

PHD

Gender Pay Gap Report 2024



Introduction











Our vision at PHD Global is to be a place where difference is valued and everyone can thrive in a culture of inclusion and belonging. We are committed to creating an environment that reflects today's society, where each individual is able to bring their true selves to work, and where all voices and backgrounds are valued, heard and well represented. We know that when we get this right, it benefits not only our people, but our clients, business partners and the wider industry.

Gender pay gap vs equal pay

Equal Pay is a legal requirement that has been in place since 1970 to pay men and women equally for the same work or work of equal value.

The gender pay gap shows the difference in the average pay of women compared to the average pay of men. It does not take into account differences in the jobs done by men and women. The gender pay gap is best considered a measure of representation – higher gaps mean women occupy smaller proportions of the best paid and most senior roles than men.

Our statistics

	2022	2023	2024
 Mean gender pay gap	29.6%	25.6%	20.8%
 Median gender pay gap	30.8%	27.7%	21.7%
 Mean bonus gap	82.7%	79.2%	62.0%
 Median bonus gap	0.0%	0.0%	0.0%
 Proportion of men receiving a bonus	85.7%	86.5%	100.0%
 Proportion of women receiving a bonus	76.0%	86.4%	100.0%
 Lower quartile (percentage women)	66.2%	69.2%	63.1%
 Lower-mid quartile (percentage women)	53.9%	56.4%	59.0%
 Upper-mid quartile (percentage women)	56.9%	56.4%	49.4%
 Upper quartile (percentage women)	28.1%	38.0%	41.7%

Our statistics are calculated from all employees and workers on payroll as 5th April 2024 (the snapshot date) at PHD EMEA.

Explaining our statistics

Our gender pay gap remains a challenge, and while we are pleased that our latest figures are an improvement, we know there is much more to do.

Although our business has a roughly equal proportion of men and women, they are not spread equally. Women occupy disproportionately more of our lower paid roles (63.1% of these are held by women) and much fewer of our highest paid roles (41.7% of these are held by women).

If we can retain and support the careers of these women so that they can reach more senior and higher paid roles, our gender pay gaps will reduce. Because we have a large amount of female talent in our lowest paid roles, we must focus on retention and progression of our existing female talent, while also ensuring that we can bring more women into our most senior roles as they become available. Women must be just as likely as men to apply for – and be successful in – all roles at PHD Global, but particularly our most senior roles.

Our median bonus gap is 0%. We provide all employees with the same £100 bonus. Because this is the only bonus that more than half of all male and female employees receive, the median bonus is exactly the same for men and women. This is why our median bonus gap is 0%. Our mean bonus gap is higher, and this is because there are a small number of senior men who are entitled to discretionary bonuses.

What we are doing

We're on the right track but still not where we want to be. We're focused on solutions that will drive real, lasting change.

Research proves shows that ensuring there are at least two women on a shortlist for a senior role will increase the probability that a woman will be hired for that role. For this reason, we will ensure that there are at least two women on every shortlist for senior roles. As an inclusive employer, we are committed to appointing the right person for the role, regardless of their gender or other factors.

We provide monthly workshops for hiring line managers, focusing on how to run an inclusive interview process. Sessions encourage active participation on topics including writing inclusive job adverts, and interview skills, as well as identifying and overcoming different types of bias and decoding language.

Although, as stated above, the Gender Pay Gap does not provide any insight into Equal Pay (the legal obligation to pay men and women equally for work of equal value) salaries are benchmarked bi-annually, enabling us to be proactive about pay equity.

We run regular educational workshops, including our Inclusive Behaviours programme for all employees.

Alongside our colleagues at OMG we have nine Advisory Groups that are instrumental in creating a truly inclusive environment at PHD EMEA, including OMG Women and our Working Parents Group who offer support and education for all women and allies across the Group through events, workshops and regular opportunities to share experiences.

Omniwomen, an Omnicom-wide employee resource group, serves as a catalyst for increasing the influence and number of women leaders throughout the Omnicom network. In the UK, one of the key initiatives every year is the Omniwomen + Allies event aimed at supporting and inspiring our future leaders.

We continue to evolve our policies to reflect our employee's needs. Policies include Fertility & Trying to Conceive, Miscarriage & Pregnancy Loss, Menopause (including free access to the Bupa Menopause Plan), Supporting Carers and Time Off For Dependants.

We give additional benefits for parents through enhanced Maternity, Adoption, Surrogacy, Shared Parental Leave and Paternity financial packages, including return to work bonus and flexible working options.

We continue to explore smarter ways of working, whether this is core hours or 3:2 hybrid work/office hours working or working at our clients' business or with partners at their offices.

We have created Reboot: Return to Work – a structured return to work programme for those returning from maternity, adoption, surrogacy or shared parental leave.

We continue to actively support the industry's All In Actions designed to increase belonging and create a more inclusive industry.



I confirm that the statistics reported above are accurate and have been calculated in line with relevant legislation.

S. Grundmann

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