

UK GENDER PAY GAP REPORT 2023



wpp

INTRODUCTION



OUR FOCUS IS ON ENSURING WPP REMAINS *THE PLACE FOR WOMEN TO GROW THEIR CAREERS AND PROGRESS TO THE HIGHEST LEVELS*"

Lindsay Pattison
Chief People Officer

MAKING PROGRESS

At WPP we believe that having greater diversity of backgrounds and perspectives across our teams translates into extraordinary client work.

It's why we're committed to an inclusive culture that attracts the best talent, and why we continue to focus on driving gender balance throughout the Company at all levels. In 2023, women represented 53% of our senior managers and 41% of executive leaders globally, while 40% of the WPP Executive Committee and 42% of members on our Board* were women.

Currently, the UK Government only requires legal entities with over 250 employees to report their gender pay gap.

However we know that greater transparency can lead to meaningful change. That is why, from this year, we have chosen to publish consolidated data for our total UK workforce to give a more representative picture going forward, alongside our mandatory reporting. This ensures we are able to compare our overall figures on a like-for-like basis, removing any variations in annual reporting criteria.

Our figures show we are moving in the right direction. Our overall mean pay gap reduced from 22.7% in 2022 to 21.2% (1.5 percentage points), continuing a year-on-year trend of improvement over the last four years.

An increase of 0.7 percentage points of women in the upper pay quartile between 2022 and 2023 has driven this positive change. However we recognise there is more to do to narrow the pay gap, which is the result of a lower proportion of women in our most senior roles.

* Data as at 31 December 2023

The median gender pay gap has remained largely static, with a marginal increase of 0.3 percentage points from 17.8 in 2022 to 18.1%. This reflects the difference in bonuses paid between the two years. 2021 bonuses (included in 2022 figures) were higher-than-average due to the Company's strong performance post-pandemic. By comparison, 2022 bonuses (included in 2023 figures) were smaller and awarded to fewer people, concentrated at the most senior levels where male representation is higher.

When we compare 2022 and 2023 figures looking at people's fixed salaries only – removing the variable bonus payment – our median pay gap falls by 0.5 percentage points from 18% in 2022 to 17.5%. This reflects greater balance in gender representation across the organisation, namely an increase of women in the upper pay quartile, and an increase of men in the lower pay quartile.

INVESTING IN GENDER EQUITY

We know that inclusive workplaces attract the best and brightest talent.

Across WPP we're focusing our efforts on developing and promoting more women into senior roles. In 2023, we continued to invest in existing and new programmes to improve gender diversity across the business, led by our Chief Talent and Inclusion Officer, LJ Louis, and supported by our agency teams.

Almost 100 high-potential women across WPP participated in our Walk the Talk programme, designed to equip future female leaders with the tools and confidence to propel their careers. And over 50% of senior leaders who participated in MAESTRO – our programme focused on developing client leadership impact and potential – were women.

In September, we also launched a new global programme for everyone across the Company to learn and practise the skills needed to grow as inclusive leaders.

WPP Stella, our community for women, continues to expand its membership and chapters globally, inspiring and enabling women to maximise their potential and drive business growth through gender diversity.

As part of our Menopause Workplace Pledge commitment to actively support employees, we introduced a new UK company-wide menopause support policy and provided training for line managers. We also launched a new Menopause Champions network, a community of more than 100 people across WPP, focused on driving positive action and providing a supportive environment.

This is in addition to our updated UK family policies which recognise the challenges individuals face in building a family and balancing work, and which have a particular focus on addressing the disproportionate impact on women in the workplace. As part of this, we're proud to partner with Careers with Babies to become accredited as a world-class employer of working parents, piloting it first within WPP HQ before expansion across our UK network.

We're also pleased to support the Visible Start initiative for a third year, a free programme that helps to build a more diverse talent pipeline for WPP and the wider industry by training and preparing women aged over 45 for a new career in advertising.

Created in partnership with Brixton Finishing School and the Uninvisibility Project, the programme welcomed 318 participants in the second cohort (compared to 300 women the year before) and we look forward to launching the third cohort in 2024.

100

women enrolled on our Walk the Talk programme for female leaders

Leader

in the 2023 Bloomberg Gender-Equality Index

We're proud of the recognition our ongoing efforts have received, and of the individuals across WPP who are focused on driving change throughout the Company. In 2023, a record number of 22 women and allies were named in INvolve's Heroes Role Model Lists for championing women in business and nurturing a more gender-diverse and inclusive workplace. WPP was also recognised in the Bloomberg Gender-Equality Index for the fifth consecutive year and was included in the Financial Times Diversity Leaders 2024 ranking.

While we're making progress, there is still more to be done. We recognise that, as with any large organisation, change can take time, but our continued commitment to invest in and prioritise the development of women will help ensure that WPP remains the place for women to grow their career and progress to the highest levels.

➔ For more information about our development programmes for women, see our Annual Report and Accounts 2023

WPP'S UK 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, we are this year publishing the consolidated data for all our fully-owned companies in the UK.

DEFINITIONS

PAY GAP

The difference (median and mean) in hourly rate of pay between all men and all women in an organisation, expressed as a percentage of men's earnings – at the snapshot date of 5 April 2023.

MEDIAN PAY GAP

The difference between the midpoints in the ranges of men's and women's pay.

MEAN PAY GAP

The difference in the average hourly rate of men's and women's pay.

BONUS GAP

The percentage difference (median and mean) in total bonus payments received by men and women in the 12 months preceding the snapshot date.

PROPORTION RECEIVING BONUS

The percentage of men and women who received a bonus in the 12 months preceding the snapshot date.

The 2023 bonus pay gap therefore reflects any bonuses paid in April 2022 relating to performance in the financial year of 2021.

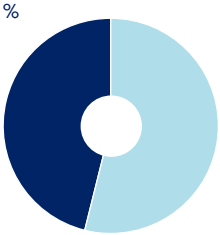
PAY QUANTILES

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 all women in a workforce. A gender pay gap is the result of gender imbalance – for example having more men than women in senior roles.

GENDER BALANCE



● Women 54.1% ● Men 45.9%
(2022: Women 41.3%, Men 58.7%)

2023 GENDER PAY GAP, MEAN (AVERAGE)

21.2%

(2022: 22.7%)

2023 GENDER PAY GAP, MEDIAN (MIDDLE)

18.1%

(2022: 17.8%)

2023 PROPORTION RECEIVING BONUS

48.5%	Women
52.0%	Men

(2022: Women 38.2%, Men 41.3%)

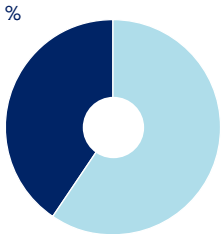
2023 GENDER BONUS GAP

Median	22.9%
Mean	48.6%

(2022: Median 5.0%, Mean 64.1%)

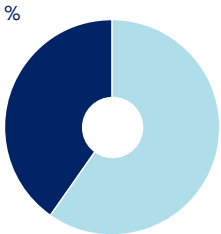
GENDER BALANCE BY QUARTILE

LOWER PAY QUARTILE



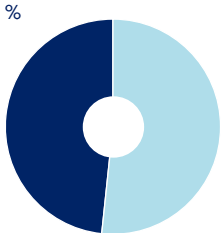
● Women 59.6% ● Men 40.4%
(2022: Women 61.0%, Men 39.0%)

LOWER MIDDLE PAY QUARTILE



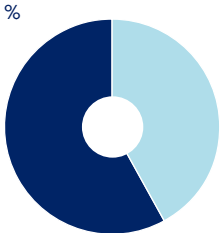
● Women 59.9% ● Men 40.1%
(2022: Women 57.9%, Men 42.1%)

UPPER MIDDLE PAY QUARTILE



● Women 51.8% ● Men 48.2%
(2022: Women 52.1%, Men 47.9%)

UPPER PAY QUARTILE



● Women 42.0% ● Men 58.0%
(2022: Women 41.3%, Men 58.7%)



The data for our legal entities with 250 or more employees can be found on page 3

2023 AND 2022 DISCLOSURES

Mandatory disclosure of all companies fully-owned by WPP in the UK with over 250 employees, as required by the UK Government. Please visit individual agency websites for more detail about their gender pay gap figures.

2023 Legal Entity	Median Gender Pay Gap (Difference)	Mean Gender Pay Gap (Difference)	Median Bonus Gender Pay Gap (Difference)	Mean Bonus Gender Pay Gap (Difference)	Quartile 4 (Top Quartile)		Quartile 3 (Upper Middle Quartile)		Quartile 2 (Lower Middle Quartile)		Quartile 1 (Lower Quartile)		% Males who received a bonus	% Females who received a bonus
					Male	Female	Male	Female	Male	Female	Male	Female		
Essence Global Group Limited	18.7%	20.3%	21.2%	54.5%	57.6%	42.4%	53.8%	46.2%	41.7%	58.3%	34.8%	65.2%	58.5%	51.4%
EssenceMediacom Holdings Limited ¹	15.7%	26.1%	19.7%	58.8%	60.8%	39.2%	39.2%	60.8%	36.6%	63.4%	42.3%	57.7%	73.1%	68.4%
GroupM UK Limited	0.0%	14.6%	17.9%	62.9%	45.6%	54.4%	44.8%	55.2%	44.8%	55.2%	45.0%	55.0%	50.6%	48.7%
Hill & Knowlton Limited	6.3%	3.5%	25.0%	18.8%	41.9%	58.1%	34.5%	65.5%	29.9%	70.1%	36.8%	63.2%	32.0%	32.3%
Hogarth Worldwide Limited	16.3%	16.5%	-33.3%	20.5%	63.0%	37.0%	52.7%	47.3%	44.8%	55.2%	37.7%	62.3%	16.4%	17.1%
Mindshare Media UK Limited	22.1%	29.3%	23.5%	47.8%	53.4%	46.6%	46.1%	53.9%	34.3%	65.7%	34.8%	65.2%	55.3%	48.8%
Ogilvy & Mather Group (Holdings) Limited	20.4%	23.0%	37.2%	38.7%	50.8%	49.2%	40.7%	59.3%	32.3%	67.7%	29.5%	70.5%	58.2%	51.2%
Wavemaker Limited	20.5%	10.0%	8.8%	-25.0%	50.0%	50.0%	36.0%	64.0%	30.2%	69.8%	34.9%	65.1%	64.1%	55.6%
WPP 2005 Limited	21.4%	17.7%	28.4%	39.4%	63.3%	36.7%	63.3%	36.7%	54.0%	46.0%	44.1%	55.9%	54.1%	52.6%
WPP Brands (UK) Limited	23.1%	18.9%	37.5%	13.7%	53.1%	46.9%	45.5%	54.5%	31.8%	68.2%	30.6%	69.4%	39.5%	36.4%
Wunderman Thompson (UK) Limited	19.6%	25.0%	38.5%	31.2%	63.3%	36.7%	51.1%	48.9%	36.7%	63.3%	37.4%	62.6%	75.4%	60.5%
Wunderman Thompson Commerce UK Limited ²	23.1%	23.2%	21.7%	45.9%	80.2%	19.8%	64.7%	35.3%	58.8%	41.2%	50.0%	50.0%	74.0%	71.2%
2022 Legal Entity														
Essence Global Group Limited	17.3%	23.1%	21.7%	65.9%	59%	41%	56%	44%	44%	56%	35%	65%	46.1%	48.9%
GroupM UK Limited	4.9%	14.0%	-13.3%	71.3%	49%	51%	43%	57%	46%	54%	40%	60%	9.4%	9.1%
Hill & Knowlton Limited	6.0%	10.5%	14.3%	18.3%	42%	58%	28%	72%	32%	68%	30%	70%	31.8%	33.2%
Hogarth Worldwide Limited	17.7%	18.3%	0.0%	67.1%	63%	37%	50%	50%	48%	52%	36%	64%	9.2%	9.2%
MediaCom Holdings Limited	9.9%	24.6%	0.0%	58.2%	58%	42%	39%	61%	44%	56%	43%	57%	86.9%	87.7%
Mindshare Media UK Limited	17.9%	26.2%	0.6%	60.3%	54%	46%	44%	56%	37%	63%	35%	65%	41.7%	39.1%
Ogilvy & Mather Group (Holdings) Limited	21.6%	29.4%	40.0%	65.5%	56%	44%	37%	63%	31%	69%	30%	70%	20.9%	18.4%
Salmon Limited/Wunderman Thompson Commerce	22.2%	25.6%	0.0%	32.4%	86%	14%	72%	28%	55%	45%	56%	44%	71.2%	68.8%
Wavemaker Limited	14.3%	16.5%	-202.7%	42.9%	52%	48%	39%	61%	37%	63%	34%	66%	8.5%	4.7%
WPP 2005 Limited	27.3%	23.0%	26.1%	64.7%	64%	36%	63%	37%	49%	51%	43%	57%	41.5%	40.0%
WPP Brands (UK) Limited	22.1%	22.1%	0.0%	38.3%	52%	48%	44%	56%	33%	67%	32%	68%	38.2%	35.1%
Wunderman Thompson UK Limited	23.6%	22.6%	0.0%	22.7%	61%	39%	53%	47%	38%	62%	36%	64%	84.9%	84.7%

¹ Formerly Mediacom Holdings Limited

² Formerly Salmon Limited/Wunderman Thompson Commerce

DECLARATION

We confirm that the information in this report is accurate and prepared in accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.



Lindsay Pattison
Chief People Officer