

# 2018 Gender Pay Gap Report

**OMD EMEA**



Better decisions, faster.



**GUY MAKS**  
**CEO, OMD EMEA**

At OMD EMEA, we are committed to bring about balance in addressing the gender pay gap. We are a diverse and inclusive organisation with wide variety of individuals with different skillsets, capabilities, points of view and this reflects the wider global community in which the company operates.

I am committed to continue making progress in closing the gender pay gap by developing a long-term business strategy.

We will drive change by focusing on:

- Providing people with better career development opportunities
- Enhancing our recruitment process, making sure we recruit from a broader pool of talent
- Developing our culture further by celebrating our diverse work force
- The introduction of new initiatives to nurture diversity and inclusion at our company

I look forward to involving our talent at OMD EMEA in delivering these initiatives.

The information in this report is accurate and has been prepared in accordance with the Equality Act 2010.

# INTRODUCTION

At OMD EMEA, as part of the Omnicom Media Group, we are committed to championing women across our businesses.

In our business, women are not afraid to be true to themselves. We believe inclusion and diversity leads to business success.

The first round of gender pay gap reporting for businesses in the UK took place last year, based on data from April 2017. A year on, the time has come for employers to publish updated figures, based on data from April 2018. This report sets out OMD EMEA's latest reportable gender pay gap statistics.

We are pleased to see our pay gaps moving in the right direction, but know there is more to be done. We see inclusion and diversity as an ongoing priority, not just a formality to go through once a year. We remain committed to offering exceptional opportunities to all our staff and continuing to take the long term steps to eliminate our pay gap completely.

## WHAT IS GENDER PAY GAP?

Gender pay is not the same as equal pay. Equal pay is the requirement for men and women to be paid the same for doing work of equal value. We are confident that equal pay is not an issue at OMD EMEA.

Gender pay is very different. It is the statistical analysis of overall pay of men and women, without taking into account their role or seniority with the organisation. Gender pay gaps usually arise because of the demographic imbalance in a workforce.

# OUR GENDER PAY GAP

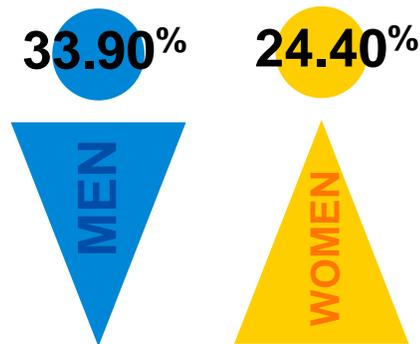
We report below our gender pay gap figures as at 5 April 2018.

## Pay and Bonus Gap

Difference Between Women and Men

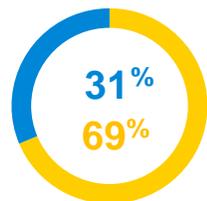
	Mean	Median
Hourly Pay	26.90%	20.80%
Bonus Pay	-0.30%	30.00%

## Proportion of Employees Receiving a Bonus

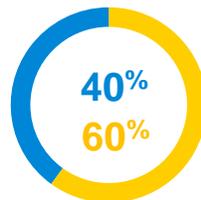


## Proportion of Employees in Each Quartile

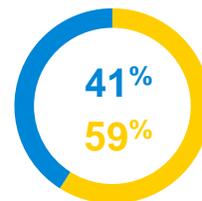
Lower Quartile



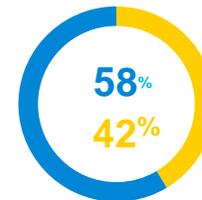
Lower Middle Quartile



Upper Middle Quartile



Upper Quartile



## MEAN AND MEDIAN GENDER PAY GAP

The mean gender pay gap is the difference in average hourly rates of pay that male and female employees receive. This gives an overall indication of the gender pay gap by taking all hourly rates of pay and dividing by the total number of people in scope.

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 from lowest to highest and comparing the middle value.

## PROPORTION OF MALES AND FEMALES BY PAY QUARTILE

This is the percentage of male and female employees in four quartile pay bands, (dividing our workforce into four equal parts).

# OUR FIGURES EXPLAINED

Our overall pay gaps exist because of the fact that we have disproportionately more women in the lower quartile of pay, and disproportionately more men in those senior management roles that fall within the upper quartile of pay.

The lower quartile consists of more women because a larger number of applicants for these roles are women. To be more specific, two-thirds of applicants are women. The ratio gives rise to a higher chance of a female candidate securing a role than a male candidate.

Attracting, retaining and developing female talent this remains a priority for our organisation, and we have taken specific action to address this. For example, 9 women were recruited into senior vacancies and 11 female employees were promoted into senior positions from within. It's because of this that representation among women in the upper quartile of our workforce has increased markedly from 34.3% last year to 41.9% this year.

We continue to have a strong pipeline of talented women at OMD EMEA – the upper-mid quartile shows that 58.7% of staff are women. We hope that our leadership and mentoring initiatives will help these women to progress even further and reach senior positions over the longer-term.

## OUR COMMITMENT

Our gaps have moved in the right direction compared to our first round of results. Whilst we welcome this reduction, we know that the gaps can only be eliminated completely through sustained long term effort. We are not to be complacent and are committed to making the effort that is needed.

# CLOSING THE GAP

## ACTIVITIES & INITIATIVES

As part of our commitment to a positive environment where women can develop their careers, we offer a range of initiatives. We recognise that there is still work to do and remain committed to cultivating a supportive workplace where women can achieve their potential.



We have made our family leave entitlements even more generous. We have further increased our enhanced maternity pay and shared parental leave pay (which we have always matched with maternity), as well increasing paternity leave and pay. By offering these benefits, we want to give families a greater choice over how they manage childcare responsibilities.



We have implemented a buddy scheme to help returning mothers ease back into the routine of working life and find a balance between childcare and work commitment.



We are making it easier for people to work from home and flexibly, e.g. part-time work pattern and flexible hours, by introducing and promoting our new homeworking and flexible working policies. As a result, we have seen more people working flexibly.



We continue to benchmark salaries on a quarterly basis, both within departments and across the industry, to make sure both that pay rises are awarded fairly but also to ensure that we do not inadvertently “carry over” any pay discrimination from other employers when we bring in external hires. The benchmarking process also highlights anomalies in pay between genders, and we take action to resolve any disparity we identify.



We are also undertaking an analysis of our exit interviews for all departing staff on an on-going basis, to ensure that any further areas for improvement are identified and addressed.



We will be looking at ensuring we have at least one woman on every shortlist for recruitment or promotion. We will also be ensuring both male and female interviewers are involved in at least one stage of the selection process.

## OMNIWOMEN + ALLIES

Founded in 2014, Omniwomen + Allies is dedicated to promoting networking and career opportunities for, and developing the skills of, Omnicom’s future female leaders. There are chapters all over the world, including New York, China, the UK and Germany, to name a few!

The Omniwomen initiative has put on industry talks and workshops, including speed mentoring and a session on developing your own personal leadership style.

More events are planned for the rest of the year. This network encourages an atmosphere where women can bring their own individual skills and character to the business and become our future leaders.