

cosïne

GENDER
PAY GAP
REPORT



2022

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INTRODUCTION

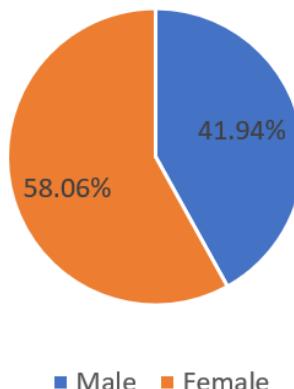
What is the gender pay gap?

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 taking into account 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 work of equal value.

Gender split of Cosine employees:

Gender Split of Cosine Employees



As at 5 April 2022

Cosine is an Insight led Field Sales agency, working for multiple clients on a variety of activities. This leads to us having a varied workforce with a strong gender-balance. We're a people business, so having great people practices and a strong and supportive culture is important to us. We offer a wide range of roles, with a wide variety of working patterns and so flexibility is ingrained in our culture. We're really pleased to be able to offer plenty of opportunity for **both men and women** wanting a **more flexible pattern of work** to suit their personal and family needs. We understand that inclusion and diversity leads to greater business success.

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

Kirstin Knight
Managing Director



Legislative requirements

- All UK companies with 250 or more employees on 5 April 2022 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 2022 must be calculated and reported separately
- The mean and median gender pay gap is based on hourly rates of pay as at 5 April 2022
- The mean and median gender bonus gap considers bonus pay received in the 12 months leading up to 5 April 2022
- 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 **Cosine**?

**Our median pay
gap is 25.6%**

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.

At Cosine, our mean gender pay gap for hourly pay is 14.2%.

The median gender pay gap for hourly pay is 25.6%.

Mean
Gender Pay Gap:
14.2%

Median
Gender Pay Gap:
25.6%

Our gender pay gaps are predominantly driven by the fact that we have a higher proportion of males in our higher paid sales focused and direct sales accounts. By contrast, more women occupy the more flexible, less sales based, roles which attract a lower salary and no opportunity for commission.

Mean and median gender bonus gap

The mean gender bonus gap is the difference in mean bonus pay that male and female employees receive. The median bonus gap shows the difference in bonus pay received by the middle woman compared to the middle man.

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.

Mean
Gender Bonus Gap:
69.2%

Median
Gender Bonus Gap:
92.2%

As a Field Sales business working on various activities, we are able to offer a variety of flexible roles, attractive to individuals who want a pattern of work to meet their personal, career and family needs. This wide range of roles, attracts a variety of pay, benefits and incentives to reward and motivate the person in the role.

The bonus gap is driven by the fact we have a higher proportion of women in our flexible and part-time roles and are therefore receiving only a proportion of the fulltime bonus. In addition, the roles in our direct sales/sales focused accounts are male dominated and these pay higher bonuses.

Proportion of employees receiving a bonus:



WHY ARE THERE DIFFERENCES?

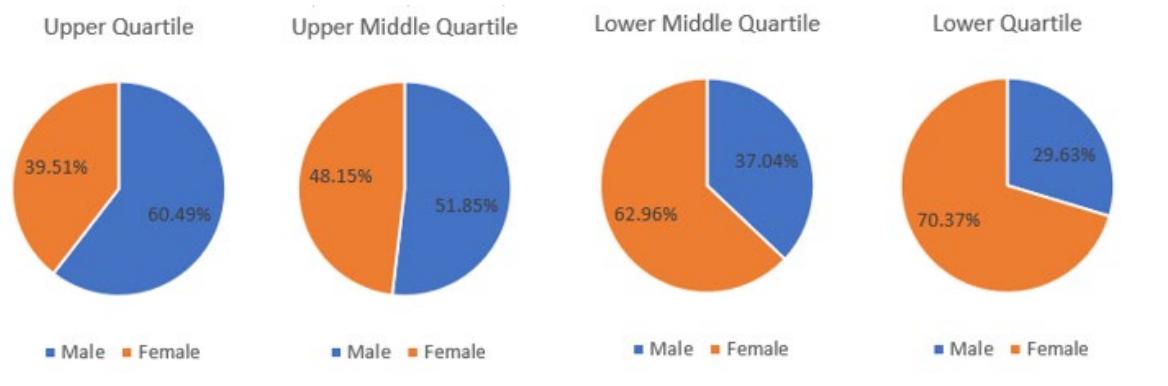
- When looking at the quartiles we see that there is a higher proportion of women in the lower quartiles. In Field Marketing due to the nature of the industry, we have a significantly high proportion of part-time employees and a high population of tactical (casual) employees typically within more junior roles. The reason that these roles are attractive to women is because they offer the most flexibility and so women can balance it around childcare commitments. Until we have a society where more men do more of the child raising, this is unlikely to change any time in the future.

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.

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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).



Looking at each quartile, the pay gap is as follows:

Upper quartile:

1.3%

Median

Upper middle quartile:

1.5%

Median

Lower middle quartile:

-0.5%

Median

Lower quartile:

-0.4%

Median

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.

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Whilst Gender Pay Gap reporting is focussed on gender equality in the workplace, at CPM we are looking at all areas of diversity. In the last year we have published our Group DE&I Plan.

In 2022 we opened up even more spaces to our Omniwomen initiative to women across all levels in our business giving them the opportunity to network, learn and develop.

Top Talent

Our Talent Team is in the process of developing 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 award winning management and leadership programmes. We currently promote 50% of our 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)

The umbrella group for all official Omnicom ERGs and D&I activities. It's important to us that our people encompass diverse backgrounds, experiences and perspectives and so OPEN, and its respective groups, work to foster an inclusive and engaging work environment as well as increase networking and business opportunities. Not only is this the right thing to do, but it encourages fresh ideas and thoughts that stimulate creativity and provide outstanding innovation.



Equity Diversity & Inclusion

We have been working with the EW Group who are specialists in DE&I and have published our commitment to Diversity, Equity and Inclusion , this includes:

- treating everyone fairly and respectfully,
- rewarding contribution fairly
- fairly recognising and celebrating difference
- challenging behaviour which encourages stereotypes or division and
- striving to create an inclusive culture where 'you can be you'

In addition to this, we have created workshops for all managers to attend to ensure they are living by our commitment.

We also have created a Menopause ERG and are providing access to BUPA's Menopause Support Programme.



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 are in the process of introducing our new Learning Management System.

This will:

- Enable all employees to self serve
- Employees will have access to Training and L&D at a time that works for them

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



Recruitment and Attraction

This includes specifically looking to attract more women into environments traditionally dominated by men. We use gender neutral language for adverts, diverse advertising collateral and unconscious bias training, including specific training for hiring managers as part of our Interview Skills course.

We continue to review and work on ensuring our selection process is free from bias.

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

- What made them consider applying for the role
- What we could do better to encourage women to apply for roles
- Where we should advertise our roles to ensure we attract women