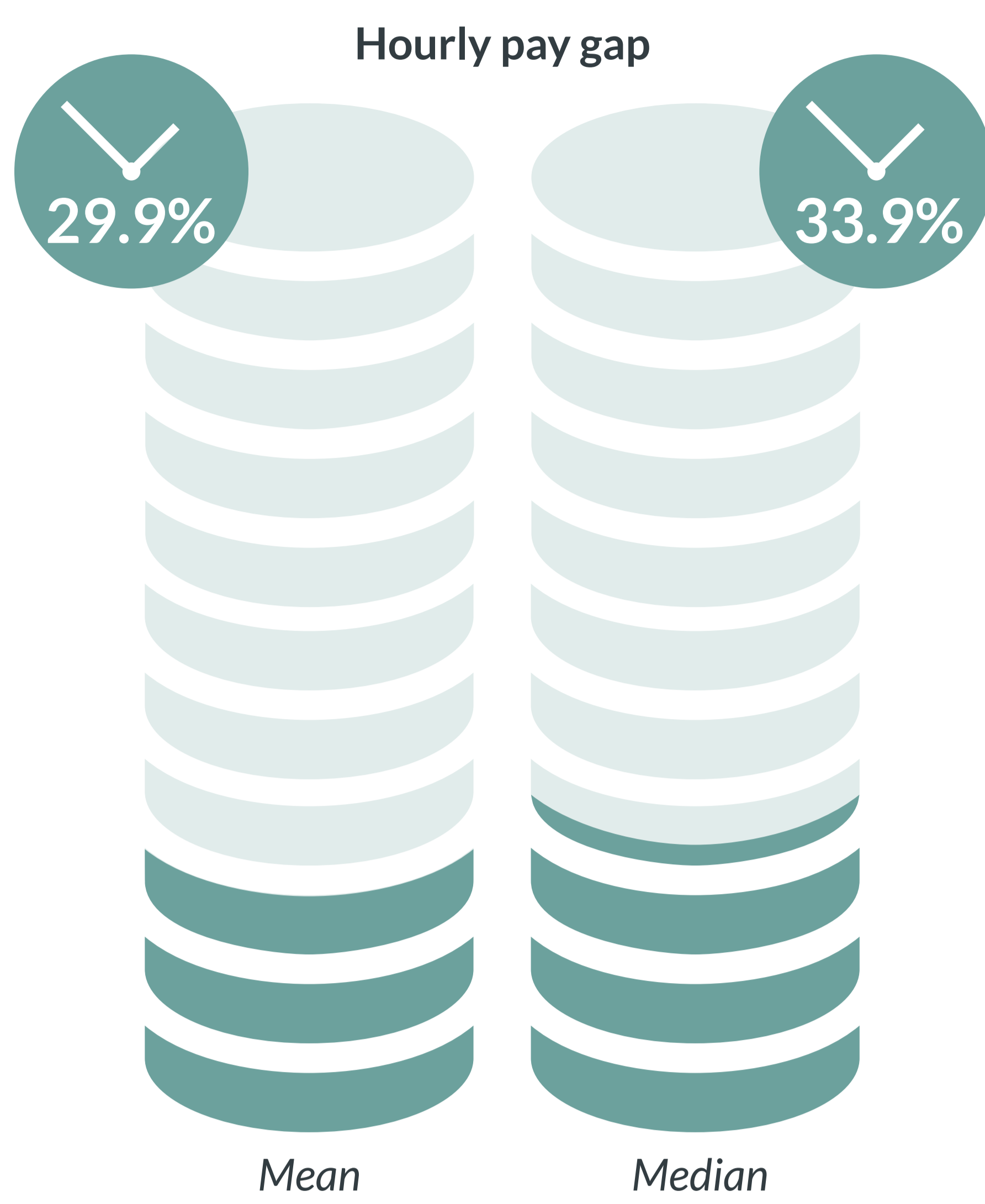


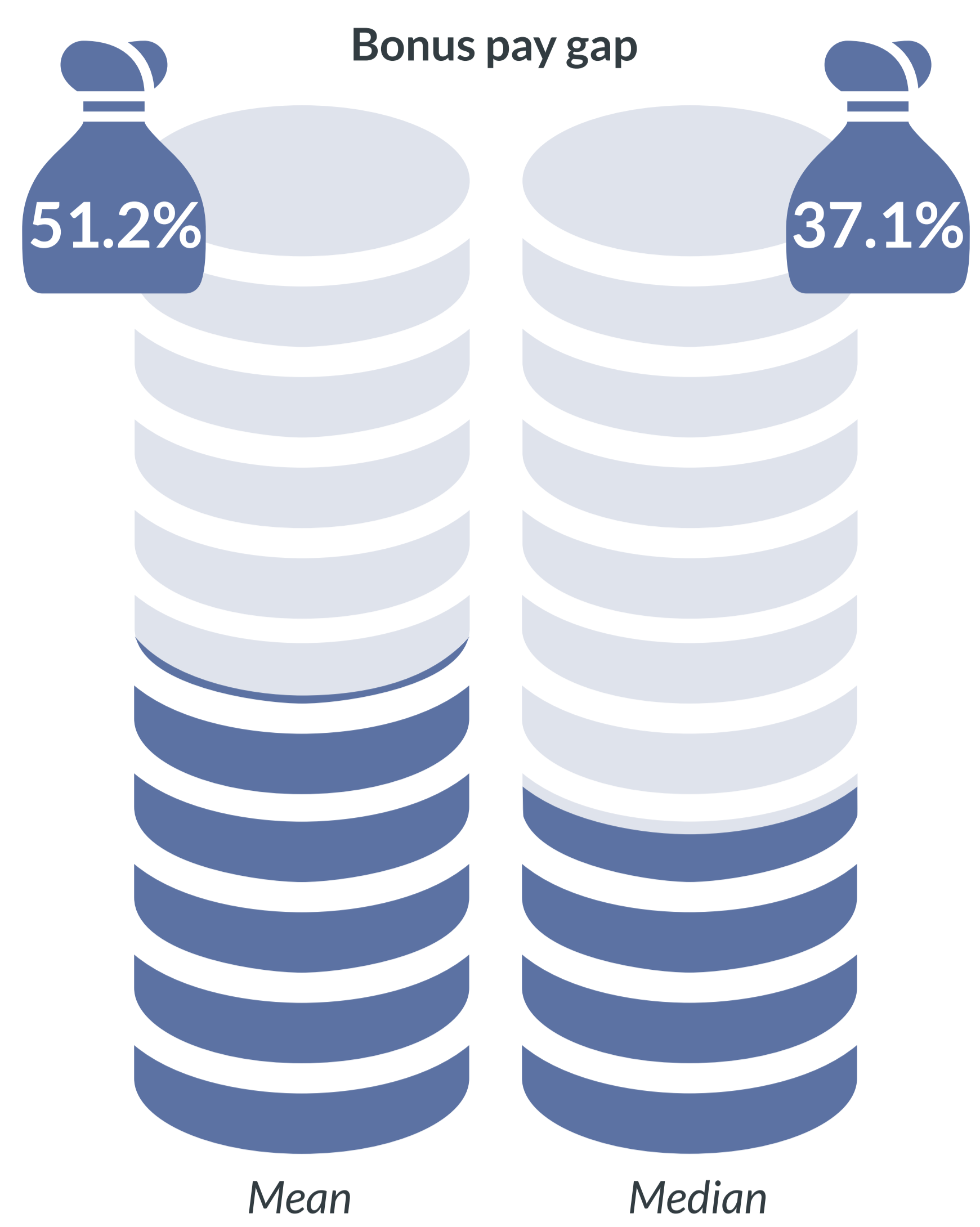
# OUR 2020 GENDER PAY GAP REPORT

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 2020

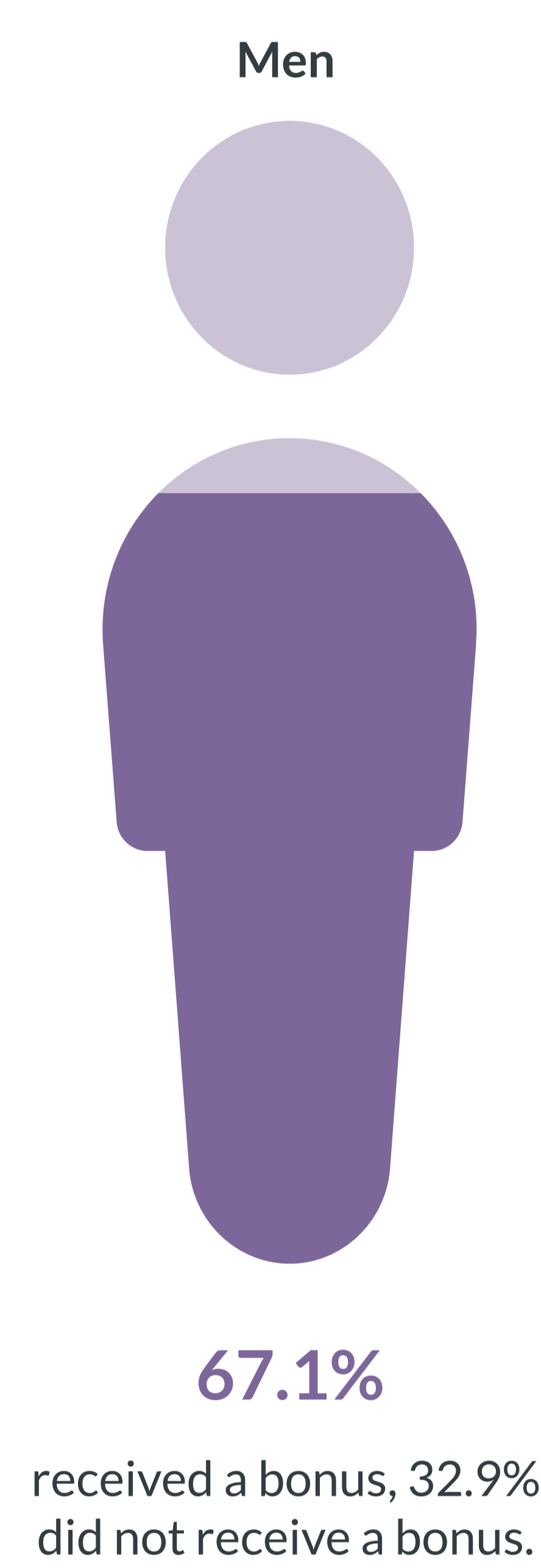
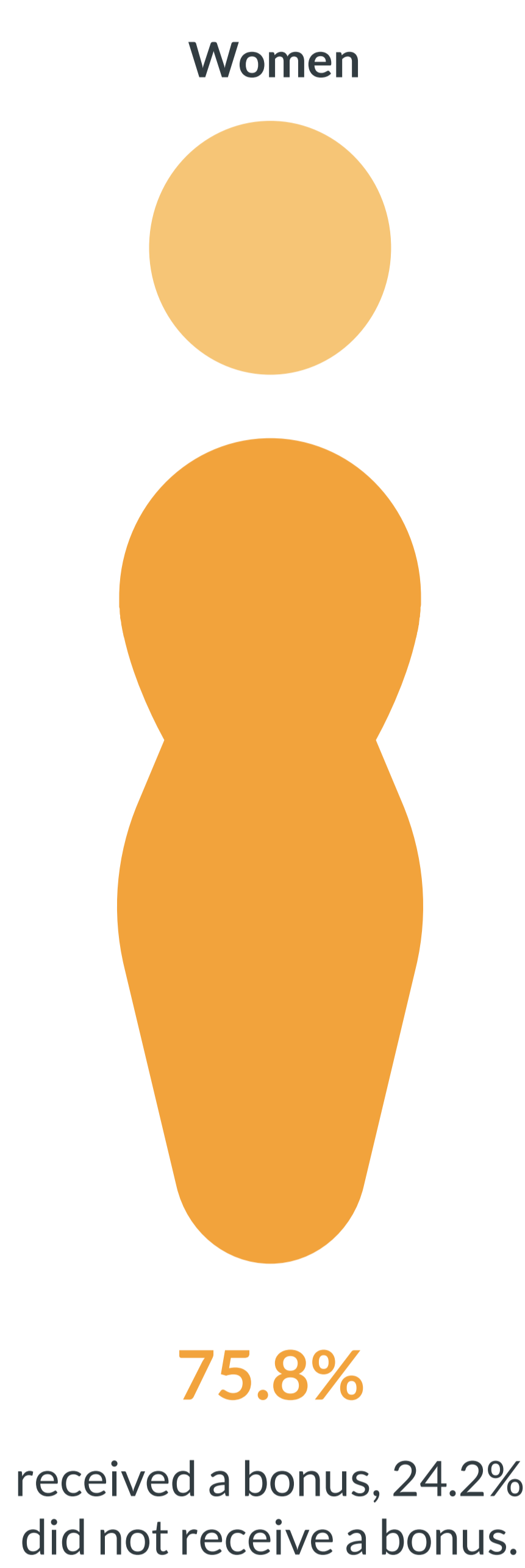


For GfK in the UK, the average hourly fixed pay was 29.9% lower for women than for men, and the median figure was 33.9% lower for women than for men.



The average bonus paid was 51.2% lower for women than for men, and the median figure was 37.1% lower for women than for men.

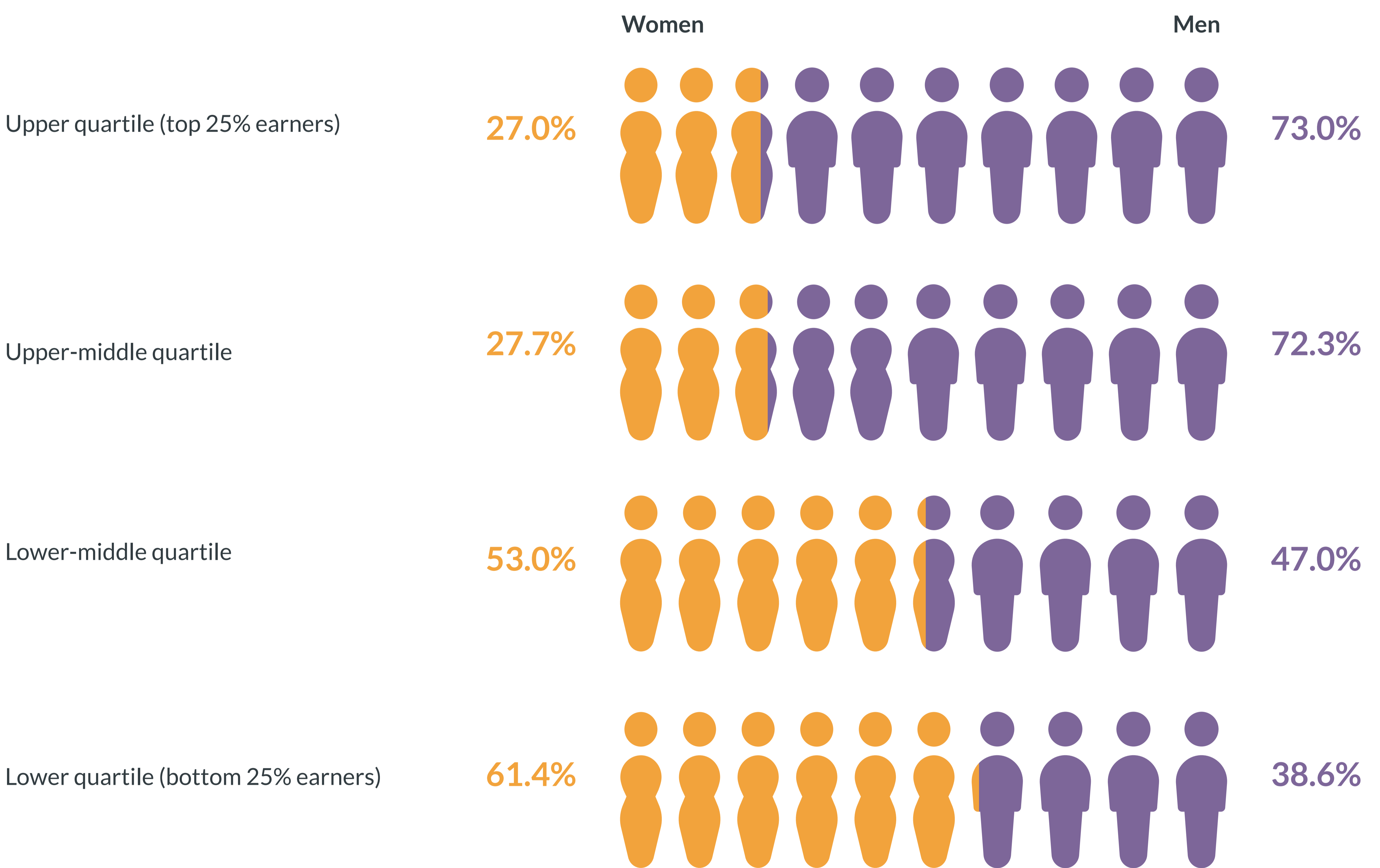
Proportion awarded a bonus during 12 months ending 5 April 2020



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

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

Mandatory face-to-face "unconscious bias" training has been provided for managers and e-learning for all staff. Online training for all new joiners in place.

Expansion of Fast Forward to support and promote women within GfK as well as wider diversity issues.

### Tracking

Quarterly gender data reviewed and published.

### Recruitment

Commitment to open advertising of all UK vacancies.

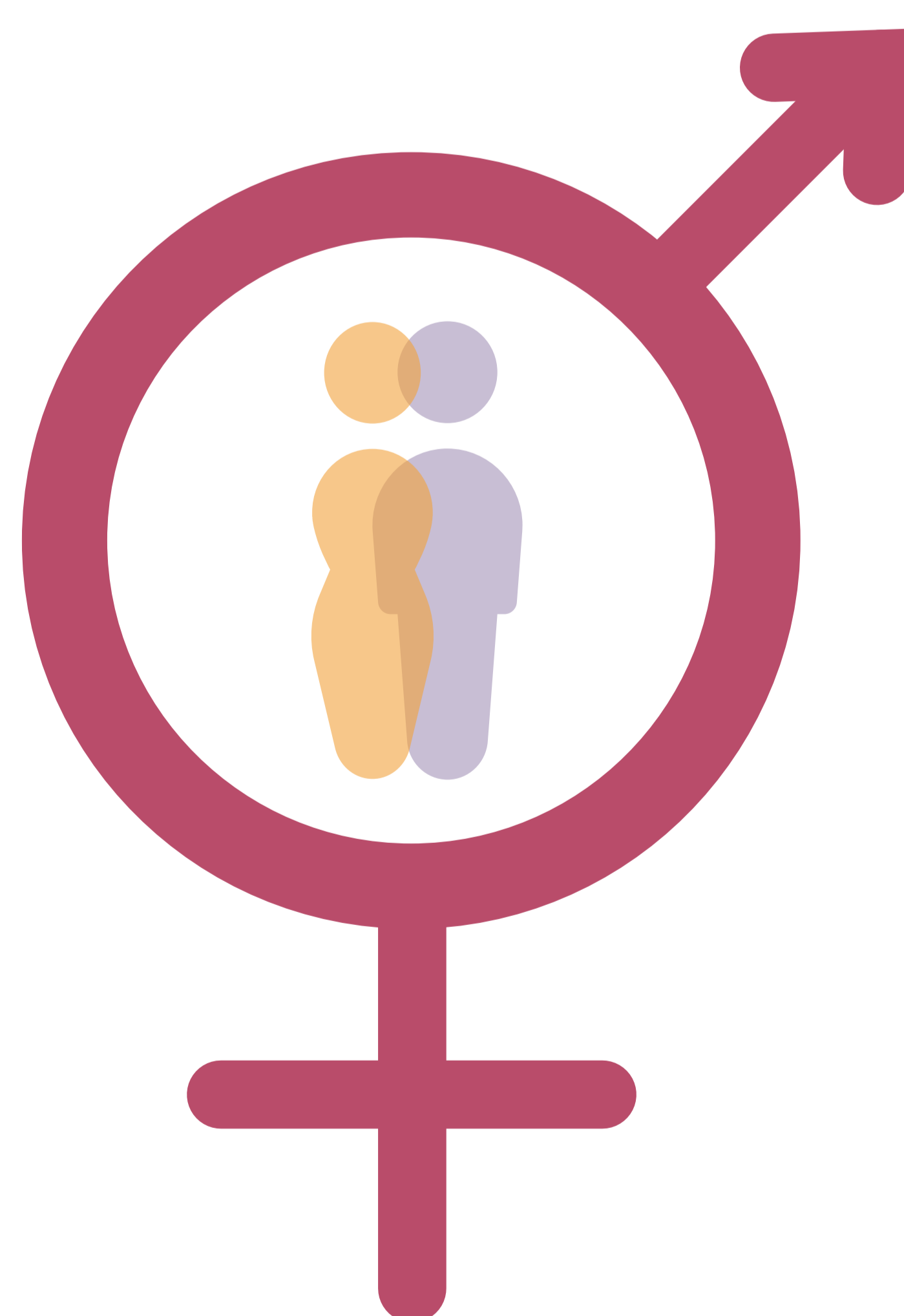
Female interviewer involved at each interview stage of senior candidates.

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

### Development

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

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



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  
10-Jun-21