

MEDIABRANDS

GENDER PAY GAP REPORT 2025



INCLUSION MATTERS

Our worldwide reach gives us the opportunity to be a leader in the space of diversity, equity and inclusion. As we reach a critical inflection point in the industry so too do we see inclusion becoming integral to the way we do business - who we partner with, the societies we live in, and the world we seek to influence. The change starts with us

We recognise the importance of diversity in leadership and in ensuring the teams we continue to build look, and feel representative. We need to ensure that the talent we bring on board, stay with us and that each member of our team is able to bring their authentic selves to work. We want our people to feel included and valued.

Our ultimate goal is to make our organization a place where all people really want to work. Achieving a goal like this isn't about reaching an ideal end state, it's about committing to a journey of continuous growth and progress. This starts by learning from our employees in our DE&I focused #closertogether survey, building our strategy around Attraction, Advancement and Attrition and, creating an environment where we can learn from each other, share our lived experiences, and connect.

In doing this, we'll experience a strengthening in the quality of our relationships, both internally and with clients, and a stronger sense of community. We'll experience an environment where voices are heard, people are seen, divergent perspectives are valued, and equity is prioritised. We are committed to driving inclusion to ensure we foster collaboration, innovation and growth to drive success for us all.

DECLARATION

We confirm that the gender pay gap information published in this report is accurate and prepared in accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.



Anna Nichols

- LAURA FENTON, CEO OMG UK & ANNA NICHOLS, MEDIABRANDS UK & IRELAND



MEDIABRANDS LTD

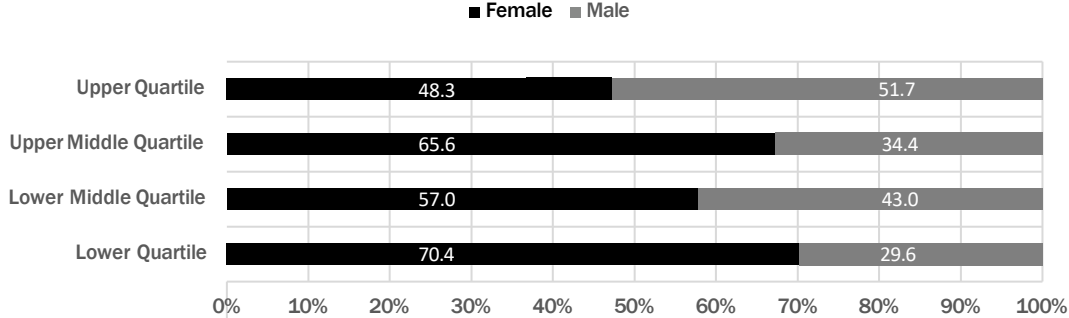
Covering all employees within the Mediabrands Limited business which include: Central Services, MBCS, Magna UK, UM UK, Initiative UK and Reprise Media UK.

GENDER PAY GAP

Snapshot date of 5th April 2025:



In accordance with the Regulations, we have divided the workforce into four pay quartiles. The proportion of females and males in each quartile band is as follows:

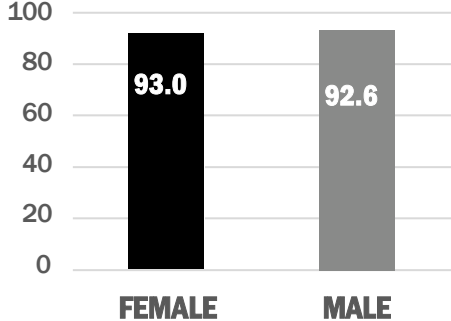


GENDER BONUS GAP

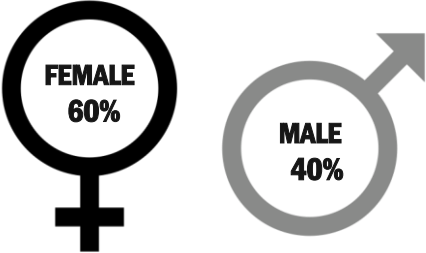
Bonuses paid in the year up to 5th April 2025:



PROPORTION OF FEMALES & MALES RECEIVING A BONUS



OVERALL GENDER BALANCE



A JOURNEY TO INCLUSION

We are continuing our journey to inclusion and our 2025 Gender Pay Gap results reflect the positive progress we're making on this journey.

Our pay quartiles demonstrate that our female representation in senior positions are continuing to progress, and as this representation evolves, our female median salary has also increased. Our positive progress in this area is crucial and builds up our core foundations for women to continue to advance in leadership positions.

We recognise that our Gender Pay Gap shows that a gender imbalance still exists, and, alongside recent positive steps to make progress, we are also committed to a 3-year plan of Attraction, Attrition and Advancement. The aim is to encourage more women into senior roles across our organisation and importantly, this will be achieved by both new hires and promotions from within.



MORE ACTION

To continue to help us close our gender pay gap, recent actions include:

- **Continuation of our hybrid working model** - 50:50 working in the office vs. working remotely
- **Continuation of Flexi-Leave** - removing the cap on taking annual leave to empower employees to manage their wellbeing and ensure they have flexibility in taking time off work regularly. This may include caring for dependents, study leave, life events and self care days
- **WACL Application Support** – Raising awareness of the WACL Future Talent Awards through information sessions and support from previous WACL members, facilitated by our Women's Network. Shortlisted applicants also provided with support to develop presentation skills and confidence.
- **Women's Network Monthly Awards** – monthly awards to celebrate women and non-binary talent, with different themes to encourage diversity of nominations
- **See It Be It Sessions** – Women's Network planned See It Be It Sessions, covering topics such as "You Don't Have to Fit to Belong" exploring the power of authenticity and identity in the workplace
- **Growing Together Mentoring Programme** – launched in 2025, our EMEA-wide mentoring programme is designed to help employees grow, adapt, and thrive
- **Leader Academy** – a 5-week course that supports growth, strengthens management capabilities, and helps our employee's lead with confidence and clarity
- **Awareness & Events** – In celebration of Women's History Month, our Women's Network organized events, including a partnership with UN Women for a workshop on the transformative power of the Care Economy and a Fireside Chat with Philly Ponniah, Chartered FCSI, Chartered Wealth Manager, Financial Coach, and TikTok content creator. During 2025 we also hosted a Family Gathering during the Easter Holidays, Family First Aid session, sponsored by Taboola and Women's Self Defence Classes in partnership with Yahoo!

MEDIABRANDS