



GENDER PAY GAP REPORT 2023

A message from Zenith International's Managing Director

“Despite our focus and the fact that 46% of our senior leaders are women, we have a long way to go to close our gender pay gap. We are absolutely committed to closing the gap.”



Christian Lee

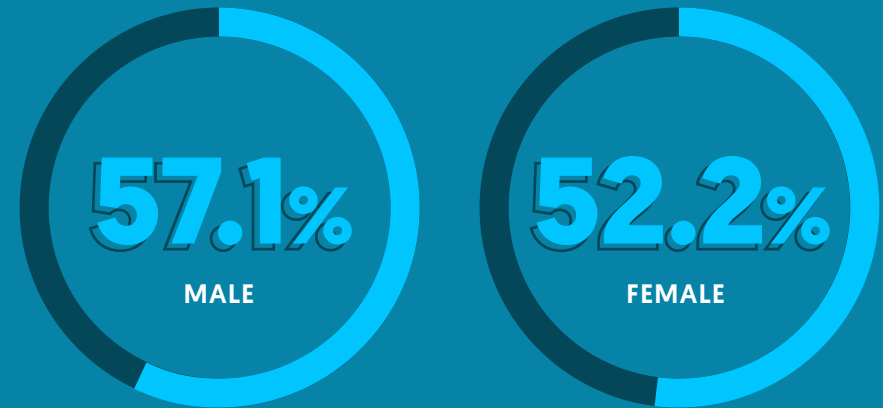
Christian Lee

Managing Director of Zenith International Ltd

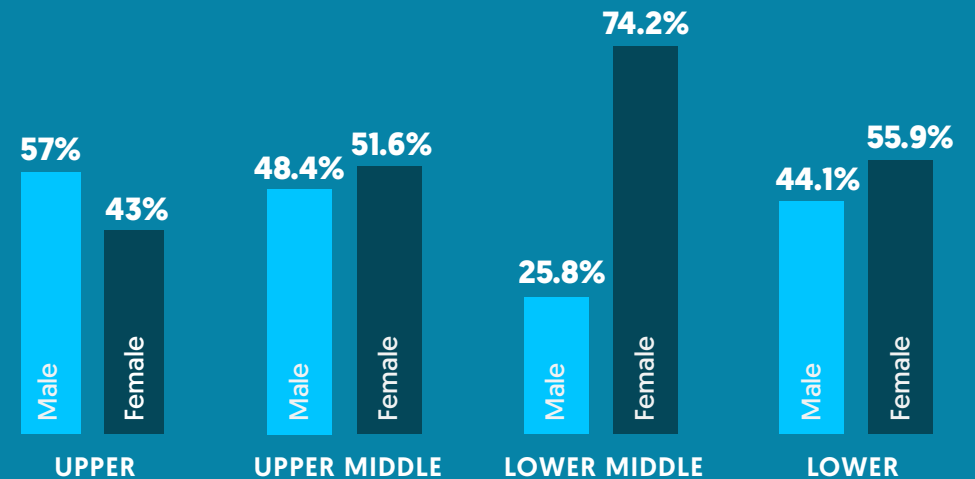
The gender pay gap explanation and results

The gender pay gap is the difference in average pay between men and women in an organisation. Zenith International's Gender Pay Gap for 2023 is 25.4%. 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.

PROPORTION OF MALE AND FEMALE WHO RECEIVED BONUSES



PROPORTION OF MALE AND FEMALE EMPLOYEES BY QUARTILE



SALARY PAY GAP

21.7%

MEAN

BONUS PAY GAP

45.7%

MEAN

SALARY PAY GAP

25.4%

MEDIAN

BONUS PAY GAP

24.1%

MEDIAN

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].

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.

What does our Gender Pay Gap data tell us?

While our senior account roles and top leadership positions are close to achieving gender balance, we have started to improve the balance at the most junior level thanks to investments in inclusive early career hiring. However, there is still a significantly higher number of women than men in our mid-managerial level within the agency which greatly impacts our gender pay gap both for salary and bonus.

We have a significant bonus pay gap, which is impacted by two factors: referral bonuses paid to employees following the successful hire of referrals, and the number of women who work part-time within the agency. In our efforts to close this gap, we will continue to monitor how we attract, retain, progress and educate our people.

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.

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 working 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.

We supported our employee action groups, VivaWomen! and EMBRACE, which were 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.

To develop our skills and improve our knowledge in diversity and inclusion, we offer a range of training including unconscious bias training which is mandatory for all our employees.

We have established a mentoring programme, 'Empowering Future Leaders', which is led by senior women from across the agency. This programme is designed to empower future women leaders, providing mentoring for all Zenith International employees at the earlier stages of their careers.

