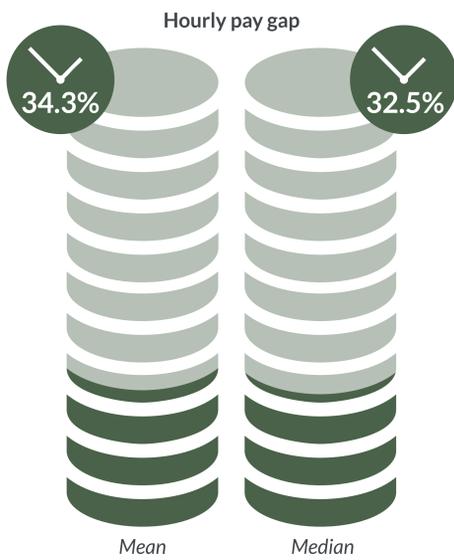


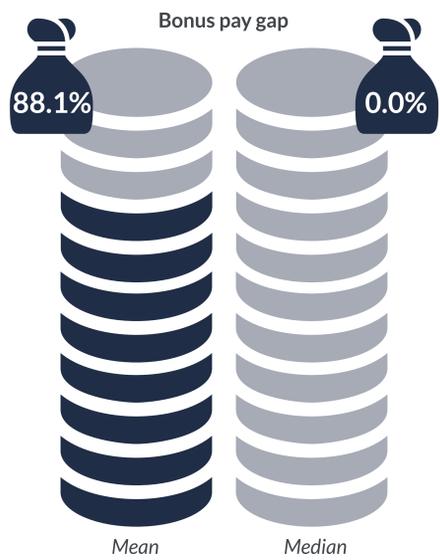
OUR 2019 GENDER PAY GAP REPORT

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 2019

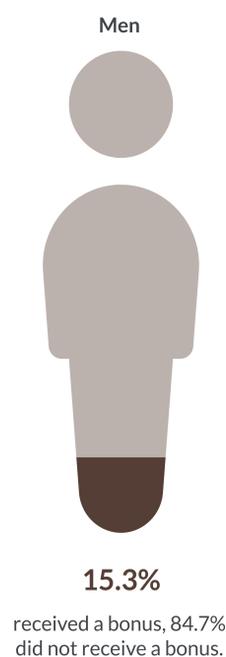
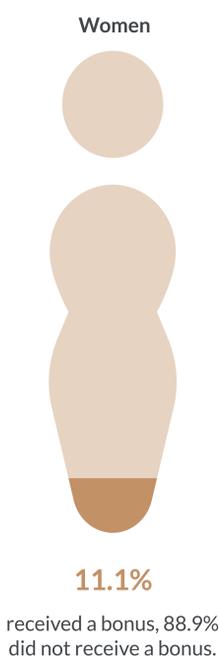


For GfK in the UK, the average hourly fixed pay was 34.3% lower for women than for men, and the median figure was 32.5% lower for women than for men.



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.

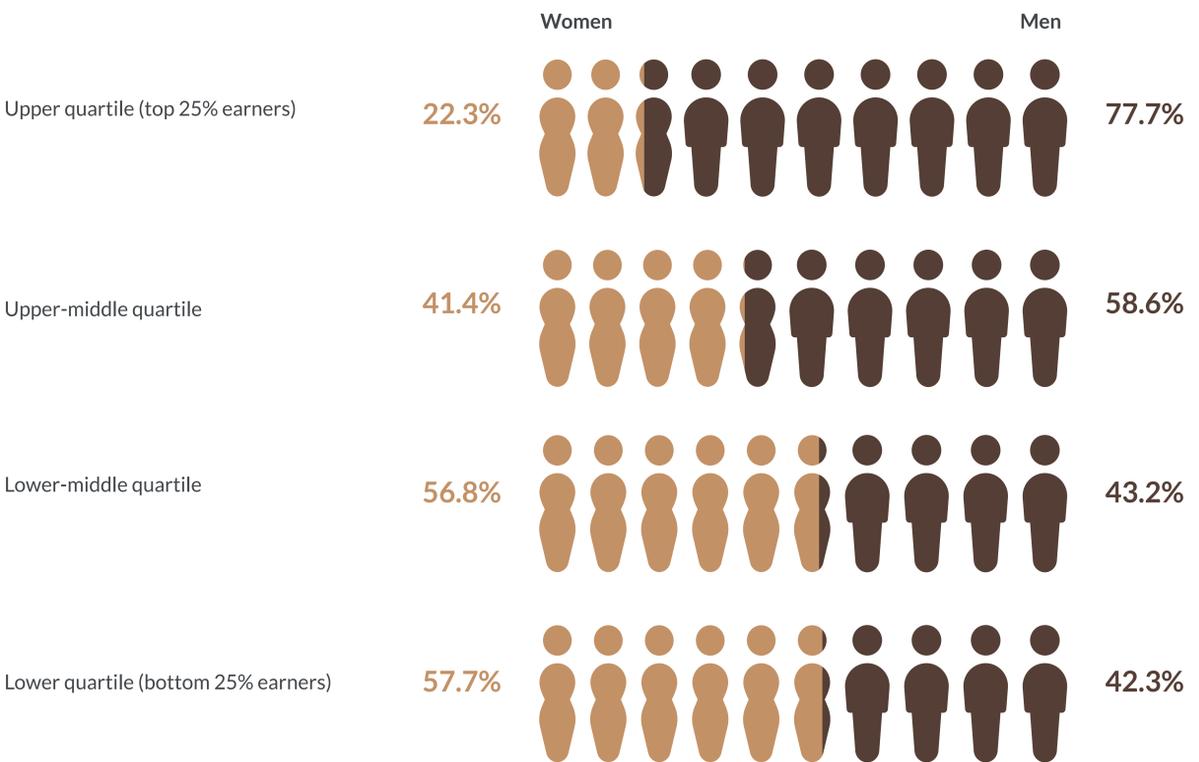
Proportion awarded a bonus during 12 months ending 5 April 2019



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 primarily 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:

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

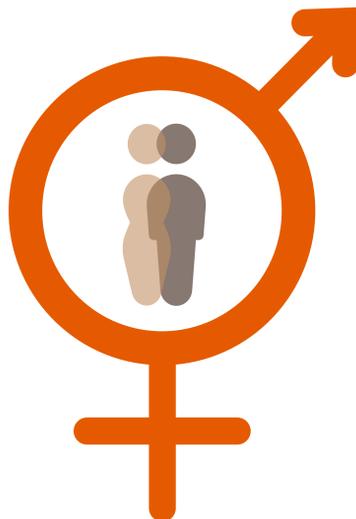
Mandatory face-to-face "unconscious bias" training for team leaders held.

Commitment to open advertising of all UK vacancies.

All external candidates' applications screened by male and female members of HR.

External shortlists to include at least 40% female candidates where possible.

Non-HR female interviewer involved at each interview stage for senior candidates.



Recruitment agency partners required to submit at least 40% female candidates.

Talent reviews held to create development plans for female employees.

Women's network established to support and promote women in their career development within GfK.

Global Diversity taskforce established, to design and implement actions similar to those in the UK, across GfK offices globally.

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