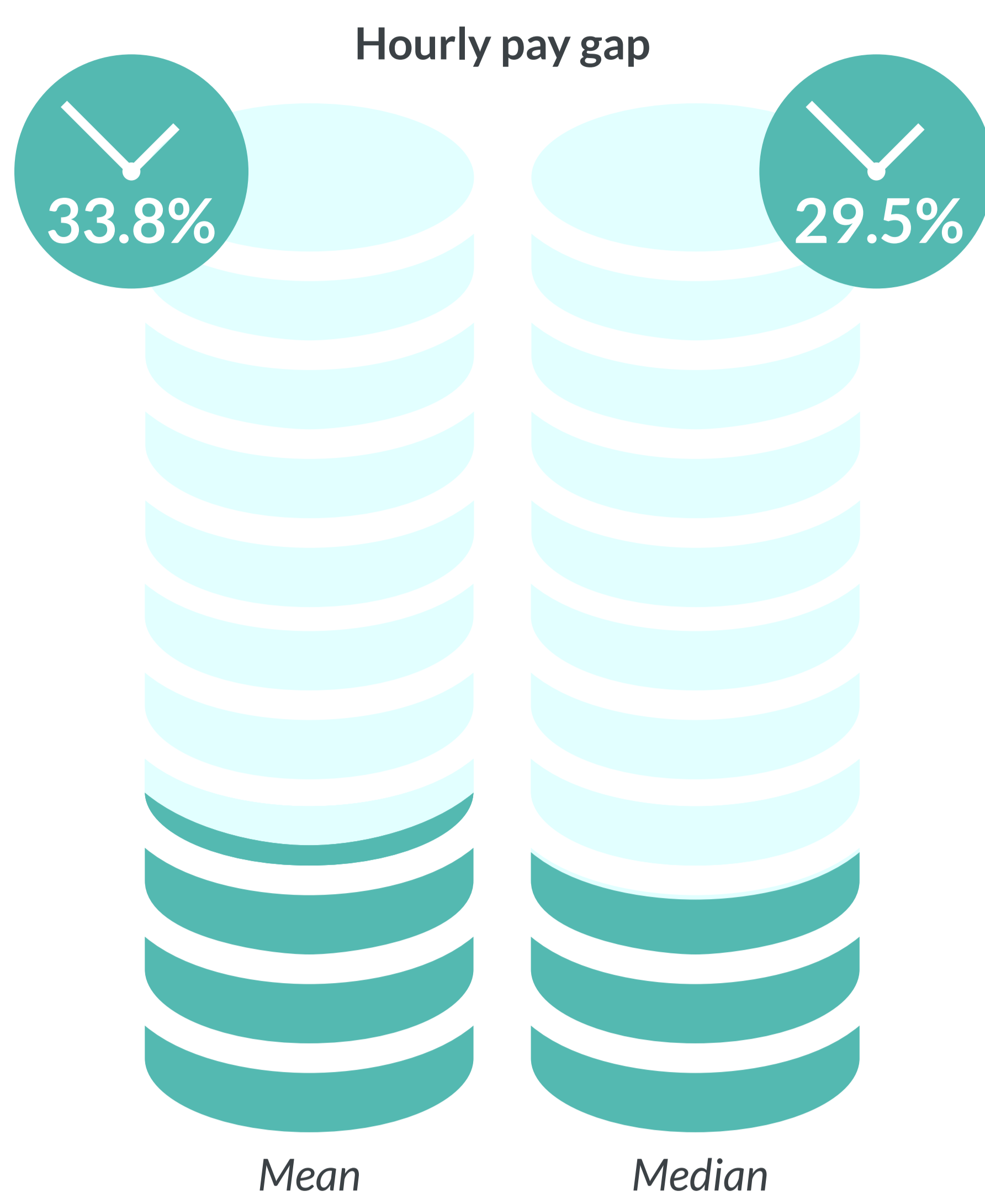


OUR 2023 GENDER PAY GAP REPORT

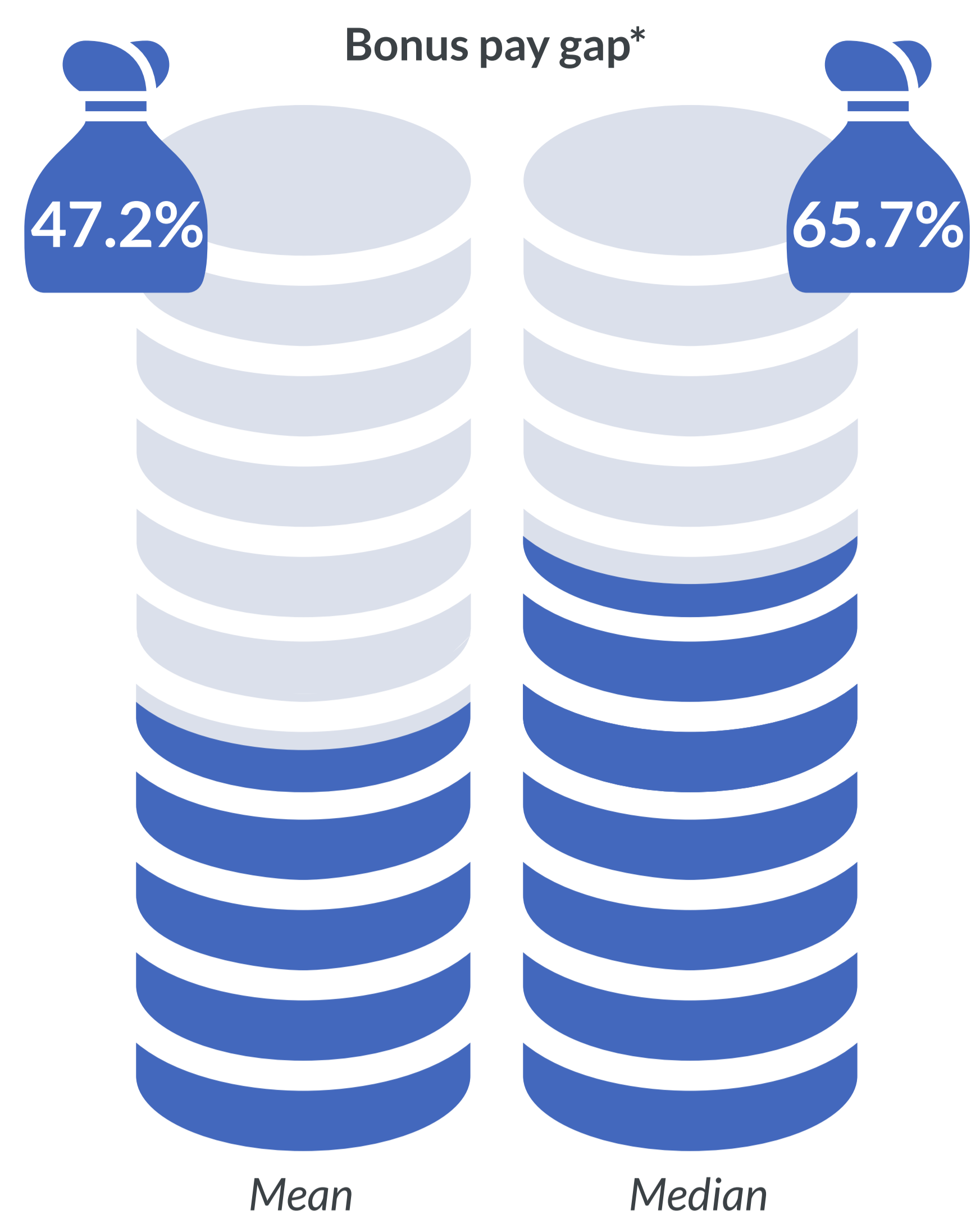


We are committed to fairness, inclusion and equal opportunities, and are working wholeheartedly to reduce our gender pay gap.

Pay gap as at 5 April 2023



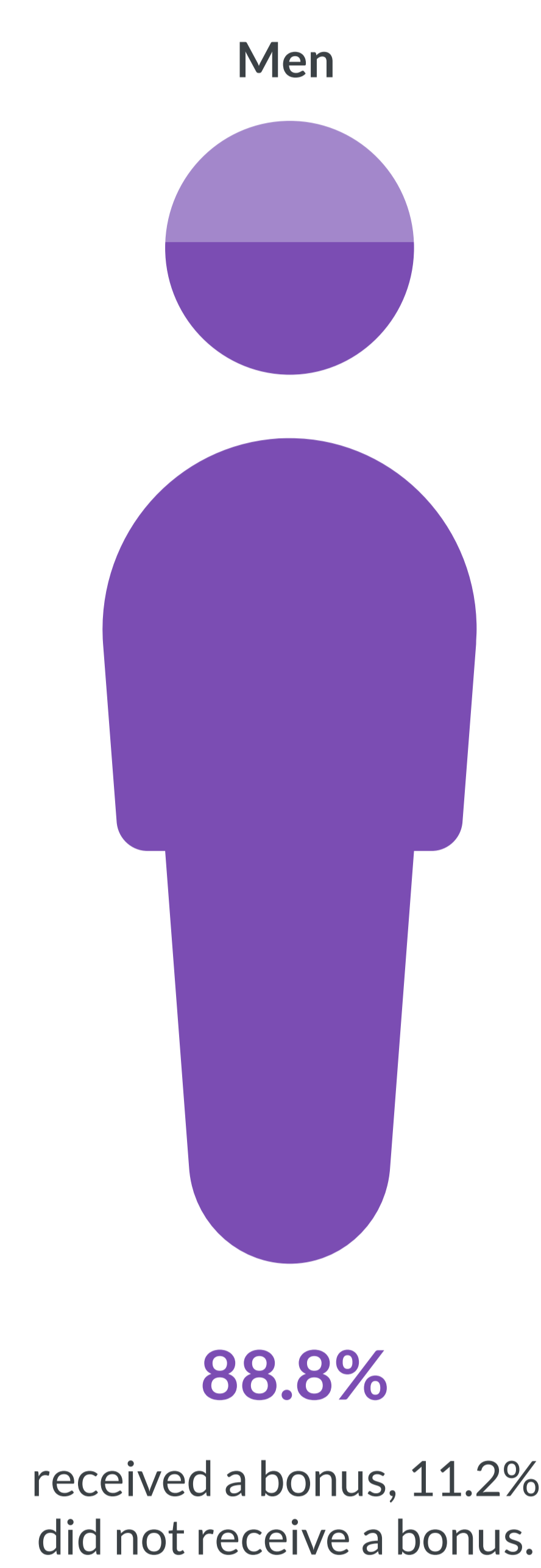
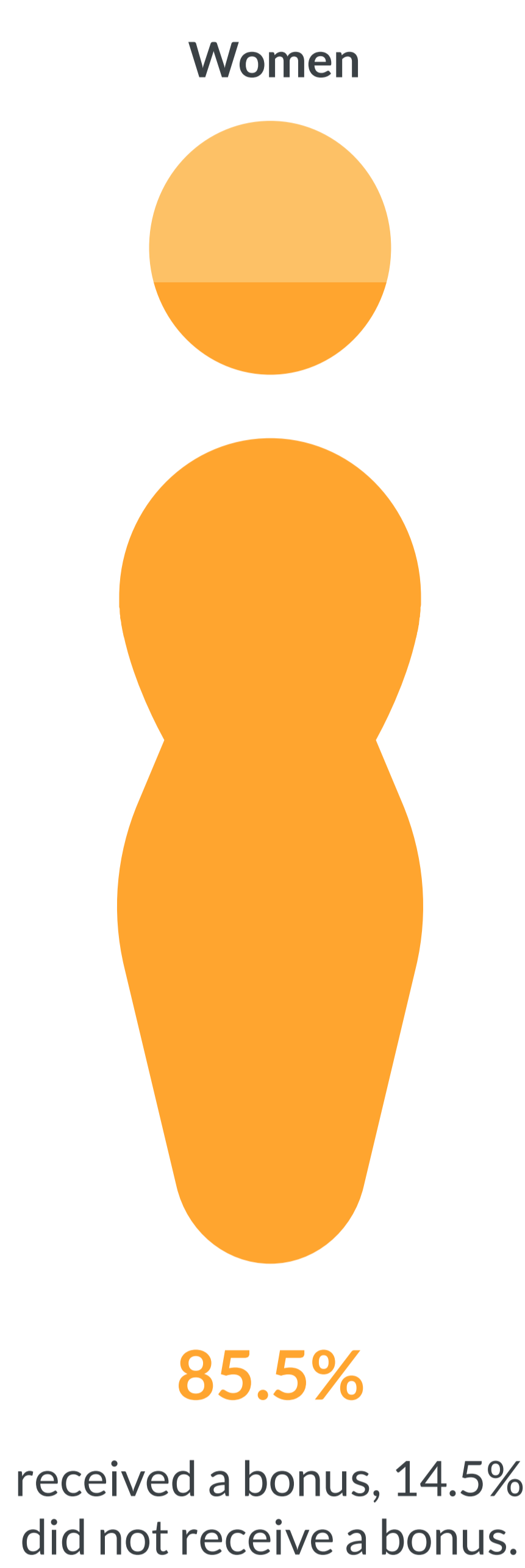
For GfK in the UK, the average hourly fixed pay was 33.8% lower for women than for men, and the median figure was 29.5% lower for women than for men.



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 gap includes one-off special bonus paid in April 2023

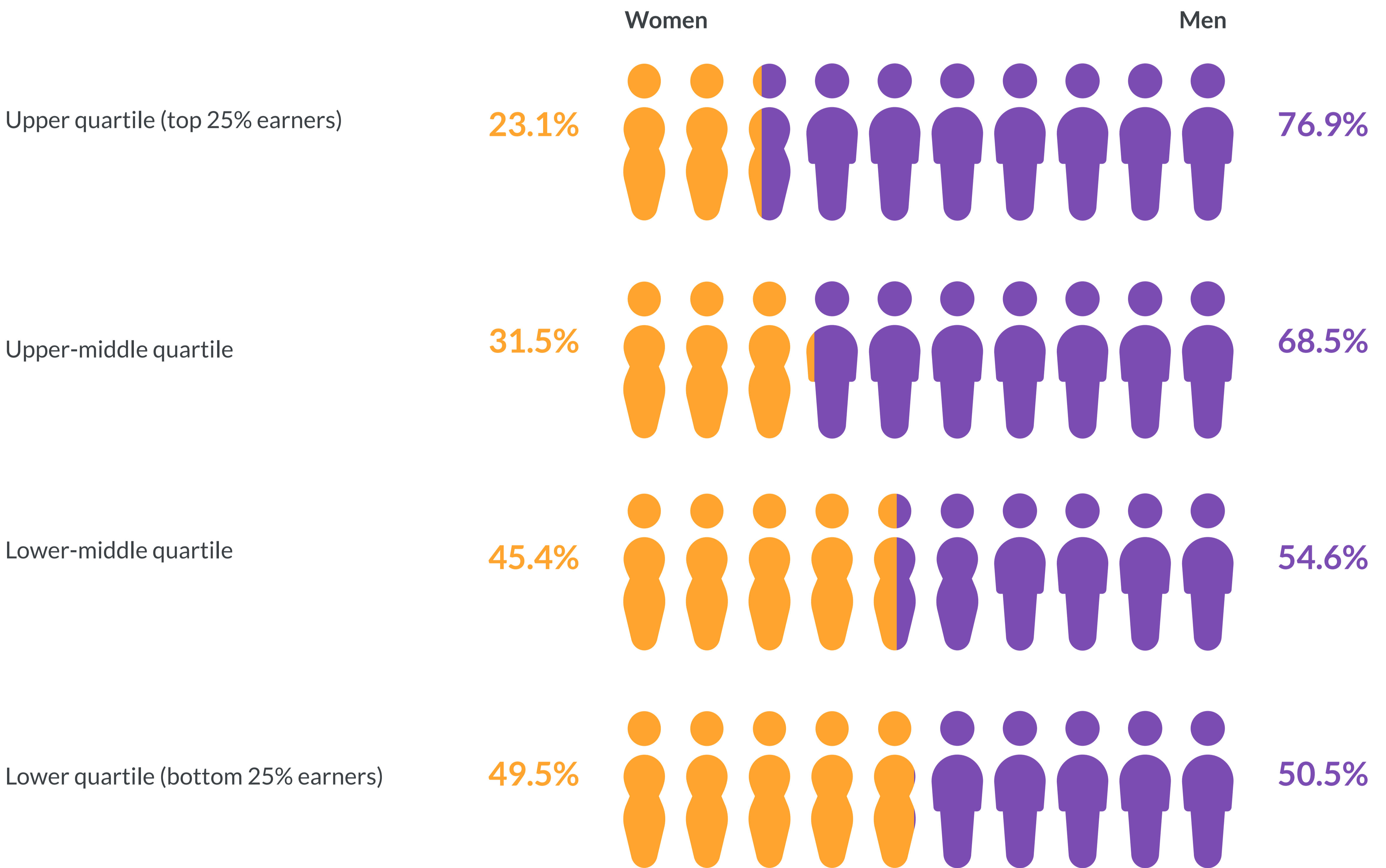
Proportion awarded a bonus during 12 months ending 5 April 2023



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

Pay quartiles

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



Our pay and bonus gap figures are due to the imbalance of men versus women in the upper quartile of earners. We have seen an increased presence of women in the upper quartile, which is reflected in the reduced mean pay gap from the previous year, but it remains a focus area for us.

Steps we are taking to reduce our gender pay gap

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

Culture

New charter published with clear statement of GfK commitment to inclusion and equal opportunity for all staff.

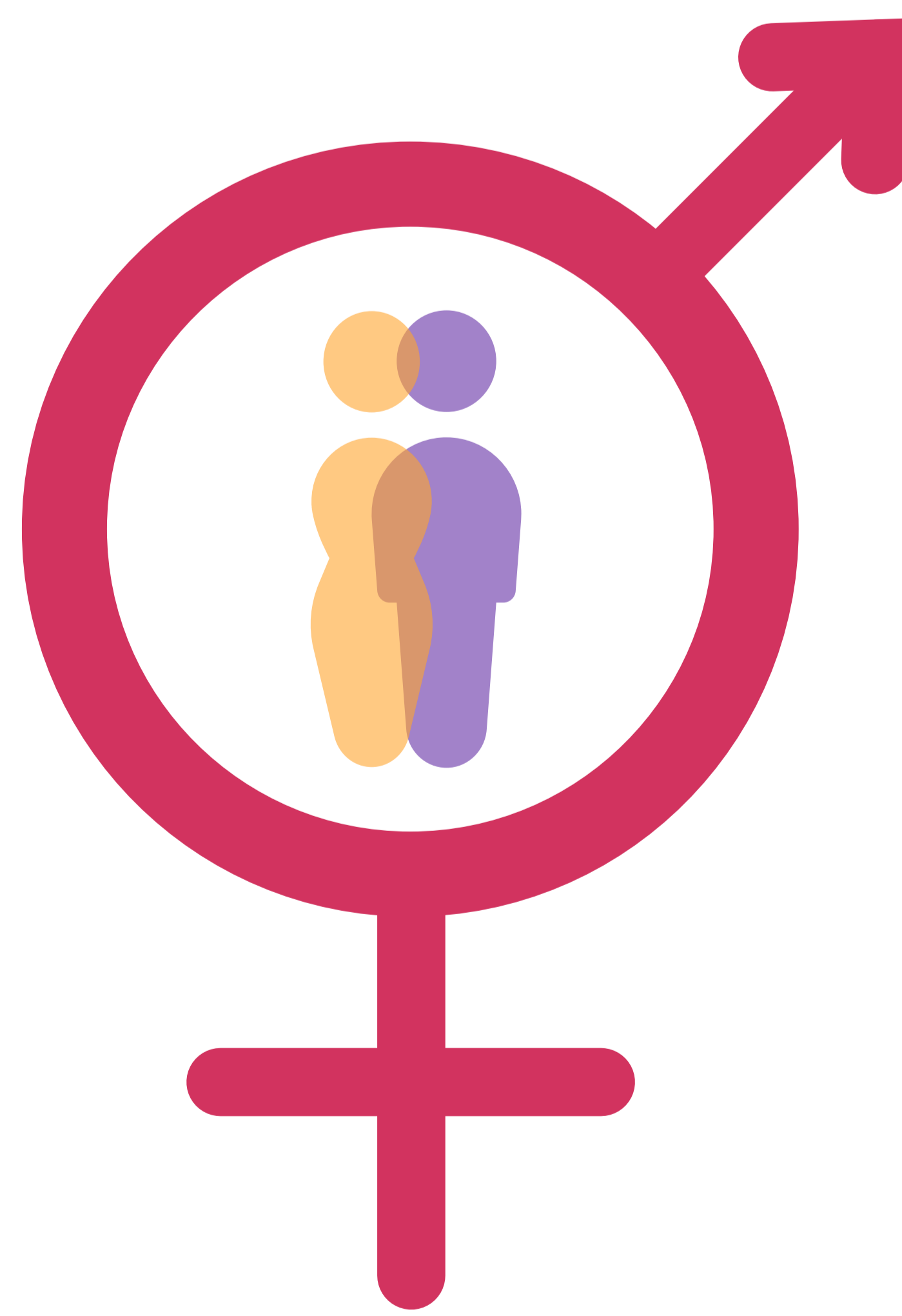
Fast Forward network continuing to support and promote women within GfK as well as wider diversity initiatives.

Family friendly, menopause and workplace adjustment policies.

Tracking

Diversity ambitions for Upper and Upper Middle Quartiles of earner have been articulated.

Data reviewed quarterly to assess progress towards the set diversity ambitions.



Recruitment

Commitment to open advertising of all UK vacancies.

Agency partners to submit at least 40% (25% for Tech & Product) female candidates.

Mandatory "unconscious bias" training has been provided for all hiring managers and e-learning for all staff.

Data People implementation (POC) to improve the quality of job profiles and advertisements to encourage candidates from a more diverse pool.

Code First Girls programme launched.

Partnership with Women Returners.

Development

Structured talent management process to cover all staff at least annually.

Mentoring scheme promoted to empower staff to own their development within GfK.

Career development workshops held for employees to help understand how to build their career more successfully and for managers to support this development.

I 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