

GENDER PAY GAP REPORT 2025

OMD GROUP LTD

OMD GROUP LTD INCLUDES BOTH MG OMD AND OMD UK, AS THEY ARE PART OF THE SAME LEGAL ENTITY.



INTRODUCTION

At OMD Group Ltd, gender pay gap reporting is not simply a statutory requirement; it is a long-term measure of how effectively we build, retain and progress talent across our organisation. It is something that we regularly communicate to our business to ensure transparency and accountability for our progress.

Over the past eight years, our data has reflected both structural progress and the complexity of representation across seniority levels. Our focus remains consistent: ensuring equitable access to opportunity, strengthening progression into senior roles and embedding disciplined governance around pay and reward.

The gender pay gap differs from equal pay. Equal pay is a legal requirement ensuring men and women are paid equally for the same work or work of equal value. The gender pay gap measures the difference in average earnings between men and women across the organisation and reflects representation at different levels.

Our statistics are calculated from all employees and workers on payroll as of 5 April 2025 (the snapshot date).

OUR 2025 STATISTICS

Pay & Bonus Gaps

Mean gender pay gap

Median gender pay gap

Mean bonus gap

Median bonus gap

Bonus Participation

Proportion of men receiving a bonus

Proportion of women receiving a bonus

Pay Quartiles (Percentage Women)

Lower quartile

Lower-middle quartile

Upper-middle quartile

Upper quartile

2025



HISTORIC TRENDS & 2025 HEADLINE OBSERVATIONS

Mean Pay Gap

Our mean gender pay gap has reduced to 5.3%, down from 11.5% in 2024, a significant year-on-year improvement.

This is the lowest level since reporting began in 2017. While the mean has fluctuated over the years, the long-term trajectory shows overall structural improvement, particularly when compared to the earlier peak years of 2018–2020.

Strong female representation at the most senior levels continues to positively influence this figure.

Median Pay Gap

While the mean gap has improved, the median gender pay gap has increased from 3.1% in 2024 to 8.3% in 2025.

Looking at the longer-term picture, the median has fluctuated across reporting years but has consistently remained relatively low. Our median pay gap remains lower than the UK gender pay gap average of 12.8%, as set out by the Office of National Statistics.

The 2025 movement reflects representation at specific mid-senior levels rather than pay inequity within roles.

Across the majority of levels, men and women remain broadly evenly distributed.

Bonus Gap

The mean bonus gap now stands at -1.9%, meaning women received marginally higher bonuses on average this year.

This represents a dramatic structural shift from 2017, when the mean bonus gap was 47.6%, and a significant improvement from 22.8% in 2024.

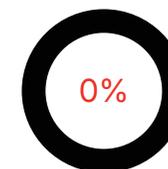
The median bonus gap remains at 0.0%, reflecting consistent governance in discretionary reward decisions.

Bonus participation rates are also closely aligned (93.6% men, 94.3% women), reinforcing parity of access.

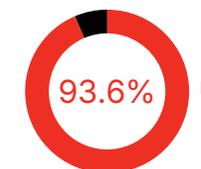
MEAN BONUS GAP



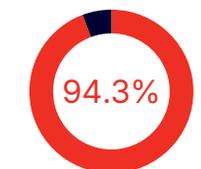
MEDIAN BONUS GAP



BONUS – MEN



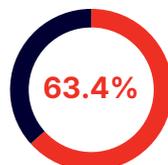
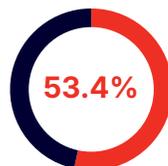
BONUS – WOMEN



REPRESENTATION ACROSS QUARTILES

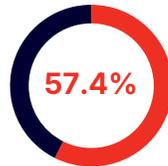
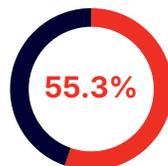
Women now make up:

- 53.4% of the upper pay quartile, broadly in line with 2017 (54.0%) and a notable improvement from the 2022 low of 44.3%.
- 63.4% of the lower pay quartile, an increase from 58.7% in 2024.



Female representation in the lower-middle quartile (55.3%) and upper-middle quartile (57.4%) remains strong and balanced.

Overall, representation across quartiles continues to stabilise, with particular improvement in the top quartile.



EXPLAINING OUR 2025 POSITION

The 2025 data presents a largely positive picture.

The reduction in the mean pay gap and the effective closure of the bonus gap reflect structural progress and strong female representation at senior levels.

The median gap is primarily driven by representation at mid-senior levels, particularly Level 6 and above, where men are slightly overrepresented relative to the overall workforce.

There is no evidence of unequal pay within roles. The gap reflects structural distribution rather than inequity in like-for-like pay.



WORKING TO CLOSE THE GAP

Our focus remains centred on structural levers: progression, access, governance and retention.

Our efforts continue to build on the initiatives we have in place to create an equitable environment throughout the employee life cycle:

As an inclusive employer, 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 at their best with our Passport of You, a document where they can share any reasonable adjustments they need.

We provide **monthly workshops for hiring 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.

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).

Omniewomen, 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 Omniewomen + Allies event aimed at supporting and inspiring our future leaders.



WORKING TO CLOSE THE GAP

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.

Both MG OMD and OMD UK are led by female CEOs. The MG OMD board, led by Katrina Bozicevich, is 56% female, reflecting balanced gender representation at senior leadership level. Similarly, 50% of the OMD UK board, led by Suzy Ryder, are women. Katrina also recently succeeded Natalie Bell, continuing a strong legacy of female leadership across our agencies.

Our commitment to supporting career progression sits at the heart of our mentoring programme. In our most recent cohort, 65% of participants from MG OMD are women, and 60% from OMD UK, providing enhanced opportunities for women to advance their careers with guidance and support from colleagues. Both percentages have increased compared with last year's cohort.

LOOKING AHEAD

Our 2025 results reflect:

- The lowest mean pay gap since reporting began
- A materially improved bonus position compared to historic levels
- Continued strong female representation at senior levels
- A median gap driven by representation patterns rather than pay inequity

Over the coming year, our focus will remain on:

- Strengthening progression into Level 6 and above roles
- Maintaining disciplined governance around performance and reward
- Ensuring equitable access to senior development pathways
- Sustaining transparent reporting and leadership accountability

Closing the gap requires long-term structural consistency. We remain committed to building an organisation where opportunity, progression and reward are equitable and transparent.

Suzy

omd



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.

Katrina

Katrina Bozicevich
CEO MG OMD



Suzy

Suzy Ryder
CEO OMD UK

