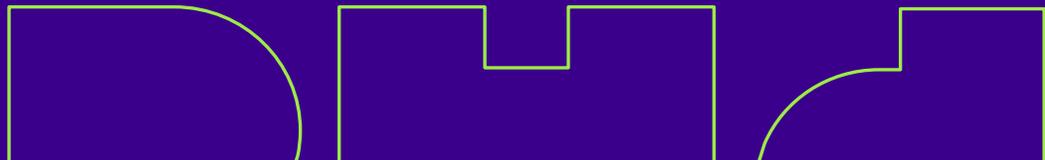


PHD UK Gender Pay Gap 2025



Introduction

Our vision at PHD UK is to be an agency group 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.



What is the gender pay gap?

The gender pay gap shows the difference in the average pay between all men and women in a workforce. Under legislation that came into force in April 2017, UK employers with more than 250 employees are required to publish their gender pay gap. PHD UK's eligible payroll headcount, as a snapshot on 5th April 2025, covered 351 employees.

Is it the same as equal pay?

No, Equal Pay is a legal requirement that has been in place since 1970 to pay men and women equally for work of equal value, whilst the Gender Pay Gap looks at the differences in overall pay of men and women, not taking into account their roles or seniority.

What is reported?

- mean gender pay gap
- median gender pay gap
- mean bonus gap
- median bonus gap
- proportion of male and female employees receiving a bonus payment
- proportion of males and females when divided into four groups ordered from lowest to highest pay (quartiles) at snapshot date.

What is the Median?

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 by gender from lowest to highest and comparing the middle value.

What is the Mean?

The mean is calculated by adding all the hourly rates of pay earned by gender and dividing this total by the total number of each gender in scope, then comparing mean female pay against mean male pay.

What is a quartile?

Pay quartiles split all employees into four even groups according to their level of pay. Looking at the proportion of men and women in each quartile gives an indication of the gender representation at different levels of PHD UK.

What is the gender pay gap?

Who is included in our reporting and what is the snapshot date?

We follow the legislative requirements of reporting and include all employees and workers on payroll as 5th April 2025 (the snapshot date), at PHD UK, but exclude any employees on reduced pay i.e. Maternity, Sick pay or other adjusted pay.

Next year's reporting snapshot date will be 5th April 2026. Please note the data reported includes all PHD UK employees but does not include the data from our individual agencies.

What period are the bonus gaps calculated over?

Bonus gaps are calculated over the 12 months leading up to the snapshot date.

The period covered in this report is 6th April 2024 – 5th April 2025.



There's lots of maths: which figure is most commonly used and quoted?

In this report the data is defined in terms of median and mean. Generally, the median figure is the more representative figure, and this is the figure used by the Office of National Statistics (ONS).

This is because the median is not skewed or affected by extreme values.

According to ONS, the 2025 UK national median gender pay gap is 12.8% and the UK mean gender pay gap is 10.9%.



Pay Gap

What is the median pay gap at PHD UK?

-8.6%

Negative number in favour of women

What is the mean pay gap at PHD?

-1.9%

Negative number in favour of women

A negative number represents a pay gap in favour of female pay.

Why is there a difference between mean and median Gender pay gap figures?

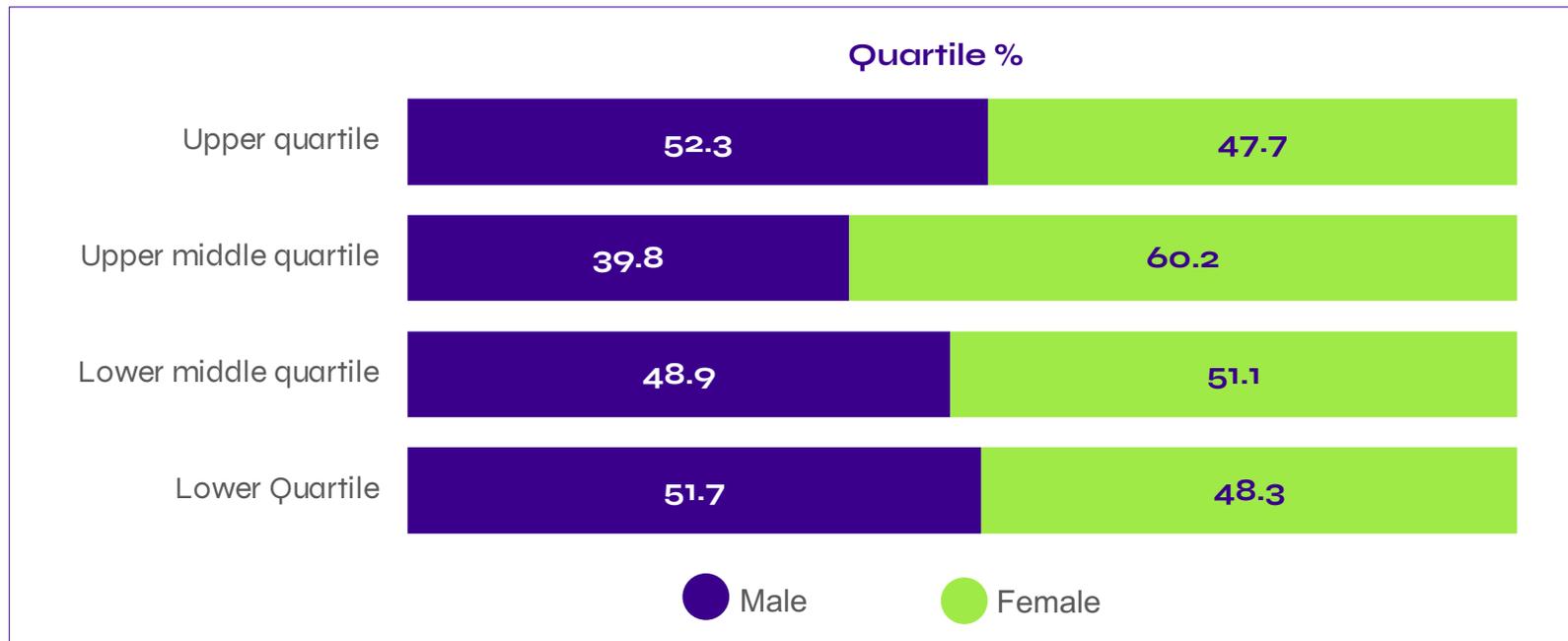
The mean and median measure pay in different ways. Our mean looks at the average of all salaries, while the median reflects the middle point of the pay distribution. The pay gaps continue to be low because on the snapshot date of 5th April 2025, Women remain well represented across all pay levels, with 60.2% in the upper-mid quartile and balanced representation across the other quartiles, including 47.7% in the upper quartile.

This even distribution underpins our negative pay gaps and reflects our commitment to equity across roles and seniority. Team leads regularly review the demographic representation within their teams; this enables them to focus on seeing candidates from underrepresented demographics when recruiting to adjust any imbalance.

You can see the breakdown of gender by quartile below.

How does our gender representation differ across each quartile?

The four quartiles as a proportion of male and female employees for PHD UK are:



Bonus

What is included as a bonus?

✓ Referral/Recruitment Bonus

✓ Return to work bonus
post family leave

✓ Baby bonus

✓ Christmas vouchers

✓ Annual bonus

At the discretion of the agency leadership, an annual performance related bonus may be given to senior level individuals. These are awarded on a discretionary basis.

What is the proportion of men and women receiving some form of bonus pay?

Male

95.9%



Female

95.8%



What is the median bonus gap at PHD UK?

Median bonus gap

0%

What is the mean bonus gap at PHD UK?

Mean bonus gap

-20.6%

A negative number represents a bonus pay gap in favour of female bonus pay.

Working to close the gap

We continue to build on the initiatives we have in place in our drive to create an equitable environment throughout the employee life cycle:

- As a diverse and inclusive employer, we are committed to appointing the right person for the role, regardless of their gender or other factors. This includes understanding and valuing our candidate's life experiences and how this enriches their ability to do the role.
- PHD's Board of senior leadership has an even gender representation.
- We are committed to supporting our colleagues at each stage of their employment, from understanding their needs when they join us to supporting them to contribute their best with our Passport of Me, a document where they can share any reasonable adjustments they need.
- 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, hiring for disability & neurodiversity and inclusive interview skills as well as identifying and overcoming different types of bias and decoding language.
- Although 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) our OM UK People Team benchmark all salaries bi-annually, enabling us to identify and address gaps where appropriate.
- We run regular educational workshops, including our "Building an Inclusive Culture Together" programme for all employees.
- We have nine Advisory Groups that are instrumental in creating a truly inclusive environment at OM UK, including OM Women and Gender Inclusion Group and our Working Parents and Carers Group who offer support and education for all women and allies across OM through events, workshops and regular opportunities to share experiences.
- Our OM-wide mentoring programme, launched in 2023, was created with inclusivity in mind, allowing mentees to request a mentor match based on specific intersections/communities (such as ethnicity/multicultural, disability or LGBTQ+) or experiences (such as working parent, a carer).

- 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 give additional benefits for parents through enhanced Maternity, Adoption, Surrogacy, Neonatal, Shared Parental Leave and Paternity financial packages, including return to work bonus and flexible working options.
- 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 evolve our policies to reflect our employee's needs. Policies include Fertility & Trying to Conceive, Neonatal, Miscarriage & Pregnancy Loss, Menopause (including free access to the Bupa Menopause Plan), Supporting Carers and Time Off For Dependants.
- We continue to actively support the industry's All In Actions designed to increase belonging and create a more inclusive industry, and we were one of the first agency groups to be awarded, and maintain, our All In Champion status.

I confirm that the statistics reported are accurate and have been calculated according to the requirements of the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.



Paul Knight
CEO PHD UK

1st April 2026