



UK GENDER PAY GAP REPORT 2025



# INTRODUCTION

## INCLUSION AND IMPACT

An inclusive, dynamic culture is fundamental to WPP's success. We are committed to ensuring equal opportunity across WPP, helping us create a vibrant workplace that is representative of the communities in which we operate and the consumers our clients wish to reach.

At WPP, we're focused on attracting and retaining the industry's best talent and supporting our people as they progress in their careers within the Company.

WPP continues to exceed the UK board diversity recommendations of the FTSE Women Leaders Review and the Parker Review. We are pleased that, at the date of publication, we now have gender parity on the WPP Board, and that three of the most senior roles – Chief Executive Officer, Chief Financial Officer and Senior Independent Director – are held by women.

In 2025, women represented 55% of our senior managers and 42% of executive leaders globally. In the UK, 55% of our workforce were women.<sup>1</sup>

The UK Government introduced mandatory gender pay gap reporting in 2017 for legal entities with over 250 employees. Since 2024, we have chosen to publish consolidated gender pay gap data for our total UK workforce to give a more representative picture, alongside our statutory reporting. This ensures we are able to compare our overall figures on a like-for-like basis, removing any variations in annual reporting criteria.

Our overall mean pay gap reduced from 20.5% in 2024 to 20.3% in 2025, continuing a trend of year-on-year improvement over the last six years. The median pay gap also decreased, from 17.8% in 2024 to 17.4% in 2025.

The proportion of women in the top pay quartile in 2025 has contributed to this positive change, specifically an increase of 0.5 percentage points in the upper quartile. However, at the same time, women in the lowest pay quartile increased by 0.4 percentage points.

We are encouraged that our median bonus gap saw a significant decrease of 18.1 percentage points, however our mean bonus gap increased by 2.1 percentage points.

While an increased proportion of women received bonuses than the year before (35.4% in 2025 compared to 34.2% in 2024), 5.3% fewer women received bonuses compared to men.

## REPRESENTATION

A workforce that reflects society, and the consumers our clients want to reach, helps us do the best work and is good for business.

We want to ensure WPP continues to provide an inclusive working environment for all, and we are committed to nurturing a culture of growth and opportunity, boosting skills and developing exceptional leaders.

This includes our open-to-all Inclusion as a Skill training, which helps develop inclusive leadership behaviours, and our Future Readiness Academies platform which offers a library of on-demand training, and where more than 47,000 unique users completed over 196,000 lessons. Our AI Bootcamps for Executives have also trained over 300 leaders through intensive programmes led by Edifai.

We are committed to developing our flagship programmes across the business and within our agencies, such as Maestro, which are designed to equip our people with the tools and skills they need to succeed. Walk the Talk, aimed at female senior leaders in the UK, had 117 participants in 2025.

WPP Stella, our community for women that is open to everyone, now operates in 15 markets, enabling women to maximise their potential and drive business growth.

In 2025 we continued our support for the Visible Start initiative in the UK, a free online programme designed to help women over 45 re-enter or transition into roles in advertising and marketing.

We were also proud that WPP and our leaders continue to be recognised for driving inclusion in the workplace. Twelve women and allies were named in INVOLVE's 2025 Heroes Role Model Lists, while WPP was included in the Financial Times-Statista Diversity Leaders 2026 ranking.

We recognise that there is still work to do and we are committed to achieving greater gender balance at all levels across our business in the UK, ensuring WPP continues to be a place where women are supported and empowered to lead.



People are at the heart of our success. We're committed to supporting women to progress at WPP and empowering them to lead."

**MARIE-CLAIRE BARKER**  
CHIEF PEOPLE OFFICER, WPP

117

senior women enrolled on our Walk the Talk programme in the UK

55%

of our total UK workforce were women<sup>1</sup>

➔ See our 2025 Annual Report and Accounts for more information

<sup>1</sup> Data as at 31 December 2025

# WPP'S UK WORKFORCE

The UK Government requires all UK companies with 250 or more employees to report their gender pay gap information on an annual basis.

In order to provide the most representative picture for WPP, we publish the consolidated data for all our fully-owned companies in the UK.

## DEFINITIONS

### PAY GAP

The difference (median and mean) 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 5 April 2025.

### MEDIAN PAY GAP

The difference between the midpoints in the ranges of men's and women's pay.

### MEAN PAY GAP

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

### BONUS GAP

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

### PROPORTION RECEIVING BONUS

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

The 2025 bonus pay gap therefore reflects any bonuses paid in April 2024 relating to performance in the financial year of 2023.

### PAY QUANTILES

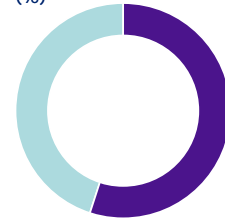
Show the proportion of men and women in different pay bands, with the workforce divided into four equal parts (quartiles).

### GENDER PAY GAP VS EQUAL PAY

Equal pay means men and women being paid the same salary for carrying out the same or similar work, which is a legal requirement. This report, which follows UK Government regulations that came into force in April 2017, is about the gender pay gap: the difference in average hourly pay between all men and all women in a workforce. A gender pay gap is the result of gender imbalance – for example having more men than women in senior roles.

## GENDER BALANCE

(%)



● Women 55.0% ● Men 45.0%  
(2024: Women 55.0%, Men 45.0%)

## 2025 GENDER PAY GAP, MEAN (AVERAGE)

20.3%

(2024: 20.5%)

## 2025 GENDER PAY GAP, MEDIAN (MIDDLE)

17.4%

(2024: 17.8%)

## 2025 PROPORTION RECEIVING BONUS

35.4% Women  
40.7% Men

(2024: Women 34.2%, Men 39.5%)

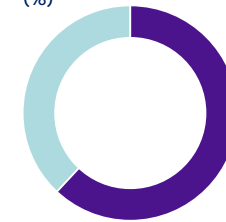
## 2025 GENDER BONUS GAP

Median 20.0%  
Mean 50.0%

(2024: Median 38.1%, Mean 47.9%)

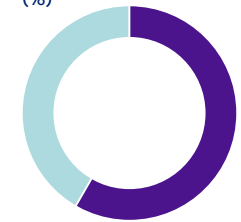
## GENDER BALANCE BY QUARTILE

### LOWER PAY QUARTILE (%)



● Women 62.1% ● Men 37.9%  
(2024: Women 61.7%, Men 38.3%)

### LOWER MIDDLE PAY QUARTILE (%)



● Women 58.4% ● Men 41.6%  
(2024: Women 58.9%, Men 41.1%)

### UPPER MIDDLE PAY QUARTILE (%)



● Women 51.9% ● Men 48.1%  
(2024: Women 53.1%, Men 46.9%)

### UPPER PAY QUARTILE (%)



● Women 42.7% ● Men 57.3%  
(2024: Women 42.2%, Men 57.8%)



The data for our legal entities with 250 or more employees can be found on page 3

# 2025 AND 2024 DISCLOSURES

Mandatory disclosure of all companies fully-owned by WPP in the UK with over 250 employees, as required by the UK Government. Please visit individual agency websites for more detail about their gender pay gap figures.

2025 Legal Entity	Median Gender Pay Gap (Difference)	Mean Gender Pay Gap (Difference)	Median Bonus Gender Pay Gap (Difference)	Mean Bonus Gender Pay Gap (Difference)	Quartile 4 (Top Quartile)		Quartile 3 (Upper Middle Quartile)		Quartile 2 (Lower Middle Quartile)		Quartile 1 (Lower Quartile)		Males who received a bonus	Females who received a bonus
					Male	Female	Male	Female	Male	Female	Male	Female		
Burson Group Limited	13.3%	7.5%	41.7%	77.2%	37.1%	62.9%	38.7%	61.3%	26.4%	73.6%	33.0%	67.0%	9.7%	14.8%
EssenceMediacom Holdings Limited	11.0%	24.3%	35.4%	57.5%	59.8%	40.2%	42.8%	57.2%	35.6%	64.4%	42.6%	57.4%	60.1%	52.3%
GroupM UK Limited <sup>1</sup>	9.1%	18.5%	22.0%	53.6%	54.2%	45.8%	44.7%	55.3%	42.3%	57.7%	42.7%	57.3%	30.7%	28.8%
Hogarth Worldwide Limited <sup>2</sup>	14.4%	10.1%	-20.0%	5.9%	57.7%	42.3%	54.1%	45.9%	40.7%	59.3%	40.3%	59.7%	18.0%	20.7%
Mindshare Media UK Limited	11.1%	14.3%	25.4%	50.9%	50.8%	49.2%	36.4%	63.6%	35.5%	64.5%	39.7%	60.3%	46.7%	45.6%
Ogilvy & Mather Group (Holdings) Limited	21.2%	24.8%	18.8%	14.4%	50.5%	49.5%	36.8%	63.2%	30.5%	69.5%	26.2%	73.8%	47.1%	31.6%
The&Partners London Limited	10.0%	12.9%	0.0%	36.5%	62.5%	37.5%	49.4%	50.6%	46.1%	53.9%	42.7%	57.3%	22.8%	16.8%
VML (UK) Limited	23.9%	20.0%	69.4%	24.3%	59.6%	40.4%	47.5%	52.5%	33.5%	66.5%	33.5%	66.5%	22.7%	16.9%
Wavemaker Limited	9.2%	0.1%	-5.7%	-48.0%	47.0%	53.0%	46.4%	53.6%	41.0%	59.0%	39.3%	60.7%	34.5%	30.0%
WPP 2005 Limited	15.1%	21.9%	33.6%	48.7%	63.3%	36.7%	57.0%	43.0%	47.1%	52.9%	45.0%	55.0%	61.1%	58.4%
WPP Brands (UK) Limited <sup>3</sup>	9.0%	6.3%	-11.9%	37.8%	44.8%	55.2%	46.3%	53.7%	43.3%	56.7%	36.8%	63.2%	45.2%	39.9%
Wunderman Thompson Commerce UK Limited <sup>4</sup>	25.0%	20.5%	27.0%	33.8%	80.2%	19.8%	72.3%	27.7%	60.4%	39.6%	50.5%	49.5%	86.9%	84.8%
<b>2024 Legal Entity</b>														
Design Bridge Limited <sup>5</sup>	25.1%	30.0%	0.0%	71.0%	61.2%	38.8%	59.7%	40.3%	37.3%	62.7%	34.3%	65.7%	42.4%	45.1%
Essence Global Limited <sup>6</sup>	18.2%	17.0%	0.0%	45.5%	52.4%	47.6%	53.5%	46.5%	44.4%	55.6%	29.9%	70.1%	74.6%	64.3%
EssenceMediacom Holdings Limited	14.8%	25.3%	50.2%	59.2%	62.1%	37.9%	37.8%	62.2%	34.4%	65.6%	44.8%	55.2%	51.7%	43.8%
GroupM UK Limited	3.6%	15.5%	15.0%	74.3%	51.0%	49.0%	45.0%	55.0%	45.1%	54.9%	43.7%	56.3%	26.0%	27.4%
Hill & Knowlton Limited <sup>7</sup>	7.7%	9.3%	18.8%	-0.2%	41.8%	58.2%	34.2%	65.8%	26.6%	73.4%	39.2%	60.8%	33.6%	24.3%
Hogarth Worldwide Limited <sup>2</sup>	16.6%	14.0%	0.0%	16.7%	61.1%	38.9%	53.1%	46.9%	43.9%	56.1%	37.1%	62.9%	12.5%	14.4%
Mindshare Media UK Limited	14.4%	20.2%	37.2%	62.2%	50.6%	49.4%	40.0%	60.0%	39.4%	60.6%	37.0%	63.0%	45.0%	41.0%
Ogilvy & Mather Group (Holdings) Limited	21.4%	26.8%	40.7%	39.7%	51.4%	48.6%	34.4%	65.6%	28.1%	71.9%	28.0%	72.0%	36.8%	25.9%
VML (UK) Limited	23.5%	21.7%	60.0%	6.6%	61.0%	39.0%	43.2%	56.8%	32.4%	67.6%	31.9%	68.1%	7.8%	4.6%
Wavemaker Limited	12.6%	3.6%	-42.9%	-41.7%	52.1%	47.9%	38.3%	61.7%	34.0%	66.0%	40.0%	60.0%	23.2%	19.2%
WPP 2005 Limited	18.3%	16.0%	25.0%	36.6%	60.7%	39.3%	63.8%	36.2%	50.2%	49.8%	42.4%	57.6%	57.3%	53.3%
WPP Brands (UK) Limited <sup>3</sup>	10.0%	16.4%	38.7%	46.9%	44.1%	55.9%	37.8%	62.2%	30.7%	69.3%	32.8%	67.2%	39.0%	41.3%
Wunderman Thompson Commerce UK Limited <sup>4</sup>	23.8%	21.1%	22.9%	44.3%	82.1%	17.9%	72.6%	27.4%	58.9%	41.1%	57.5%	42.5%	65.9%	69.4%

1 Now WPP Media  
 2 Now WPP Production  
 3 Numbers include multiple WPP agency brands  
 4 Now VML  
 5 Now Design Bridge and Partners  
 6 Now EssenceMediacom  
 7 Now Burson

## DECLARATION

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



**Marie-Claire Barker**  
 Chief People Officer