

Gender pay gap report

April 2019 (April 2018 Data)

RAPP  CODE 



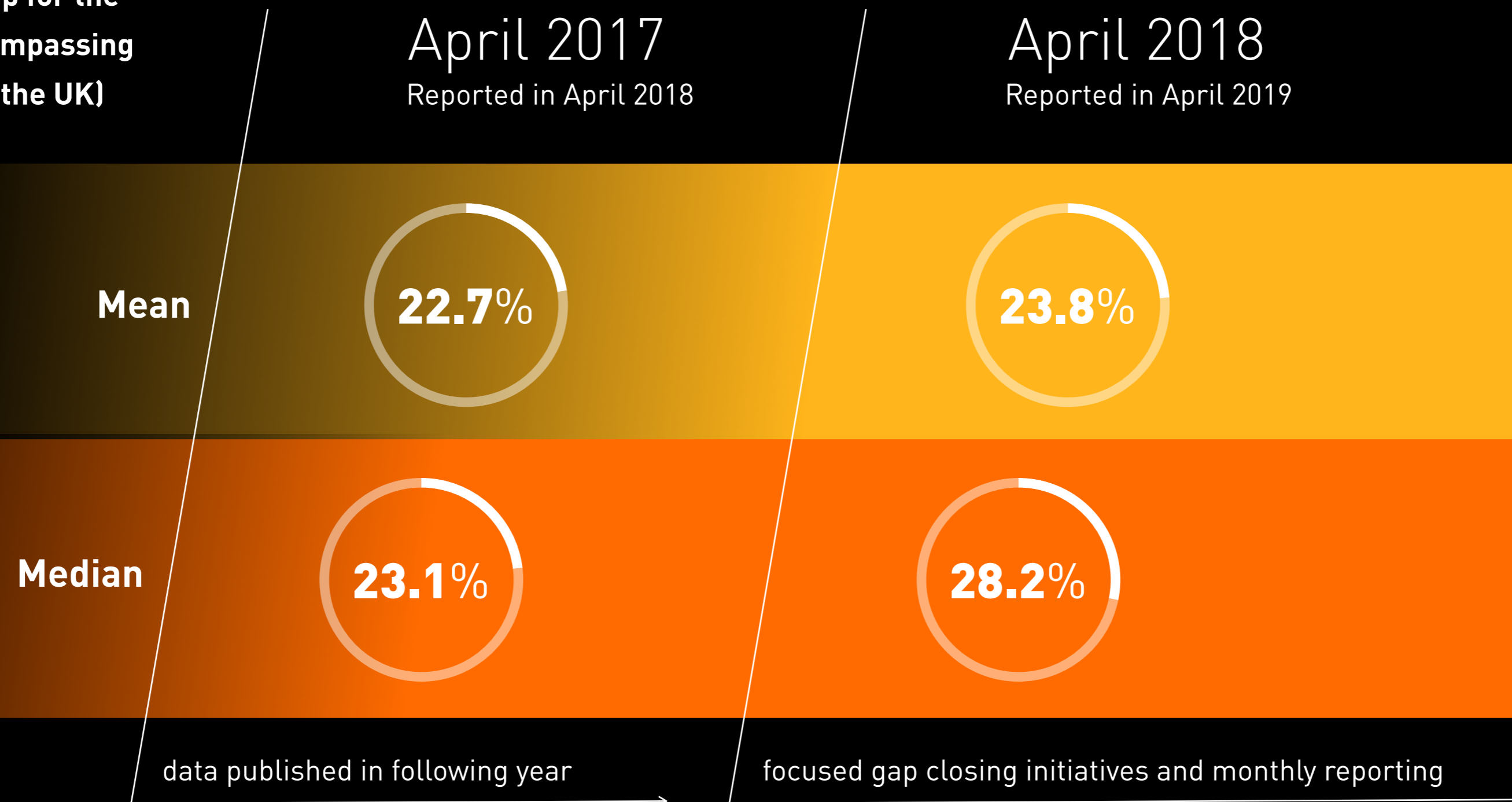
Deeper, more regular analysis is key to actively managing our gender pay gap

There is little movement between April 2017 and April 2018 figures. We know the GPG is not something that will fix itself and, since April 2018, we have been deep diving into the data for every department to ensure steps are taken to close

the gap. Most actions are long term initiatives that are focused on changing not only the shape of our business, but also driving wider industry change. We feel this is necessary in order to change the talent pool available to us particularly in technology

and creative departments which together make up 44% of our business. At the end of 2018 we relaunched our agency purpose: We stand up for individuality. This now sets the tone for all our talent initiatives in 2019 and beyond.

The gender pay gap for the RAPP Group (encompassing RAPP and Code in the UK)



data published in following year →

focused gap closing initiatives and monthly reporting →

We
stand
up for
individuality



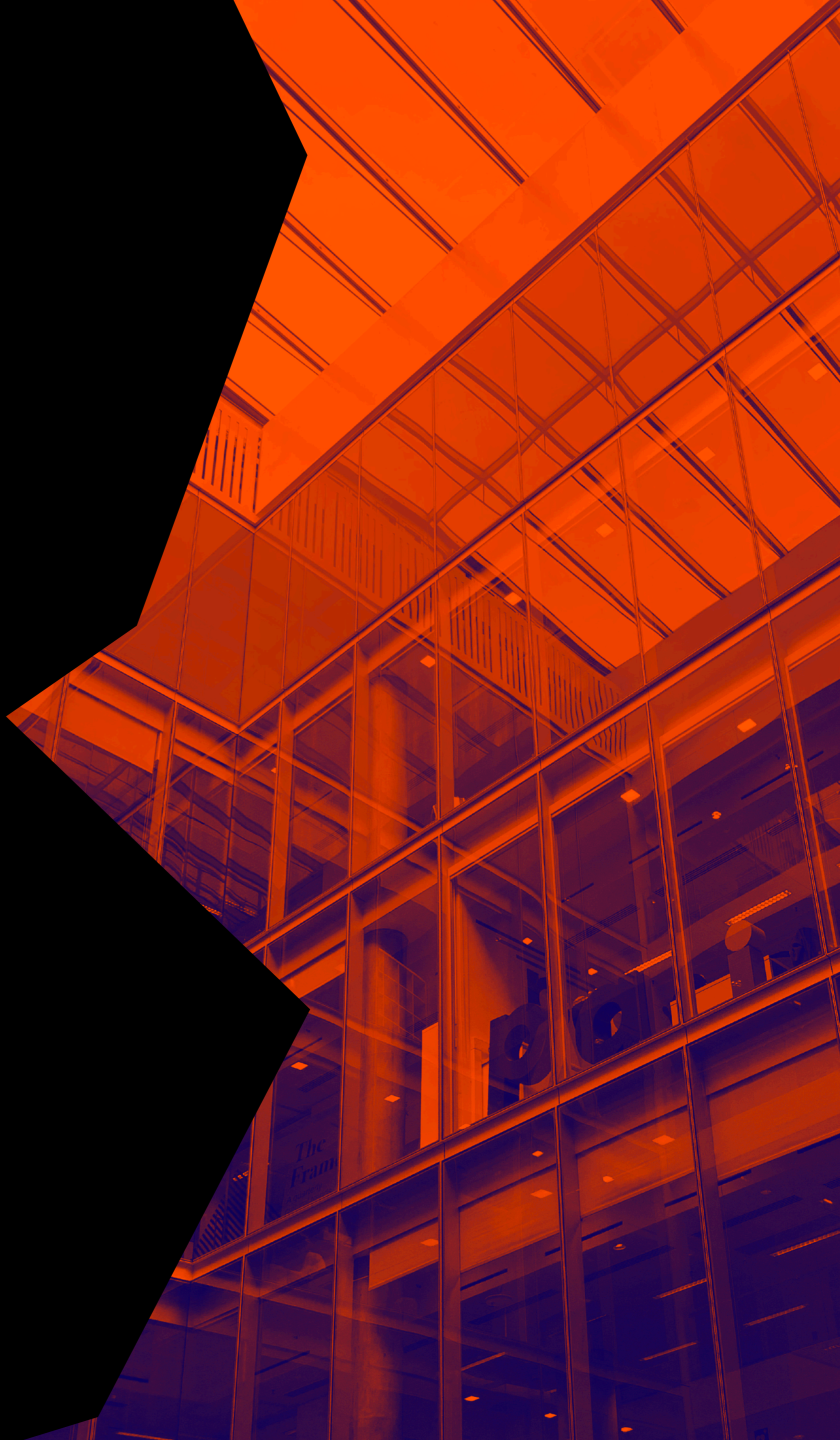
I read recently that it takes three years to change culture and that the gender pay gap will take over 200 years to close at current rate of change. We have committed to making change happen faster than that at RAPP but recognise that this is a marathon not a sprint. We continue to actively promote and support a range of industry culture change initiatives such as Omniwomen UK + Allies and Women in Tech. Plus we're trialling new hiring, training and working practices that will make a difference in the future.

Our purpose is to stand up for individuality in everything we do so whatever it takes, we hope to lead the way in our industry and bring about real change.

Chris Freeland, RAPP UK CEO



APPENDIX



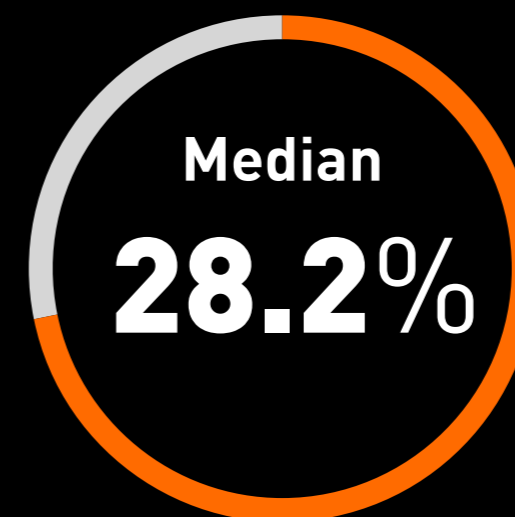
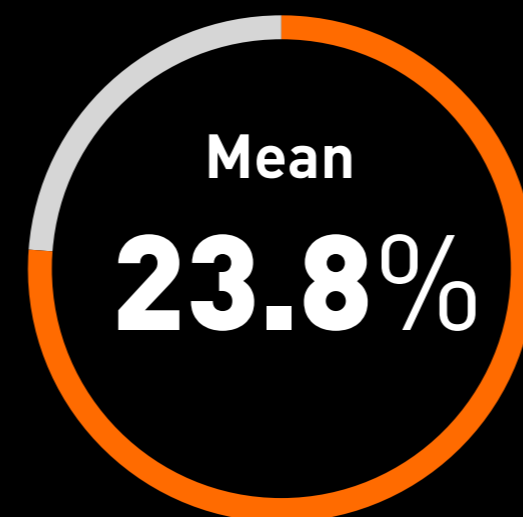
**Full reported
gender pay gap
data for UK
RAPP Group**

I confirm that the
information contained in
this report is accurate

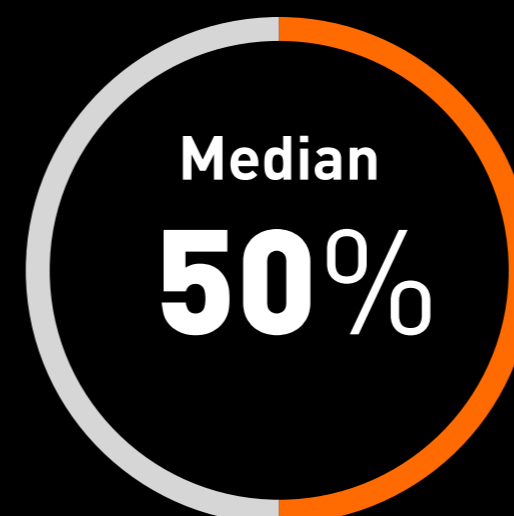
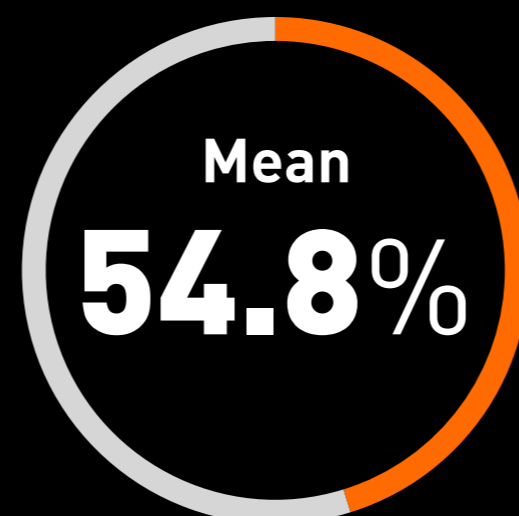


Chris Freeland,
RAPP UK CEO

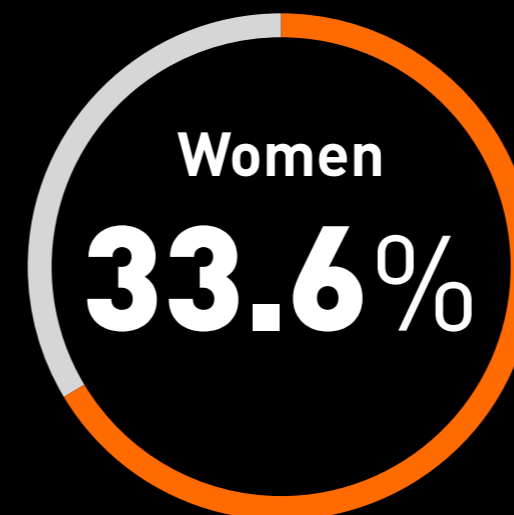
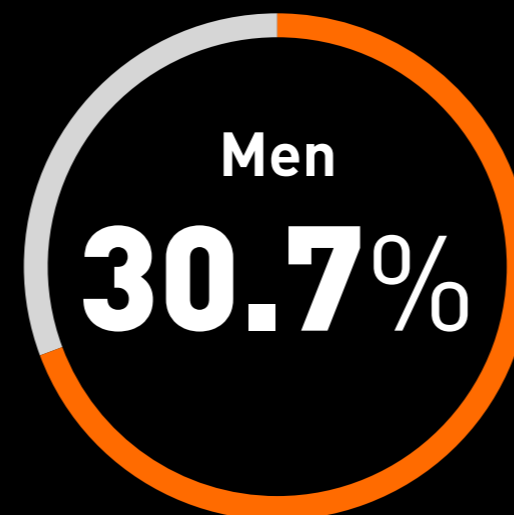
OVERALL GENDER PAY GAP



BONUS PAY GAP



% RECEIVING A BONUS



PAY QUARTILES

