

Gender pay gap report 2023

Snapshot date 5th April 2023

brand addition.



2023 Gender pay report:

Our first gender pay report

At Brand Addition, diversity equity and inclusion (DEI) is an important part of our business and is part of our people pillar of our BA.ONE strategy.

We aim to provide an inclusive workplace that encourages equity and inclusion, where all our employees feel welcome, have a sense of belonging and feel able to be the very best of themselves.

Brand Addition employs more than 450 employees across six different countries. This year Brand Addition exceeded the UK threshold for mandatory reporting and in this report, we disclose the gender pay gap data for the UK and disclose the results for all the Brand Addition sites combined.

The aim of this first study is to identify any gender pay gaps across the Group, enabling us to understand and where possible address any gaps that may exist. We are committed to ongoing transparency and intend to report on our results annually.

The gender pay gap calculations in this report are based on a snapshot date of 5th April 2023.



2023 Gender pay report:

Measurement

Gender pay is not to be confused with equal pay

Gender pay is the measure of the difference between the earnings of men and women across a business (irrespective of their roles or seniority), calculated as hourly pay including any bonuses received. It is not a measure of whether women are paid less than men for the same job (this is equal pay).

Gender pay is more of a reflection of the earnings of men vs women in an organisation. Gender pay can help to highlight differences such as the more senior/higher paid roles are predominantly filled by men, with the more junior/lower paid roles filled by women.

How is the gender pay gap calculated?

Median calculation

If we were to rank our men and women separately (in terms of hourly pay, inc. bonuses) from the lowest to the highest, the middle team member is the median.

The median pay gap is the difference between the male median and the female median hourly pay, expressed as a percentage.

Mean calculation

The mean (or the average) pay gap is the difference between the average hourly pay (inc. bonus) of men and the average hourly pay of women, expressed as a percentage.

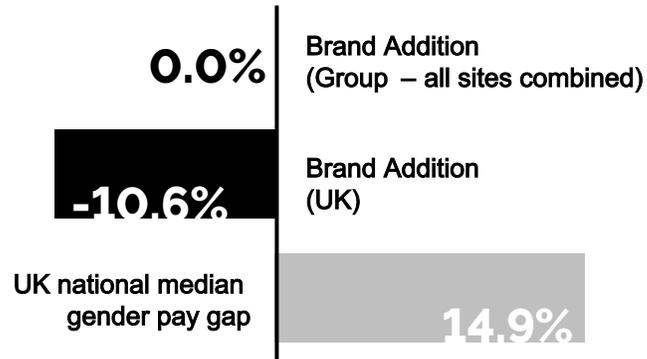
The measures that we report against:

- Mean and median gender pay gap (based upon an hourly rate of pay)
- Mean and median bonus gender pay gap
- Proportion of men and women receiving a bonus payment
- Proportion of men and women in each pay quartile band

<https://www.gov.uk/government/collections/gender-pay-gap-reporting>

At a glance

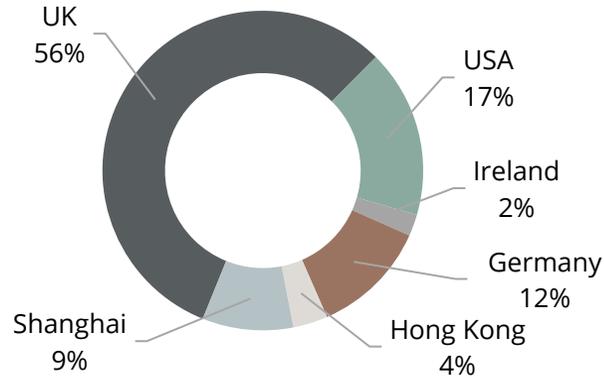
Median gender pay gap



A negative gender pay gap shows that women are paid more than men.

UK median gender pay gap (Source – [ONS](#))

Percentage of employees by location



Whilst no gender pay gap is acceptable, the results of our first study are encouraging and reveal that we have a median gap of -10.6% across the UK portion of Brand Addition but we do not see any median gender pay gap when combining the results from each site across our entire business.

Our UK median pay gap of -10.6% is below the UK national median of 14.9%

2023 Gender pay report:

Gender pay gap – Brand Addition -UK

What is our hourly pay gap?

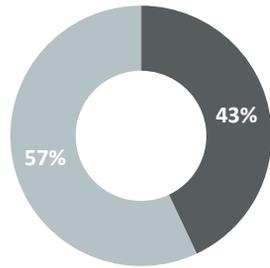
Median hourly pay gap

-10.6%

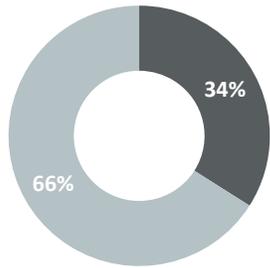
Mean hourly pay gap

4.6%

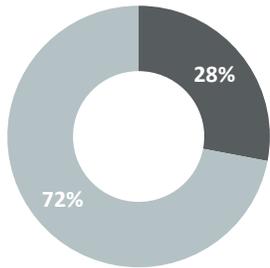
Quartile bands



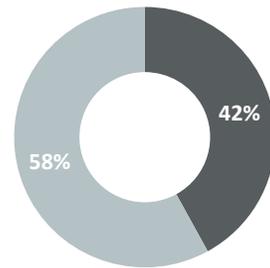
Lower



Lower middle



Upper middle



Upper

● Female ● Male

What is our gender bonus gap?

Median bonus gap

4.6%

Mean bonus gap

1.0%

% Receiving a bonus

Males receiving a bonus

12.6%

Females receiving a bonus

9.8%

UK gender pay

This data represents the results for the UK portion of our Brand Addition business and allows a comparison with the UK gender pay gap.

Results

In the UK we see a gender pay gap of -10.6% (in favour of women) which compares favorably to the UK median gender pay gap of 14.9% (in favour of men), this is mainly because we have a larger proportion of women than men in our business and more women in senior positions.

From the quartile calculations you can see that women are paid more than men in each quartile band with the upper middle quartile having the largest variance.

We see very little difference in the bonus pay gap, with a gap of less than 2% between male and females and a similar percentage gap of male and females receiving a bonus.

2023 Gender pay report:

Gender pay gap – Brand Addition – Group

What is our hourly pay gap?

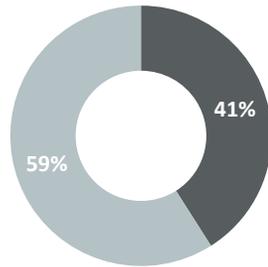
Median hourly pay gap

0.0%

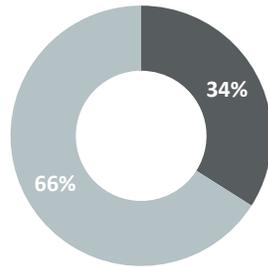
Mean hourly pay gap

8.8%

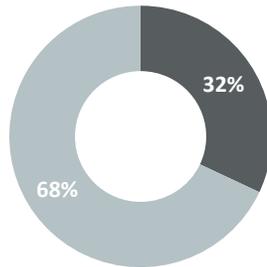
Quartile bands



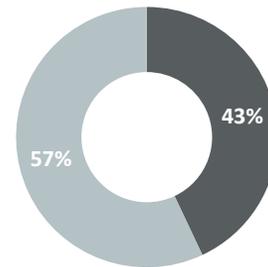
Lower



Lower middle



Upper middle



Upper

● Female ● Male

What is our gender bonus gap?

Median bonus gap

22.4%

Mean bonus gap

17.1%

% Receiving a bonus

Males receiving a bonus

26.7%

Females receiving a bonus

33.2%

Brand Addition - Group gender pay

This data represents the combined gender pay gap results across our entire business, Whilst our offices are all over the world and are influenced by different cultures, we think its important to look at gender pay at both a local level and across our entire business.

Gender pay is also calculated for each individual site but as some sites only represent a small proportion of the overall workforce the results are subject to large fluctuations when we have changes in personnel.

Results

Based upon hourly median pay we do not see a gender pay gap when analysing the combined results across all sites, both men and women are paid the same across the whole business.

We see a larger bonus pay gap when comparing the UK results to the results of the entire business and that is because bonus payments are considered not only on individual performance but also on site performance which can impact the bonus figures reported.

Being our first gender pay gap assessment we can be encouraged by the results and will continue to take steps to close the gender pay gap.

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2023 Gender pay report:

Gender pay gap – Brand Addition – Group

Business	Gender Pay Gap		Bonus Pay Gap		Receiving a bonus (%)		No. employees		
	Median	Mean	Median	Mean	Men	Women	M	F	Total
Brand Addition (Group)	0.0%	8.8%	22.4%	17.1%	26.7%	33.2%	38%	62%	458
Brand Addition (UK)	-10.6%	4.6%	-1.1%	-1.0%	12.6%	9.8%	37%	63%	258
UK (Office of National Statistics)	14.9%								

Business	Gender distribution by pay quartile (Av. hourly pay)							
	Lower		Lower mid		Upper mid		Upper	
	Men	Women	Men	Women	Men	Women	Men	Women
Brand Addition (Group)	41%	59%	34%	66%	32%	68%	43%	57%
Brand Addition (UK)	43%	57%	34%	66%	28%	72%	42%	58%

2023 Gender pay report:

Our results and actions

Our results

We are encouraged by the results of our first gender pay gap study but recognise that we must continue our efforts to work towards closing the UK gap where possible.

At an overall business level, we aim to maintain a zero gender pay gap and will continue to monitor results at an individual business level and across our entire business to monitor any changes,

We see our gender pay gap report as one of the many steps we are taking to ensure that we are focussed on an inclusive workplace and ensuring that our teams are rewarded equally for their efforts across our business.

We endeavour to ensure that salary differentials are fair and justifiable, and gaps are closely monitored across each of our businesses by comparing salaries of men and women by function, experience, skills and job level.

Our ongoing actions

To encourage diversity our recruitment processes is regularly reviewed to ensure that we attract the widest pool of talent and offer opportunities based upon knowledge skills and experience.

We provide training and development opportunities to all of our team members, and we work to actively promote our staff from within the business. The majority of promotions to managerial level are internal and we will continue to invest in our people.

As part of our ba.one growth plan we continue to develop career path planning across all roles within the business to provide clear detail on how team members can progress their career along with transparency on bonus and pay structures.

Brand Addition will review the process for deciding how bonuses are paid to try to reduce fluctuations in the future.