



GENDER
PAY GAP
REPORT



2024

For CPM Field Marketing

INTRODUCTION

What is the gender pay gap?

Legislation came into force in April 2017, requiring UK employers with more than 250 employees to publish their Gender Pay Gap.

The Gender Pay Gap looks at the overall pay of men and women, without considering their roles or seniority. This means that the Gender Pay Gap does not provide any insight into Equal Pay, which is the requirement to pay men and women equally for similar work or work of equal value.

“We’re a people business so we know having great people practices and a diverse workforce is key to our success. We are proud to be able to offer a wide variety of roles with varying flexible working patterns for both males and females and we are immensely proud of our balanced gender workforce.

It is hugely important to us to provide all our employees with the opportunity to balance work with other aspects of their lives. We continue to be involved in the ‘Omniwomen’ initiative which focuses on supporting women in leadership. We are promoting multiple Employee Resource Groups which enable people who have lived experience, are an ally or have an interest in a particular experience to find common ground for discussion and support within the business”

I confirm that the figures contained in this report are accurate and have been calculated in accordance with relevant legislation



Richard Worker

Finance Director



Legislative requirements

- All UK companies with 250 or more employees on 5 April 2024 are required to publish specific gender pay information:
 - Mean and median gender pay gap
 - Mean and median gender bonus gap
 - Proportion of males and females receiving a bonus
 - Proportion of males and females by quartile pay band
- Figures for each legal entity with at least 250 employees on 5 April 2024 must be calculated and reported separately
- The mean and median gender pay gap is based on hourly rates of pay as at 5 April 2024
- The mean and median gender bonus gap considers bonus pay received in the 12 months leading up to 5 April 2024
- Pay quartiles look at the proportion of men and women in four pay bands when we divide our workforce into four equal parts

WHAT IS OUR GENDER PAY GAP AT CPM?

Our median pay gap is 3.2%

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.

At CPM, our mean gender pay gap for hourly pay is 7.1%

The median gender pay gap for hourly pay is 3.2%.

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.

Mean Gender Pay Gap:
7.1%

Median Gender Pay Gap:
3.2%

Our pay gaps are now very low and we are pleased that, over the years, we have been able to see them come down.

Our overall Gender Pay Gap figure is predominantly driven by the fact that we have the highest proportion of women in our flexible and part-time workforce, where the works attracts comparatively lower pay.

Mean and median gender bonus gap

The mean gender bonus gap is the difference in mean bonus pay that male and female employees receive.

Another factor affecting the gap is that one of our larger technology sales accounts, which is bonus driven, is male dominated – this affects both the pay and bonus gap.

The median bonus gap shows the difference in bonus pay received by the middle woman compared to the middle man.

Mean Gender Bonus Gap:
55.0%

Median Gender Bonus Gap:
49.0%

The bonus gap is calculated only from actual bonuses paid. It takes no account of part time workers, or whether someone has worked the full year or not. If someone received no bonus, they are not considered in either the mean or median figures.

Proportion of employees receiving a bonus:

Females **27.8%**
Males **54.3%**

The bonus gap is also driven by the fact that we have a higher proportion of women in our flexible and part-time workforce and are therefore receiving only a proportion of the fulltime bonus.

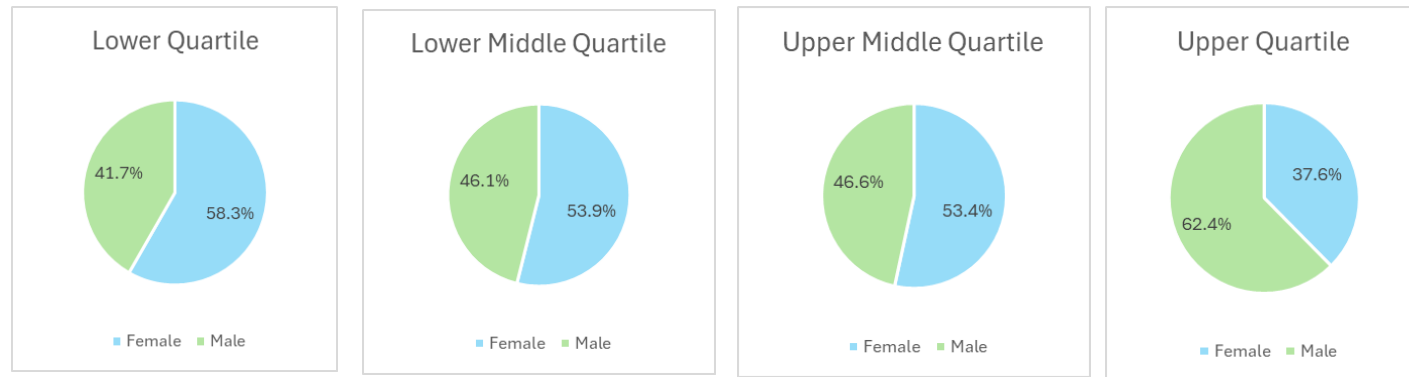
WHY ARE THERE DIFFERENCES?

- Three of the four quartiles are very even. The upper (highest paid) quartile has the smallest proportion of women, and this is why the mean pay gap is higher (there are more men in these higher paid roles).

A large proportion of our workforce are tactical (casual) employees and, because of the nature of these roles, a large proportion of these are women. As many of our large client accounts offer flexible working and part-time, this affects our overall gender split for the field being more female dominated.

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).



OMNIWOMEN UK

To underscore our commitment to a gender inclusive environment, we are part of the **Omniwomen** initiative.

In the UK we have supported an Annual Summit since 2015, a forum where our future female leaders find inspiration and mentorship.

Our goal with this event and its subsequent follow up sessions, known as basecamps, is to foster an environment where women feel they do not need to conform to “traditional” leadership stereotypes to be successful, but instead can be themselves, bringing their own leadership skills and attributes to our companies.

We believe in programmes and initiatives that attract the best talent and foster a culture that gives our people the opportunity to succeed.



Whilst Gender Pay Gap reporting is focussed on gender equality in the workplace, at CPM we are looking at all areas of diversity.

We continue to participate in our Omniwomen initiative which is open to all employees across all levels in our business, giving them the opportunity to network, learn and develop.

Top Talent

Our Talent Team have developed a range of new Talent programmes - we are proud of our Talent initiatives and the focus we place on investing in our people, based on merit and equal opportunity. We support this through a range of internal development practices and programmes, including our JET program and Transformative Leadership Program.

We promote managers from within which demonstrates our commitment to providing career opportunities for women in management and leadership positions.

We will continue to review our talent management and succession planning strategies to encourage women into senior leadership positions.



Omniwomen

Founded 2014, 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!



OPEN Pride

Founded in 2016, promotes awareness, acceptance and advocacy by creating opportunities for leadership, visibility, community involvement, networking and business. Through its global and local chapters, OPEN Pride works to foster an inclusive and engaging work environment for Omnicom’s LGBTQ+ community and its allies.



The Omnicom People Engagement Network (OPEN)

For over 15 years, the Omnicom People Engagement Network (OPEN) has been at the forefront of fostering an inclusive and engaging work environment while creating valuable networking and business opportunities. Inclusion and belonging are core to the culture of Omnicom agencies and integral to the work we do.

CPM United Kingdom Ltd
ACTIONS MOVING FORWARD



Inclusion & Impact

We have continued to work with the EW Group who are specialists in inclusion and impact and have published our commitment to fostering an inclusive work environment. This includes:

- treating everyone fairly and respectfully
- rewarding contribution fairly
- fairly recognising and celebrating difference
- challenging behaviour which encourages stereotypes or division

In addition to this, we have held DNA listening sessions, business-wide, to ensure we have gained feedback from our employees and continue to live by our commitment.

We continue to promote our Employee Resource Groups, where we will focus on ensuring that we treat people across our business with respect, fostering a sense of belonging.



Career Development

We will continue to work hard to understand the challenges that women face in their careers, including balancing successful careers with family commitments. We need to ensure we can retain our female talent.

We are working with DAS, and partake in the Future Leadership apprenticeship, which is for middle level leaders to stretch their wider business knowledge, whilst developing leadership skills.

We have launched the JET program, creating a unified talent development program for non-managers.

As part of the introduction of our Top Talent Programme, we are committed to ensuring that women are proportionally represented.



Recruitment and Attraction

To reduce our gaps, we need to achieve greater gender diversity across our business, at all levels and departments. We need to ensure we are attracting applicants from women into departments with underrepresentation.

We continue to work with our clients and have specific targets and plans in place to ensure we attract and recruit diverse candidates. We need to make sure that our lower-level roles are attractive prospects for all genders.

We use gender neutral language for adverts and diverse advertising collateral. We invite all hiring managers to do Interview Skills training which includes making hiring managers aware of everyone having natural biases.

We have been working with women candidates to help us to understand:

- What we could do better to encourage women to apply for roles
- Where we should advertise our roles to ensure we attract women