

OMNICOM MEDIA

# Omnicom Media Gender Pay Gap Report 2025

2024-2025

# Contents

- 01 Introduction**
- 02 Gender Pay Gap v Equal Pay**
- 03 Explaining the Statistics**
- 04 Our Statistics**
- 05 Working to close the gap**
- 06 Impact of initiatives in 2025**

# Introduction

Our vision at Omnicom Media UK (OM UK) is to be a place where difference is valued and everyone can thrive in a culture of inclusion and belonging. We are committed to creating an environment that reflects today's society, where each individual is able to bring their true selves to work, and where all voices and backgrounds are valued, heard and well represented. We know that when we get this right, it benefits not only our people, but our clients, business partners and the wider industry.



# Gender Pay Gap vs Equal Pay

Equal Pay is a legal requirement that has been in place since 1970 to pay men and women equally for the same work or work of equal value. The gender pay gap shows the difference in the average pay of women compared to the average pay of men. It does not take into account differences in the jobs done by men and women. The gender pay gap is best considered a measure of representation – higher gaps mean women occupy smaller proportions of the best paid and most senior roles than men.

# Explaining the statistics

The gender pay gap shows the difference in the average pay between all men and women in a workforce. Under legislation that came into force in April 2017, UK employers with more than 250 employees are required to publish their gender pay gap. OM UK's eligible payroll headcount, as a snapshot on 5th April 2025, covered 277 employees.

## What is reported?

- mean gender pay gap
- median gender pay gap
- mean bonus gap
- median bonus gap
- proportion of male and female employees receiving a bonus payment
- proportion of males and females when divided into four groups ordered from lowest to highest pay (quartiles) at the snapshot date.

## What is the Median?

The median gender pay gap shows the difference in the midpoints of the ranges of hourly rates of pay for men and women by ordering individual rates of pay by gender from lowest to highest and comparing the middle value

## What is the Mean?

The mean is calculated by adding all the hourly rates of pay earned by gender and dividing this total by the total number of each gender in scope, then comparing the mean female pay against the mean male pay.

## What is a Quartile?

Quartiles split all employees into four even groups according to their level of pay. Looking at the proportions of men and women in each quartile provides an indication of gender representation at different levels of OM UK.

# Explaining the statistics

## Who is included in our reporting, and what is the snapshot date?

We follow the legislative requirements of reporting and includes all employees and workers on payroll as 5th April 2025 (the snapshot date), at OM UK. Any employee on reduced pay because of leave (i.e. maternity, sick pay or other adjusted pay) is not included in the pay gap and quartile statistics, but are included in the bonus gap and bonus proportions statistics.

## What period are the bonus gaps calculated over?

Bonus gaps are calculated over the 12 months leading up to the snapshot date. The period covered in this report is 6th April 2024 – 5th April 2025.

## Which is better – mean or median?

Neither is “better”. They show different things. The median compares the middle individuals, and so is not affected by a few extreme values. The mean can be affected by a few small values, but can still be a useful measure. Best practice is to consider both statistics together.

# Our statistics

## What is the median pay gap at OM UK?

Our median gender pay gap is 10.7%.



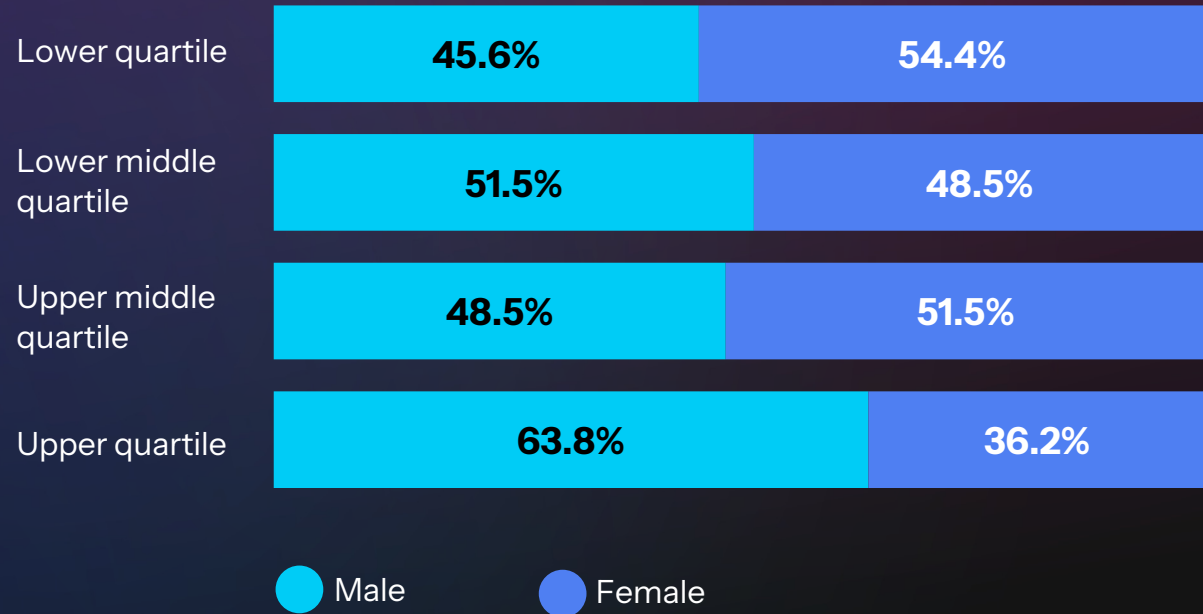
## What is the mean pay gap at OM UK?

Our mean gender pay gap is 13.9%.



## What are our quartile statistics?

The four quartiles for OM UK are shown below:



### What is the proportion of men and women receiving some form of bonus Pay?

Female

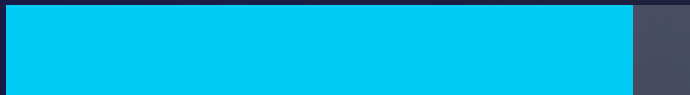
91.7%



91.7% of women received some form of bonus pay.

Male

91.7%



91.7% of men received some form of bonus pay.



### What is the median bonus gap at OM UK?

Median Bonus Gap

0%

Our median bonus gap is 0%.

### What is the mean bonus gap at OM UK?

Mean Bonus Gap

37.7%

Our mean bonus gap is 37.7%.

# Explaining our statistics



**Our mean gender pay gap is the lowest we have recorded since reporting began. Female representation at senior levels continues to have a positive effect on average pay, helping to pull the mean down.**

While our median gender pay gap has continued to improve, ticking down each year when viewed over the longer term, our progress here has been slower. The gap that remains exists because there is a gender imbalance in some of our more senior roles, particularly at Business Director level and above. This is clear from the quartiles statistics: we have good gender representation in most of our business where women's representation is close to 50% across the lower three pay quartiles. It is only in the upper quartile where an imbalance exists.

Our analysis shows that only a modest shift in representation would be needed to close the median gap entirely. Simulations demonstrate that reaching 50% female representation at Business Director level and above would eliminate the median gap completely.

# Working to close the gap

Our efforts continue to build on the initiatives we have in place in our drive to create an equitable environment throughout the employee life cycle:

- As inclusive employer, we are committed to supporting our colleagues at each stage of their employment, from understanding their needs when they join us to supporting them to contribute their best with our Passport of You, a document where they can share any reasonable adjustments they need.
- We provide monthly workshops for hiring line managers, focusing on how to run an inclusive interview process. Sessions encourage active participation on topics including writing inclusive job adverts, hiring for disability & neurodiversity and inclusive interview skills as well as identifying and overcoming different types of bias and decoding language.
- Although the Gender Pay Gap does not provide any insight into Equal Pay (the legal obligation to pay men and women equally for work of equal value) our OM UK People Team benchmark all salaries bi-annually, enabling us to identify and address gaps where appropriate.
- We run regular educational workshops, including our “Building an Inclusive Culture Together” programme for all employees.
- We have nine Advisory Groups that are instrumental in creating a truly inclusive environment at OM UK, including OM Women and Gender Inclusion Group and our Working Parents and Carers Group who offer support and education for all women and allies across OM through events, workshops and regular opportunities to share experiences.
- Our OM-wide mentoring programme, launched in 2023, was created with inclusivity in mind, allowing mentees to request a mentor match based on specific intersections/communities (such as ethnicity/multicultural, disability or LGBTQ+) or experiences (such as working parent, a carer).
- Omniwomen, an Omnicom-wide employee resource group, serves as a catalyst for increasing the influence and number of women leaders throughout the Omnicom network. In the UK, one of the key initiatives every year is the Omniwomen + Allies event aimed at supporting and inspiring our future leaders.
- We give additional benefits for parents through enhanced Maternity, Adoption, Surrogacy, Neonatal, Shared Parental Leave and Paternity financial packages, including return to work bonus and flexible working options.
- We have created Reboot: Return to Work – a structured return to work programme for those returning from maternity, adoption, surrogacy or shared parental leave.
- We continue to evolve our policies to reflect our employee’s needs. Policies include Fertility & Trying to Conceive, Neonatal, Miscarriage & Pregnancy Loss, Menopause (including free access to the Bupa Menopause Plan), Supporting Carers and Time Off For Dependents.
- We continue to actively support the industry’s All In Actions designed to increase belonging and create a more inclusive industry, and we were one of the first agency groups to be awarded, and maintain, our All In Champion status.

# Impact of our initiatives

## Recruitment

Our recruitment initiatives are successfully strengthening female representation across the hiring pipeline, with women making up nearly half of all applicants (48% v 45%) and progressing through each selection stage at consistently higher rates than men — including recruiter screening (45% vs 42%), hiring manager review (44% vs 36%), and final hiring outcomes (40% vs 29%).

## Top Talent Development

Women accounted for

# 72%

of participants in our Top Talent Development Programmes, showing strong uptake of our targeted development pathways.

## Mentoring Programme

Women made up

# 67%

of mentees in our mentoring programme, reflecting high engagement in career-support initiatives.

## Internal Promotions

# 62.9%

of internal promotions in 2025 were awarded to women, up from 60% in 2024, demonstrating continued progress in advancing female talent.

I confirm that the statistics reported are accurate and have been calculated according to the requirements of the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.



**Laura Fenton**

CEO, Omnicom Media Group UK Limited

Dated 31 March 2026



**OMNICOM MEDIA**