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

For GfK in the UK, the average hourly fixed pay was 33.8% lower for women than for men, and the median figure was 29.5% lower for women than for men.

The average bonus paid was 47.2% lower for women than for men, and the median figure was 65.7% lower for women than for men.

Bonus pay includes one-off special bonus paid in April 2023.

We are committed to reducing our gender pay gap with the following actions and initiatives:

- Structured talent management process to cover all staff at least annually.
- Mentoring scheme promoted to empower staff to own their development within GfK.
- Culture
  - New charter published and part-year roll out of GfK’s commitment to include a gendered opportunity for all staff.
  - Fast forward network continuing to support and promote women within GfK as well as wider chemistry initiatives.
  - Gender friendly onboarding and workplace adjustment policies.
- Tracking
  - Gender balance in the lower and upper middle quartiles of earners has been calculated.
  - Data reviewed quarterly to assess progress towards the set diversity ambitions.
- Recruitment
  - Commitment is to open advertising of all UK vacancies.
  - Appointing partners to advertise at least 25% women (20% for Tech & Product) in candidate selection.
  - Data People implementation (POC) to improve the quality of job profiles and advertisements to encourage candidates from a more diverse pool.
- Agency partners to submit at least 40% female candidates.
- “Unconscious bias” training has been provided for all hiring managers and e-learning for all staff.
- Code First Girls programme launched.
- Partnership with Wise females.
- Tracking
  - Family friendly, menopause and workplace adjustment policies.
  - New charter published and part-year roll out of GfK’s commitment to include a gendered opportunity for all staff.
  - Fast forward network continuing to support and promote women within GfK as well as wider chemistry initiatives.
  - Gender friendly onboarding and workplace adjustment policies.
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  - Partnership with Wise females.
- Tracking
  - Family friendly, menopause and workplace adjustment policies.
- Data reviewed quarterly to assess progress towards the set diversity ambitions.

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

Anthony Norman, Commercial Director 13 July 2023