

Statement from Jason Dormieux, CEO Wavemaker Limited

We confirm that the below information in this report is accurate and prepared in accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

1. Introduction

As CEO of Wavemaker Limited, I welcome the new Gender Pay Gap reporting regulations. I believe it is an important and necessary directive for us and our wider industry to create positive and enduring change for good, that will ultimately accelerate our progress towards an environment of equality and fair employment that we can all be proud of.

At Wavemaker we are committed to growing our people within an inclusive culture that seeks out, encourages and embraces diversity in all its dimensions.

The Gender Pay Gap results for both Maxus Communications Limited and Mediaedge:cia UK Limited are published in the attached WPP Gender Pay Gap Report 2017, and reflect the pay data as at 5 April 2017, when each individual legal entity was expected to supply the required data. This was prior to the merger of both entities to create Wavemaker Limited in January 2018.

Bringing together both the Maxus and MEC businesses is an exciting time for everyone. Looking back, both MEC and Maxus have strong track records when it comes to nurturing distinctive and successful cultures. For several years, both companies have been included in the Sunday Times 100 Best Companies to work for, a testament to the commitment and investment both Maxus and MEC have dedicated to employee engagement and growth. I'm excited to be able to build on this passion and dedication at Wavemaker through our innovative and newly launched PACED programme. PACED are the values we embody as an organisation, and reflect the behaviours we demonstrate in building our culture. Passionate; Agile; Collaborative; Entrepreneurial; Diverse. These values have been created by our people, and in time, I hope will ensure Wavemaker becomes the employer of choice within our industry and beyond.

But beyond initiatives such as PACED, more change is required to address the Gender Pay Gap in both Wavemaker Limited and our industry at large.

2. Definitions around GPGR - the difference between Gender Pay Gap and Equal Pay

It's important that we understand definitions when we analyse our results.

Equal pay means men and women being paid the same salary for carrying out the same or similar work, for which there is a legal requirement. The gender pay gap is the difference in average hourly pay between all men and all women in a workforce. A gender pay gap is the result of a gender imbalance in the workforce, for example having more men than women in senior roles.

Pay gap

The difference (mean and median) in hourly rate of pay between all men and all women in an organisation, expressed as a percentage of men's earnings – at the snapshot date of April 5 2017.

Mean pay gap

The mean is the average. The mean pay gap is the difference in the average hourly rate of men's and women's pay.

Median pay gap

The median is the middle. The median pay gap is the difference between the midpoints in the ranges of men's and women's pay.

Bonus gap

Percentage difference (mean and median) in total bonus payments received by men and women in the 12 months preceding the snapshot date.

Pay quartiles

Shows the proportion of men and women in different pay bands, with the workforce divided into four equal parts (quartiles).

Proportion receiving bonus

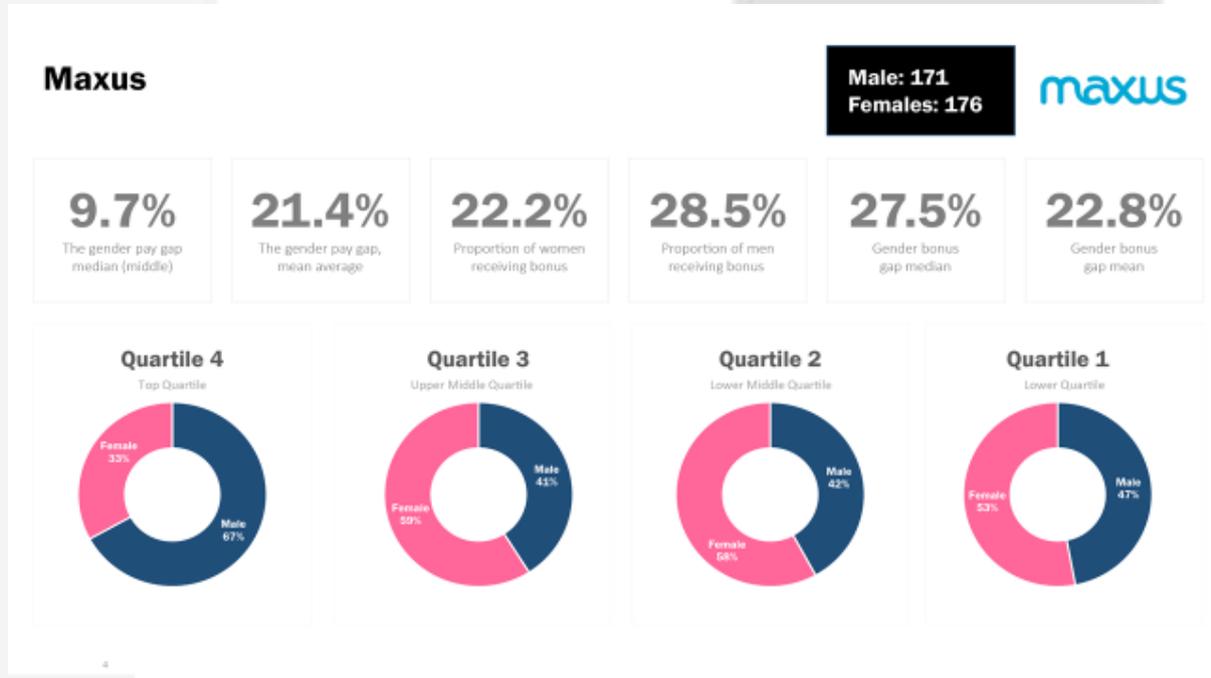
Percentage of men and women who received a bonus in the 12 months preceding the snapshot date.

3. Gender pay gap reporting – Statutory Disclosure

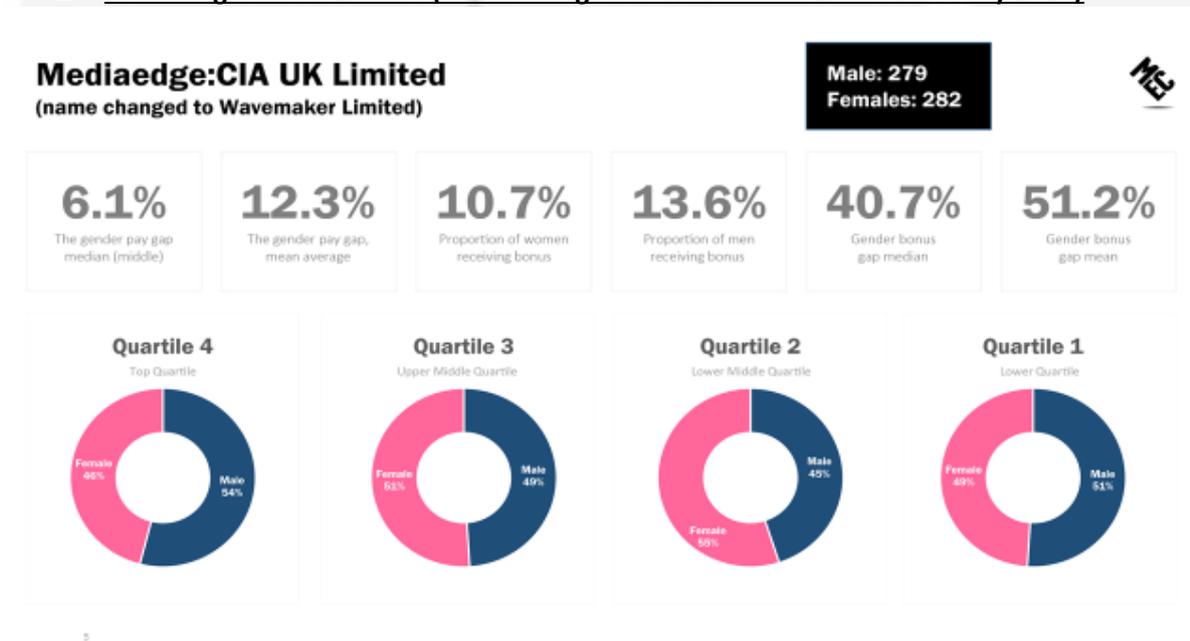
Prior to the Wavemaker Limited merger between Maxus Communications (UK) Limited and Mediaedge:cia UK Limited, both companies were separate legal entities and both individually employed more than 250 employees. We are therefore legally required to publish both sets of Gender Pay Gap data.

Here are the results which are also published in the attached WPP report.

1. Maxus Communications (UK) Limited



2. Mediaedge:cia UK Limited (name changed to Wavemaker Limited January 2018)



4. Data observations of our statutory disclosure

Wavemaker Limited is in a unique position in terms of our Gender Pay Gap Reporting due to the statutory requirement to publish both Maxus and MEC data as it stood April 2017, pre-merger.

In terms of key observations across the two data sets from April 2017, we are pleased the median (middle) gender pay gap was considerably lower than the national average of 18.4%, with Maxus at 9.7% and MEC 6.1% respectively. (Office of National Statistics, UK median 2017).

In terms of the overall gender split as at April 2017, there was a higher overall representation of women versus men which continues to be the case at Wavemaker Limited where we currently have a gender balanced workforce of 55% women, 45% men.

However, whilst female representation is higher within most pay bands for both companies, our resultant gender pay and bonus gaps for both companies reflect a lower proportion of women versus men who occupy more senior roles in our upper pay bands.

4. Tackling the gender gap

We are committed to drive further equality within Wavemaker and our wider industry.

We have embarked on several initiatives to drive diversity and inclusion. In 2016, we signed up to the IPA MakeTheLeap pledge and one industry ambition was to achieve 40% female representation in senior positions by 2020. At Wavemaker in 2018, I am delighted that we have already achieved 39% female representation across all our senior leadership boards.

We have launched a number of initiatives such as our award winning Smarter Working flexible working policy and more recently, Women@Wavemaker which includes the provision of mentoring opportunities for women across all career levels. We also have in place a bespoke and comprehensive Ebb and Flow wellbeing programme which includes generous platinum standard policies for all Wavemaker parents and those with elderly care responsibilities.

Over the last 12 months, we invited all Wavemakers to 'Brave Your Bias' sessions, to help mitigate personal bias in decision making. We also remain committed to our ongoing female leadership programmes such as WPP Stella and Walk the Talk, designed to encourage and accelerate the development of current and future female leaders; tackling barriers to progression through a variety of learning techniques, including intensive coaching.

We remain committed to such programmes, but are not resting on our laurels. We are taking this as an opportunity for example, to refine and review how we develop our succession planning to ensure greater diversity of candidate and difference of perspective, with a focus on driving deeper inclusion at our senior levels - not only for gender but across all dimensions of diversity.

We welcome the need to report on an annual basis. We have seen that our results, although positive relative to UK results and our competitors, require us to continue with our relentless pursuit to create a culture that fosters our ambition to become the most distinctive and admired Media, Content and Technology agency in the world. We have an opportunity as we develop as Wavemaker to lead the industry in this field and be true Future Makers.



Jason Dormieux
CEO