

Gender Pay Gap Report 2025

WPP Media in the UK

Introduction to 2025

Our people are our most valuable asset and we're committed to building an environment where they continue to learn, thrive and be their most authentic selves. We are deeply committed to attracting the best talent, fostering a culture of belonging, and ensuring everyone has equal opportunities to progress in their careers and believe in building a workforce that truly represents society and the diverse consumers our clients aim to reach, creating a place where every individual feels empowered to contribute and succeed.

In 2025, WPP Media took significant steps to integrate its operations, bringing together previously separate agencies (EssenceMediacom, Mindshare, and Wavemaker) under a single P&L. To provide a truly representative picture of our consolidated UK business, we have chosen to publish gender pay gap data for our entire UK workforce. This unified approach allows us to compare our overall figures consistently, moving beyond individual agency reports and offering a clearer view of our progress year-on-year.

Regarding leadership representation, we are actively working towards greater balance across all levels. Our UK workforce currently stands at 55.4% female, mirroring WPP's wider female representation in the UK (55%).

As of 5 April 2025, our consolidated WPP Media UK gender pay gap median stood at **14.1%** and the mean at **20.2%**. We are pleased to report that both figures represent a reduction from our 2024 reporting, where our median gap was 14.4% and our mean gap was 20.5% as it demonstrates initial positive movement in our consolidated structure, but we know we have further to go. For context, WPP's overall figure is 17.4% Median and 20.3% Mean pay gap difference in the UK.

We recognise that as WPP Media, and indeed across our legacy individual entities, there is significant work still to be done to accelerate the closure of our gender pay gap. A key area of focus is our bonus pay gap: our median bonus pay gap stands at **26.2%** and our mean bonus pay gap at **56.1%**. This disparity is partly influenced by

a higher proportion of males receiving a bonus (41.8%) compared to females (38.3%). Addressing this differential in bonus receipt and value is a priority.

While we are encouraged by the initial reduction in our mean and median gender pay gaps, it's crucial to understand the underlying structural factors. With 55.4% female representation across the UK (as of April 2025), we continue to observe a higher concentration of women in entry-level and junior roles. This is clearly reflected in our quartile data: women make up **59.1%** of our lower quartile and **59.3%** of our lower-middle quartile, but only **42.6%** of our upper quartile.

This significant 'pipeline' of female talent positions us well for future change, and we anticipate that this will, over time, naturally contribute to reducing the gender imbalance at senior levels. However, in the short-term, it also means our reported gender pay gap will persist. A sustained closure of the gap will only be achieved when we reach genuine gender balance across all quartiles and greater representation of women in the most senior roles within our organisation.

Our commitment to breaking down barriers that contribute to women being in less senior roles is unwavering. We are actively driving a number of initiatives to create equal opportunities and accelerate career progression for women across WPP Media in the UK. These crucial programmes and strategies, detailed further within this report, are integral to our ongoing efforts to achieve true gender balance and ensure that WPP Media is a place where everyone can thrive.

"Since becoming WPP Media UK Chief People Officer in April 2025, my focus has been on building a culture that thrives on diverse viewpoints.

The path to success will mean including new people, welcoming different views, and being appreciative of the gender and cultural contexts that make all of us unique at every level of our business. This means creating a working environment where everyone at WPP Media can reach their full potential.

We've set ambitious goals to continue to achieve parity at all levels of the business. We still have work ahead of us, but it is imperative that we achieve our goals."

Jacinta Brennan
UK Chief People Officer



Collective UK commitments

While the full impact of our initiatives on gender pay gap metrics takes time to materialise, we are actively driving change through a comprehensive suite of programmes designed to foster greater gender balance and equity across WPP Media UK. Our strategic initiatives, focusing on attracting, retaining, and progressing female talent, include:

Internal Mobility & Progression:

Recognising that a key driver for the gender pay gap is the disproportionately fewer women in senior and higher-paying positions, we are deeply committed to achieving greater gender balance at these levels. We leverage the extensive WPP network to actively promote internal opportunities and encourage mobility, specifically designed to support women's career advancement through the quartiles and into senior leadership roles.

Menopause Support:

We continue to prioritise awareness, education, and support around all stages of the menopause across WPP Media. Our dedicated Menopause Champions host a range of educational events and support sessions throughout the year. Building on our long-standing menopause policy and support training for people managers, we are proud to have achieved Menopause Friendly Employer Accreditation, underscoring our commitment to retaining invaluable mid-career female talent and ensuring continued career progression.

Family-Friendly Policies & "Return with Balance":

We understand the importance of comprehensive family support. Our enhanced maternity and paternity packages include 26 weeks of full pay, alongside robust family policies covering adoption, parental bereavement, surrogacy, premature birth and neonatal care, fertility treatment, breastfeeding, and caring responsibilities. Furthermore, we are proud to announce that in 2026, WPP Media was officially awarded

the **Fertility Friendly Employer Accreditation™**, reflecting our ongoing commitment to supporting employees through every stage of their family journey.

Employee Community Groups (ECGs):

With the unification of EssenceMediacom, Mindshare, and Wavemaker, we have expanded and strengthened our Employee Community Groups across WPP Media. These include vibrant Women's networks, LGBTQIA+, age, social mobility, and parents and carers groups, among others. Our ECGs play a vital role in enhancing an inclusive culture, influencing systemic changes, and providing safe spaces for all employees to connect, advocate, and contribute to an equitable workplace.

Walk the Talk Programme:

We continue to invest in and expand our cross-group "Walk the Talk" programme. This initiative provides senior women leaders with essential confidence, skills, and networks to excel in their roles and effectively lead change within the organisation. It is instrumental in strengthening our female leadership pipeline.

Visible Start Initiative:

During the reporting period, we proudly supported the fifth year of the "Visible Start" initiative. This free programme empowers women aged over 45 to transition back into the workplace or begin new careers in advertising and marketing. While Visible Start builds a vital talent pipeline for the wider industry, it also boasts a strong track record of placing graduates directly into roles across WPP agencies, enriching our talent pool with experienced and diverse professionals.

Targeted Mentoring & Leadership Development:

Beyond these initiatives, we are implementing targeted mentoring schemes specifically designed to uplift talent in quartiles 3 and 4, addressing critical career inflection points. This includes an **Empower**

Women in Leadership programme, focused on developing high-potential female employees with the skills and sponsorship needed to ascend into senior management and executive positions.



WPP Media UK's Workforce*

The UK Government requires all UK companies with 250 or more employees to report their gender pay gap information on an annual basis. In order to provide the most representative picture for WPP Media, we publish the consolidated data for all our fully owned companies in the UK.

DEFINITIONS

MEAN PAY GAP

The difference between the average hourly remuneration of male employees and female employees, expressed as a percentage of the male average hourly remuneration.

MEDIAN PAY GAP

The difference between the median (middle) hourly remuneration of male employees and that of female employees, expressed as a percentage of the male median hourly remuneration.

BONUS GAP (MEAN / MEDIAN)

The difference between the mean (or median) bonus remuneration of male employees and female employees, expressed as a percentage of the male bonus remuneration.

PROPORTION RECEIVING BONUS

The percentage of men and women who received a bonus in the 12 months preceding the snapshot date. The 2025 bonus pay gap therefore reflect performance as of 2024.

PAY QUARTILES

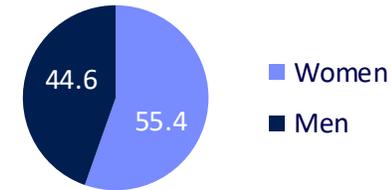
Shows the proportion of men and women in different pay bands, with the workforce divided into four equal parts (quartiles).

GENDER PAY GAP VS EQUAL PAY

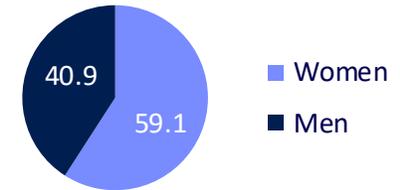
Equal pay means men and women being paid the same salary for carrying out the same or similar work, which is a legal requirement. This report, which follows UK Government regulations that came into force in April 2017, is about the gender pay gap: the difference in average hourly pay between all men and women in a workforce. A gender pay gap is the result of gender imbalance – for example having more men than women in senior roles.

| Network Breakdown | WPP Media |
|--|-----------|
| Female Gender Balance | 55.4% |
| Male Gender Balance | 44.6% |
| Median Gender Pay Gap (Difference) | 14.1% |
| Mean Gender Pay Gap (Difference) | 20.2% |
| Median Bonus Gender Pay Gap (Difference) | 26.2% |
| Mean Bonus Gender Pay Gap (Difference) | 56.1% |
| Q4 Upper Quartile - Male % | 57.4% |
| Q4 Upper Quartile - Female % | 42.6% |
| Q3 Upper Middle Quartile - Male % | 44.3% |
| Q3 Upper Middle Quartile - Female % | 55.7% |
| Q2 Lower Middle Quartile - Male % | 40.7% |
| Q2 Lower Middle Quartile - Female % | 59.3% |
| Q1 Lower Quartile - Male % | 40.9% |
| Q1 Lower Quartile - Female % | 59.1% |
| % Males who receive a bonus | 41.8% |
| % Females who receive a bonus | 38.3% |

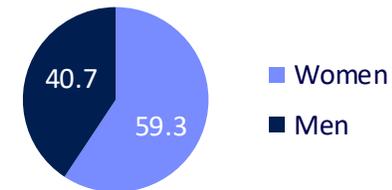
Gender Balance (UK Workforce)



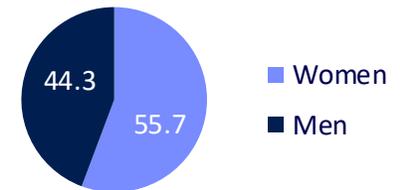
Q1 Lower Quartile



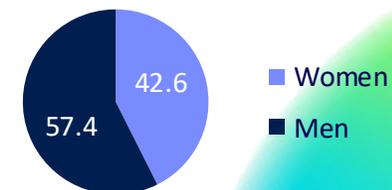
Q2 Lower Quartile



Q3 Upper Middle Quartile



Q4 Upper Quartile



2025 and 2024 Disclosures

| 2025 Legal Entity | Median Gender Pay Gap (Difference) | Mean Gender Pay Gap (Middle) | Median Bonus Gender Pay Gap (Difference) | Mean Bonus Gender Pay Gap (Middle) | Quartile 4 | Quartile 3 | Quartile 2 | Quartile 1 | % of males who received a bonus | % of females who received a bonus |
|----------------------------------|------------------------------------|------------------------------|--|------------------------------------|-------------------|-------------------|-------------------|-------------------|---------------------------------|-----------------------------------|
| GroupM UK Limited | 9.1% | 18.5% | 22.0% | 53.6% | 45.8% F / 54.2% M | 55.3% F / 44.7% M | 57.7% F / 42.3% M | 57.3% F / 42.7% M | 30.7% | 28.8% |
| EssenceMediacom Holdings Limited | 11.0% | 24.3% | 35.4% | 57.5% | 40.2% F / 59.8% M | 57.2% F / 42.8% M | 64.4% F / 35.6% M | 57.4% F / 42.6% M | 60.1% | 52.3% |
| Mindshare Media UK | 11.1% | 14.3% | 25.4% | 50.9% | 49.2% F / 50.8% M | 63.6% F / 36.4% M | 64.5% F / 35.5% M | 60.3% F / 39.7% M | 46.7% | 45.6% |
| Wavemaker Limited | 9.2% | 0.1% | -5.7% | -48.0% | 53% F / 47% M | 53.6% F / 46.4% M | 59.0% F / 41.0% M | 60.7% F / 39.3% M | 34.5% | 30.0% |
| WPP Media UK | 14.1% | 20.2% | 26.2% | 56.1% | 42.6% F / 57.4% M | 55.7% F / 44.3% M | 59.3% F / 40.7% M | 59.1% F / 40.9% M | 41.8% | 38.3% |

| 2024 Legal Entity | Median Gender Pay Gap (Difference) | Mean Gender Pay Gap (Middle) | Median Bonus Gender Pay Gap (Difference) | Mean Bonus Gender Pay Gap (Middle) | Quartile 4 | | Quartile 3 | | Quartile 2 | | Quartile 1 | | % of males who received a bonus | % of females who received a bonus |
|----------------------------------|------------------------------------|------------------------------|--|------------------------------------|------------|--------|------------|---------|------------|--------|------------|--------|---------------------------------|-----------------------------------|
| | | | | | Male | Female | Male | Females | Male | Female | Male | Female | | |
| GroupM UK Limited | 3.6% | 15.5% | 15.0% | 74.3% | 51.0% | 49.0% | 45.0% | 55.0% | 45.1% | 54.9% | 43.7% | 56.3% | 26.0% | 27.4% |
| EssenceMediacom Holdings Limited | 14.8% | 25.3% | 50.2% | 59.2% | 62.1% | 37.9% | 37.8% | 62.2% | 34.4% | 65.6% | 44.8% | 55.2% | 51.7% | 43.8% |
| Mindshare Media UK | 14.4% | 20.2% | 37.2% | 62.2% | 50.6% | 49.4% | 40.0% | 60.0% | 39.4% | 60.6% | 37.0% | 63.0% | 45.0% | 41.0% |
| Essence Global Limited | 18.2% | 17.0% | 0.0% | 45.5% | 52.4% | 47.6% | 53.5% | 46.5% | 44.4% | 55.6% | 29.9% | 70.1% | 74.6% | 64.3% |
| Wavemaker Limited | 12.6% | 3.6% | -42.9% | -41.7% | 52.1% | 47.9% | 38.3% | 61.7% | 34.0% | 66.0% | 40.0% | 60.0% | 23.2% | 19.2% |
| WPP Media UK | 14.4% | 20.5% | 27.6% | 57.7% | 56.3% | 43.7% | 44.5% | 55.5% | 40.6% | 59.4% | 40.5% | 59.5% | 43.0% | 38.4% |