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

**Pay gap as at 5 April 2019**

**Hourly pay gap**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>58.6%</td>
<td>41.4%</td>
</tr>
<tr>
<td>Women</td>
<td>34.3%</td>
<td>32.5%</td>
</tr>
</tbody>
</table>

For GfK in the UK, the average hourly fixed pay was 34.3% lower for women than for men, and the median figure was 32.5% lower for women than for men.

**Bonus pay gap**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Women</td>
<td>88.1%</td>
<td>88.1%</td>
</tr>
</tbody>
</table>

The average bonus paid was 88.1% lower for women than for men, and the median figure was 0.0% lower for women than for men.

**Percentage across all staff, including those who receive nil bonuses.**

- **Women:** 11.1% received a bonus, 88.9% did not receive a bonus.
- **Men:** 15.3% received a bonus, 84.7% did not receive a bonus.

**Pay quartiles**

- **Upper quartile (top 25% earners):**
  - Women: 22.3%
  - Men: 77.7%
- **Upper-middle quartile:**
  - Women: 41.4%
  - Men: 58.6%
- **Lower-middle quartile:**
  - Women: 56.8%
  - Men: 43.2%
- **Lower quartile (bottom 25% earners):**
  - Women: 57.7%
  - Men: 42.3%

**Ours and bonus pay figures are disproportionate to the imbalance of men versus women in the upper quartile of earners. This remains a focus area for us, in reducing our gender pay gap.**

**Steps we are taking to reduce our gender pay gap**

We are committed to reducing our gender pay gap with these proposed actions:

1. **Charter published with clear statement of GfK commitment to inclusion and equal opportunities for all staff.**
2. **Mandatory face to face “unconscious bias” training for line leaders held.**
3. **Commitment to open advertising of all UK vacancies.**
4. **All external recruitment applications are screened by male and female members of HR.**
5. **Extended horizons to include at least 20% female candidates when possible.**
6. **Ninety female interviews invited at each interview stage for senior candidates.**
7. **Recruitment agency partners required to submit at least 40% female candidates.**
8. **Talent reviews held to create development plans for female employees.**
9. **Women’s networks established in all UK and global offices to drive career development within GfK.**
10. **Global Diversity Taskforce established to design and implement best-in-class policies on both a UK and GfK office-wide basis.**
11. **Quarterly gender data reviewed and challenged.**

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

18-11-2019