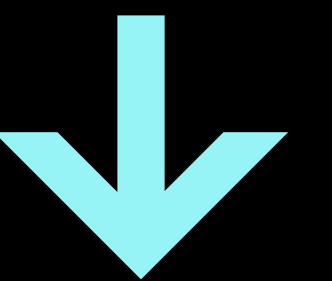


SAATCHI & SAATCHI

GENDER
PAY GAP
REPORT
2024



A MESSAGE FROM OUR *AGENCY LEADER*

Although 62% of our agency is women, including a leadership team that is predominantly women, Saatchi & Saatchi's gender pay gap is not where we want it to be.

There is more work ahead. In a world where DEI progress is increasingly tested, these numbers matter more than ever, and we must push forward with even greater determination.

We know that closing the gap requires sustained commitment from everyone in the agency. As the new CEO, I'm committed to driving meaningful progress and ensuring we take the necessary steps to create lasting change. This will require a multifaced approach which will include building on existing agency initiatives, such as Saatchi Women.

I look forward to working with the Saatchi & Saatchi team to make that happen.



CLAIRE HOLLANDS,

CEO, Saatchi & Saatchi

THE GENDER PAY GAP EXPLANATION AND RESULTS

The gender pay gap is the difference in average pay between men and women in an organisation. Saatchi & Saatchi Group Limited’s median Gender Pay Gap for 2024 is 18.2%. 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 2024.

	Salary Pay Gap	Bonus Pay Gap
Mean	20.7%	12.7%
Median	18.2%	0%
	Men	Women
Upper	52.6%	47.4%
Upper Middle	41%	59%
Lower Middle	34.2%	65.8%
Lower	27.8%	72.2%
	Men	Women
Bonus		
% Received	77%	62.4%

WHAT DOES OUR GENDER PAY GAP DATA TELL US?

Despite strong representation of women across the agency, our median pay gap has increased to 18.2%

The agency has a higher proportion of women than men across the agency, particularly in the lower, lower middle and upper middle quartiles which is similar to 2023. During the year some of our women have moved to different areas of the business within Publicis Groupe to work on different clients and this has impacted our numbers.

In 2024, although a greater number of women received a bonus compared to men, the percentage of women who received bonuses was actually lower. This is due to the larger number of women, which reduces the percentage despite the high number of recipients. This consequently affects both mean and median calculations.

PROGRESS AND OUR PLAN TO *CLOSE THE GAP*

During 2024, we were able to appoint more women at a mid and senior level, and with the appointment of our new CEO, women now make up the majority of our leadership team.

In 2025, we will focus on enhancing the programmes we have in place. These include our Saatchi Women initiative, which is evolving to provide more comprehensive support for working parents and carers, and address barriers to career progression to create tangible positive change.

Additionally, as part of Publicis Groupe UK, we've partnered with 55 Redefined to work towards Age Inclusive Accreditation, aiming to become an Age Inclusive employer. This collaboration challenges age discrimination and aims to shift attitudes, something which impacts women's career development in marketing and communications' industries. Our partnership extends into 2025 to fully embed Age Inclusion within the company and achieve accreditation.

In 2024 we also partnered with Bloom, an organisation dedicated to ensuring women have equal opportunities in the communications industry. This collaboration provides mentorship opportunities, access to Bloom's professional network of women in communications, best practices and guidance, enhancing our efforts to empower women in the workplace.

In 2024 we launched 'Parents @ Publicis UK', an internal community offering peer support and a platform for engaging parents. In partnership with 8Beyond coaching we hosted a session for all our people on how we can better consider and support working parents. This collaboration will continue into 2025 with training for our internal coaches to provide targeted support for working parents.

Our employee action groups, VivaWomen!, EMBRACE and EnABLE were active this year in supporting women and their development through events such as speed mentoring and workshops on career development.

Working with our partners at Catalyst, we continue to provide access to their MARC Foundations gender equity training to raise awareness of the benefits of gender equity to people of all genders.

Across Publicis Groupe UK our 'Life Stages' Policies are part of our ongoing commitment to be a family friendly organisation supporting our people whatever they're going through. In particular, working parents and those with caring responsibilities, those returning from leave, colleagues experiencing Menopause or managing any long-term conditions.

We're also a founding member of Black Representation in Marketing (BRiM), a cross-industry initiative that aims to improve representation in our industry, providing a leadership programme for high-potential Black employees. In 2024 a cohort of 14 colleagues participate in the programme, 70% of whom are Black women. We will be engaging with the programme again in March 2025, taking an intersectional approach to our work on gender equity is critical to us.

LOOKING *AHEAD...*

This year we will be working with Madeline McQueen and Magnificently You delivering a programme to increase the representation of women in senior leadership roles at Publicis Groupe UK. This initiative aims to support the next generation of women leaders across the business, to help increase the number of women occupying leadership roles, and in turn close the gender pay gaps across the business.

FAQS & 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 2024 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 men and women in the 12 months ending on 5 April 2024. This applies to all employees, even if they're not in full pay on the snapshot date. We also report on the percentage of men and women 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.