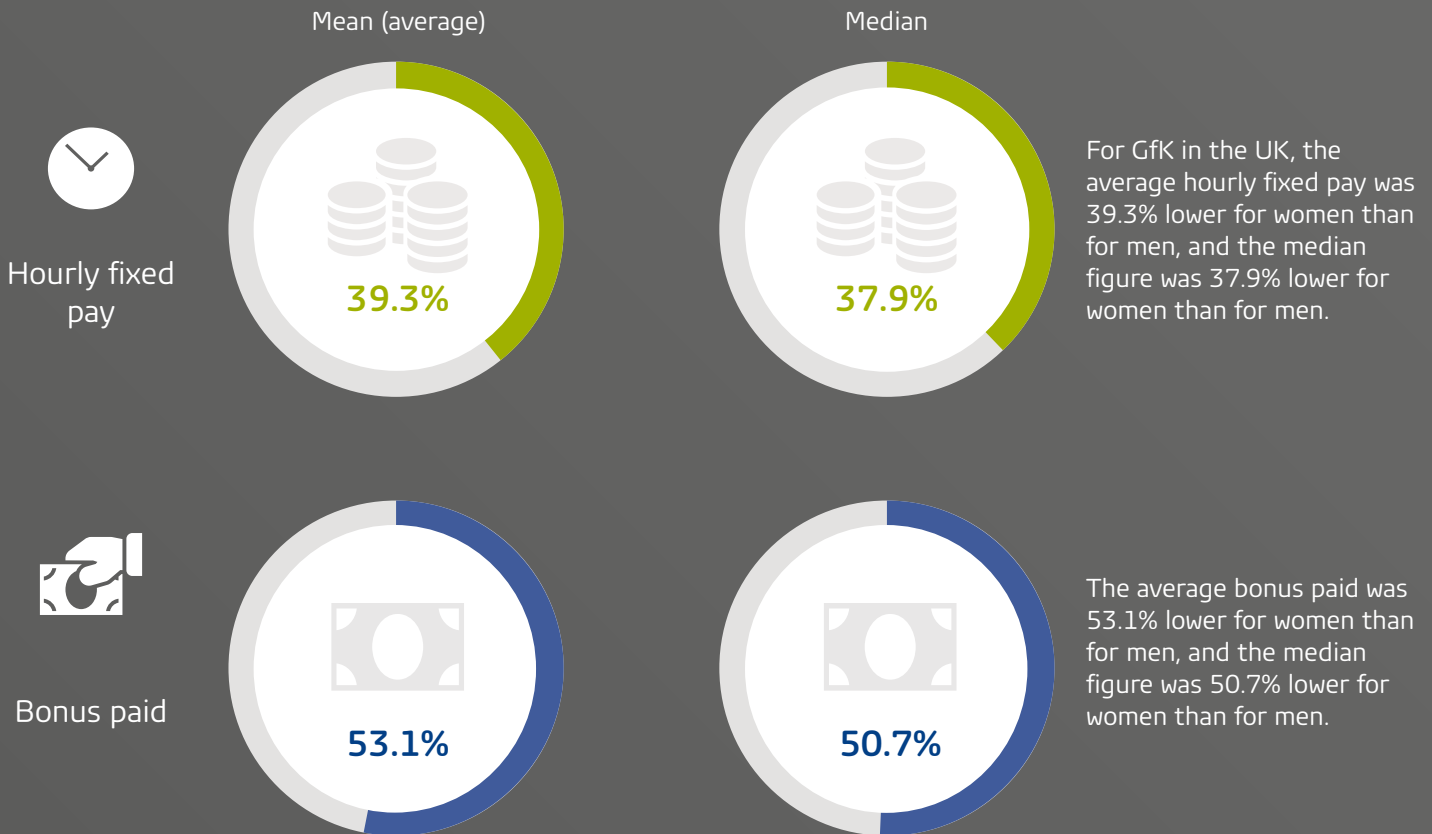


# OUR 2018 GENDER PAY GAP REPORT



We are committed to fairness, inclusion and equal opportunities, and are working wholeheartedly to reduce our gender pay gap.

## PAY GAP AS AT 6 APRIL 2018



Our pay and bonus gap figures are due primarily to the imbalance of men versus women in the upper quartile of earners. This is a focus area for us, in reducing our gender pay gap.

## PROPORTION AWARDED A BONUS FOR THE YEAR JANUARY – DECEMBER 2017



**WOMEN:**  
**85.5%**  
received a bonus,  
14.5% did not  
receive a bonus

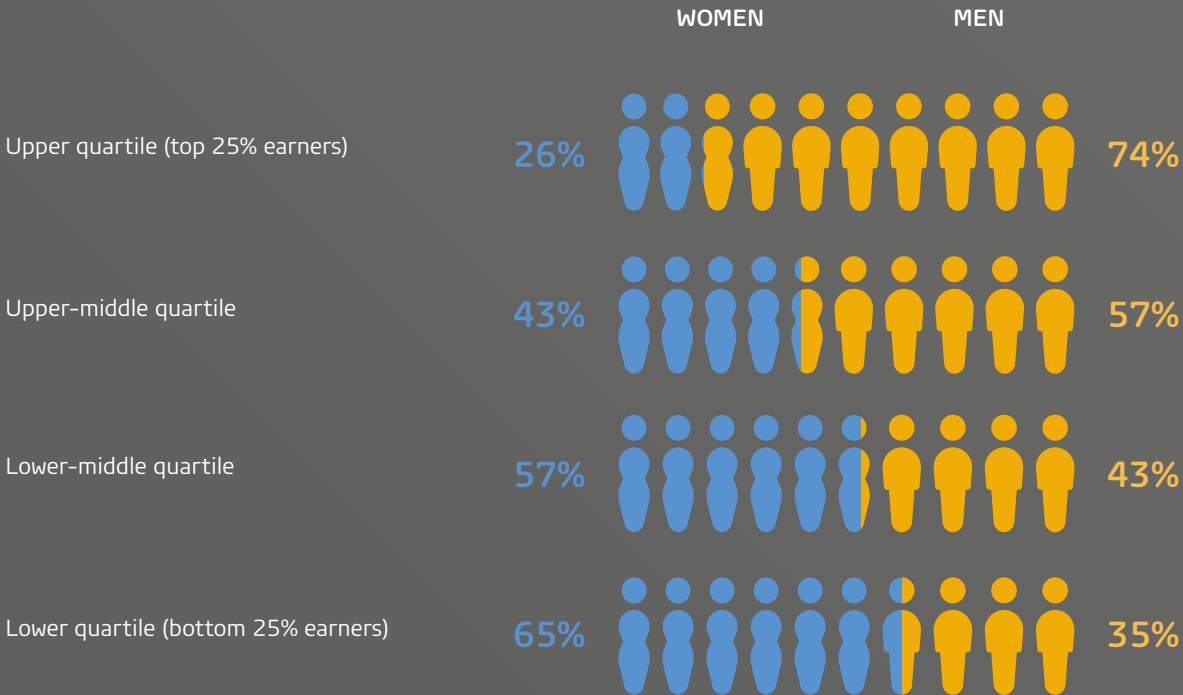


**MEN:**  
**85.6%**  
received a bonus,  
14.4% did not  
receive a bonus

Percentage across all staff, including those who received nil bonus.

## PAY QUANTILES

Gender distribution across pay quartiles, with each quartile containing an equal number of colleagues:



The imbalance of men versus women in the upper quartile of earners is a focus area for us, in reducing our gender pay gap.

## STEPS WE ARE TAKING TO REDUCE OUR GENDER PAY GAP

We are committed to reducing our gender pay gap with these proposed actions:

Creation of a charter around culture and publish guidelines document.

Changing the culture including; face-to-face mandatory "unconscious bias" training for team leaders.

Women involved in pre-selection and interviews of senior candidates.



Shortlists to include women wherever possible.

Commitment to open advertising of all UK vacancies.

Company wide talent review to ensure appropriate development plans are in place for women.

Launching soon... Women@GfK

I confirm that the data given above are accurate and that the calculations have been carried out in accordance with the regulations given.

*Philip Offord*

Finance Director | Northern Europe  
13/12/2018