OUR 2021 GENDER PAY GAP REPORT

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

**For GfK in UK, the average hourly pay gap was 28.4% lower for women than for men, and the median figure was 28.8% lower for women than for men.**

**The average bonus paid was 33.3% lower for women than for men, and the median figure was 47.5% lower for women than for men.**

---

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

<table>
<thead>
<tr>
<th>Quartile</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower quartile (bottom 25% earners)</td>
<td>54.5%</td>
<td>45.5%</td>
</tr>
<tr>
<td>Lower-middle quartile</td>
<td>47.0%</td>
<td>53.0%</td>
</tr>
<tr>
<td>Upper-middle quartile</td>
<td>25.0%</td>
<td>75.0%</td>
</tr>
<tr>
<td>Upper quartile (top 25% earners)</td>
<td>23.2%</td>
<td>76.8%</td>
</tr>
</tbody>
</table>

In our peer 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

- **First Global Women in Leadership Virtual Summit held to raise awareness and commitment to challenge gender bias and promote women’s equality.**
- **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 issues.**
- **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
19-Nov-21