

**2018**

**GENDER PAY**

**GAP REPORT**

SAATCHI & SAATCHI

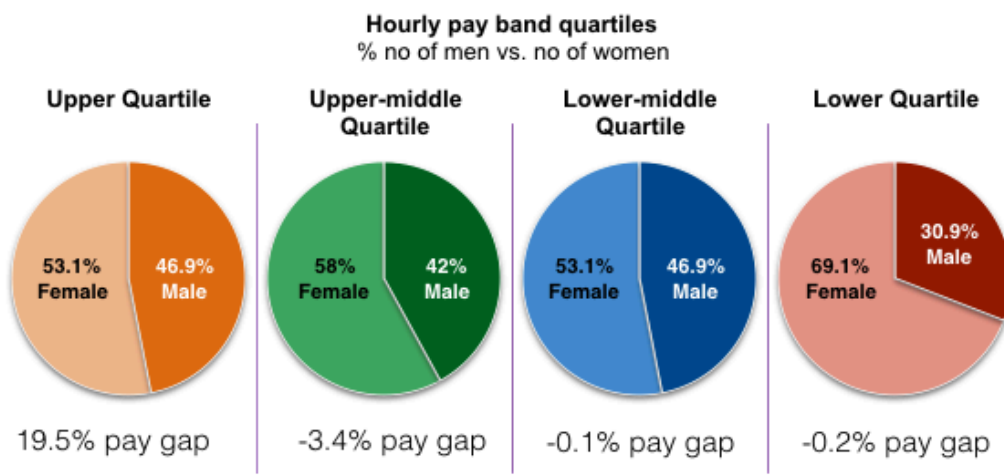
The gender pay gap is the difference in average pay between men and women in an organisation. Saatchi & Saatchi Group’s gender pay gap for 2018 is 20%. This is an improvement on 2017, when our pay gap was 26.4%.

Gender pay 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 gender pay gap, which we have calculated using the government guidelines, measures any difference in hourly pay between men and women. The figures are calculated by adding the pay of all male employees together and dividing by the number of men, and doing the same for women. The difference is shown as a percentage as of April 5 2018.

## Saatchi & Saatchi Group

	Salary Pay Gap	Bonus Pay Gap
Mean	20.0%	54.7%
Median	7.7%	60.5%



	% Received Bonus
Male	11.7%
Female	8.7%

## What does our Gender Pay Gap data tell us?

While we are pleased that the steps we have already taken to reduce our gender pay gap have been successful in closing the gap from 26.4% to 20%, we recognise that there is much more work to do in this area.

However, it is clear where the problem lies. As was the case last year, the pay gap is isolated in the most senior area of the business, and is due to the fact that we have more men than women in our most senior roles. There is no pay gap in the lower 3 quartiles of the business.

**Mean** hourly pay is the basic average figure, which is calculated by adding the pay of all male employees and dividing by the number of men, and the same for female employees. According to government guidelines, the difference must be shown as a percentage of the mean pay of the men.

**Median** hourly pay is the middle pay point, and identifies the pay of the person who is in the middle of the range of hourly pay rates. Again, the difference must be shown as a percentage of the median pay of the men.

## Our Commitment (Closing the Gap)

We will continue to address the pay gap through a number of ongoing and new initiatives designed to encourage women to progress in their careers and by launching a diversity task force, to investigate how we can seek out diversity at every stage of our working process.

The diversity task force has established a series of initiatives which were rolled out both internally and externally in 2018 including training specifically designed to support the women within our business, and promoted more women into more senior positions. We have also introduced unconscious bias and equal opportunities training for all hiring managers.

The agency is an active and leading participant in the industry-wide Diversity Taskforce which has a specific objective to rebalance equality in our industry across all disadvantaged groups.

We are also committed to improving diversity in our output and as a global network, have signed up to Free the Bid, ensuring that at least one female director is considered in every director shortlist.

Our parent company, Publicis Groupe, has also launched a flexible working programme to better support and encourage people who would like to work flexibly, such as mothers. VivaWomen!, another Publicis initiative is a programme that centres around mentoring, professional development, leadership and work/life integration to empower women to achieve their potential.



**Kate Stanners, chair of Saatchi & Saatchi:**

*"While we are pleased that our efforts have resulted in positive progress this year, it's clear that there is more work to be done. Analysis of our data shows that our pay gap now only exists at senior leadership level. There is no overnight solution to this, but by continuing our focus on supporting and promoting women to reach the most senior roles, we will build on the work we've done so far and show further improvement in the future."*



**Annette King CEO, Publicis Groupe UK:**

*"Talent is at the heart of everything we do at Publicis Groupe UK and we are committed in our ambition to being a company that provides equal, accessible opportunities for everyone."*

*I am proud that we have deployed a series of ambitious programmes across our UK agencies to help achieve a better balance of gender at senior levels. Although these are relatively new, we are already seeing progress in some areas. The simple truth is that we are on a journey, there will always be room for improvement and it's essential we talk, review and redress how we are going to embrace a better and more transformative workplace."*

*Over the last year, we have welcomed more female leaders across Publicis Groupe UK; Jo Coombs (COO, Publicis Groupe UK), Anna Campbell (CGO, Publicis Groupe UK), Paula Cunningham (CTO, Publicis Groupe UK) and Emma de la Fosse (CCO, Digitas) who join our ever-growing pool of senior female talent including Sue Frogley (CEO, Publicis Media), Kate Stanners (Chairwoman and global CCO, Saatchi & Saatchi), Fura Johannesdottir (ECD, Publicis Sapient), Chaka Sobhani (CCO, Leo Burnett London), Larissa Vince (Managing Director, Saatchi & Saatchi London), Natalie Cummins (CEO, Zenith UK), Karen Martin (Managing Director, BBH) and Dani Bassill (CEO, Digitas).*

*Globally, our supervisory board is made up of equal numbers of women and men. Our Diversity & Inclusion initiatives, led by Anne-Gabrielle Heilbronner of the Directoire and Groupe Secretary General, are an everyday priority for Publicis Groupe and our agencies. These initiatives, including VivaWomen!, LGBT movement Égalité, and the Women's Forum actively push diversity and inclusion across many platforms."*