

SPARK44

Gender Pay Gap: Update

2018

Date

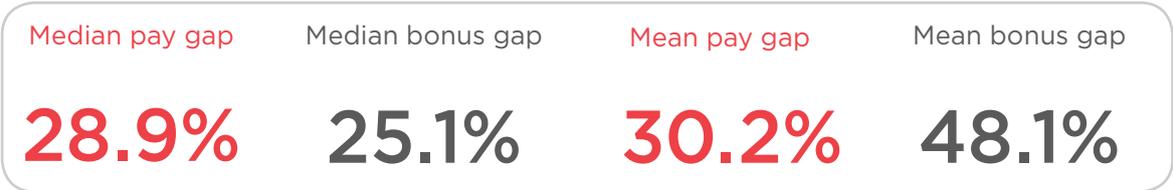
April 2019

Version

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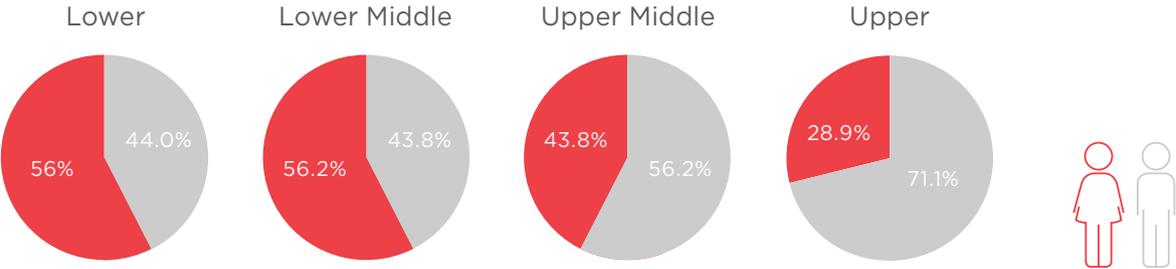
We report below the gender pay gap figures for Spark44 as at 5 April 2018.



Percentage of our Male and Female Staff Receiving Bonus Pay



Male : Female Pay Analysis - By Quartile



THE HEADLINE STATISTICS

Like all businesses, we know that our pay gaps will fluctuate from year to year and not always in the right direction. We believe that the long term trend is much more important. We have a raft of measures that we have adopted and know that these efforts that we are making will substantially reduce the gender pay gap over the long term.

The change in our gender pay gaps compared to last year's figures can be explained by two factors.

- The primary factor is that we have had a demographic shift in our business. We have recruited a lot more women into entry level roles. Although this is unarguably a good thing for our business, this has a short term impact on our gender pay gaps. But because today's new juniors are tomorrow's next senior management, we believe that this will help substantially reduce our gap over the long term as this new generation of talent progresses through our business.
- A secondary factor affecting the results was one male executive employee. If this individual were a woman, our mean and median pay gaps would have been lower at **27.8%** and **27.5%** respectively.

SPARK44 IS TACKLING THIS ISSUE

We are doing more to address our gender pay gaps and ensure we retain our female talent. We are pleased to say that **84%** of our female employees who have been on maternity leave in the past year have returned to us, with **68%** of our returners having come back to work on a flexible working arrangement.

In the group more widely, we are proud that **60%** of our Managing Director level staff are women (but, because the Regulations do not take into account a wider group structure, this is not reflected in the reportable results above).

We want to completely remove any obstacle impeding women in our workplace. We have made progress towards our goal of providing unconscious bias training to all managers that are recruiting talent into the business.

The gender pay gap is a complex issue and no business can close it overnight. Spark44 is committed to take the long term action needed to make meaningful progress on reducing the gaps. We are passionate about ensuring everyone, regardless of their gender, ethnicity or sexual orientation has an equal opportunity to thrive at Spark44.



Ali McManus
Global HR Director



Ralf Specht
Chief Executive Officer