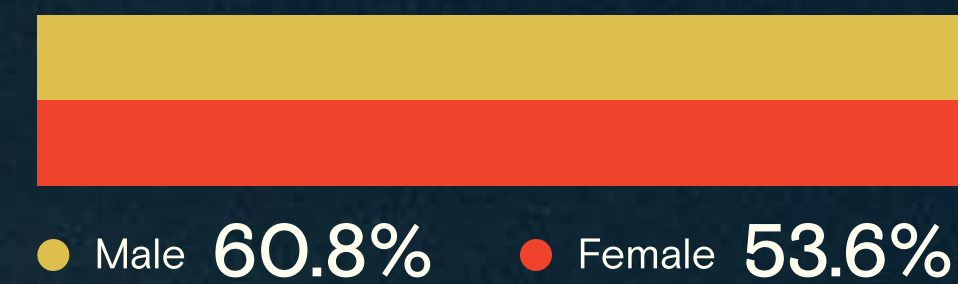
Salary Pay Gap



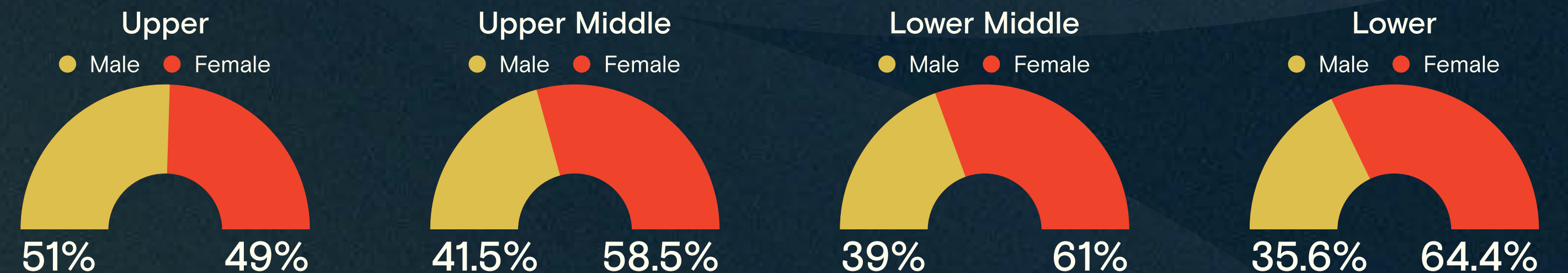
Bonus Pay Gap



Percentage of men / women that received a bonus



Proportion of female and male employees by quartile



What does our Gender Pay Gap data tell us?

Our median gender pay gap of 11.6% shows that we remain ahead of the industry average.

After another year of growth, we have increased our headcount by 14% since our last gender pay gap report (for 2022). As we have grown, we have increased female representation across the business, with women making up 58.3% of our agency workforce. We have increased the number of women holding positions across three of the four quartiles (lower, lower middle and upper middle), with a significant increase in the lower and lower middle quartiles.

In April 2023, the percentage of men who received a bonus was 61%, compared to 52% of women. At Starcom, women make up 58% of the overall workforce, therefore more women than men actually received a bonus. We are proud of our flexible working policy, which is open to everyone. A number of senior women in our business work flexibly. As bonuses are pro rated for those working part-time, this impacts our bonus pay 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, 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 very active this year in supporting 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.

At Starcom, we have always placed significant emphasis on diversity, and this is apparent in the data; 85% of employees feel our agency is inclusive (engagement survey, November 2023).

As part of our plan to close the gap, we have implemented some powerful initiatives such as:

- Our 'Becoming' initiative which supports new mums returning to work by pairing them with another mum who has experience of returning to work after maternity leave,
- Our Future Leaders programme to reverse mentor our senior leadership team with a rotation of diverse junior talent,
- Training and upskilling the entire agency (and hiring managers in particular) with unconscious bias recruitment training,
- An ongoing local school's partnership with the William Morris School for whom we provide inspirational talks and workshops for the students encouraging them to pursue a career in advertising,
- Our apprenticeship and early careers programmes focused on attracting diverse talent,
- We also host multiple events and forums, as well as provide support and advice throughout the year to support our people and each step helps us to close the gap.

Our DE&I group, Hope, meets regularly and is designed to spark productive conversations and provide learning platforms which are accessible to everyone with a clear focus on diversity and inclusion.



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.