GENDER PAY GAP REPORT 2025

WILSON HARTNELL

INTRODUCTION

At Wilson Hartnell, we are dedicated to cultivating a workplace where every colleague feels a strong sense of belonging, is fully supported in achieving their potential, and is deeply valued. Our annual Gender Pay Gap Report is not merely a compliance exercise; it is a fundamental pillar of our commitment to transparency, continuous self-assessment, and actively driving positive change throughout the company.

Wilson Hartnell stands firm in its dedication to the principle of equal pay for equal work, ensuring that all individuals in similar roles receive fair and equitable compensation, regardless of gender. We are a proud equal opportunity employer and committed to fostering an environment where everyone can thrive.

As is common within the PR industry, we attract a high proportion of female talent, with women comprising 80% of our workforce, including a strong presence in senior leadership positions. This representation not only surpasses the industry average – 62% female, as per the 2025 PRII Census report – but also reflects our deeply held belief in empowering all individuals to advance their careers and realise their full potential.

While we celebrate the remarkable success and contribution of our female colleagues, we are equally committed to ensuring that all employees, regardless of gender, find equal opportunities for growth, recognition, and advancement at every level within Wilson Hartnell.

Our latest analysis offers valuable insights, celebrating our progress while clearly identifying areas where we will redouble our efforts to achieve even greater equity. This commitment is actively supported by a robust suite of benefits and initiatives designed to advance gender pay equity across the board. These include comprehensive career coaching sessions, regular benchmarking against industry sources, and generous family-friendly policies that champion work-life integration for all colleagues.

Furthermore, we invest in monthly training sessions, conduct regular pulse surveys, and maintain dedicated committees focused on wellbeing, impact and inclusion. These concerted efforts are strategically designed to support all our colleagues through various life stages and to encourage long-term career progression and success within Wilson Hartnell.

Sharon Murphy
CEO

FINDINGS

Our comprehensive 2025 gender pay gap analysis provides a granular view of our remuneration structure. As of 30 June 2025, our workforce comprises 80% female and 20% male employees. This strong female representation significantly influences our pay gap outcomes.

Reflecting this composition, our mean hourly pay gap stands at +24% in favour of female, and our median hourly pay gap is +5% also in favour of females. We are equally pleased to confirm that our temporary staff experience pay equity.

Our analysis of pay quartiles further illuminates the distribution of gender across different earning strata within Wilson Hartnell. Given that 80% of our employees identify as female and 20% as male, it logically follows that the variance in our quartile bands directly aligns with this overall employee composition. This analysis clearly demonstrates a strong representation of females across all earning levels within the company, indicating successful career pathways and equitable access to higher-paying roles.

Our mean bonus pay gap is +260% and our median bonus gap is +25%, both in favour of females. Similar to our hourly pay figures, these bonus gaps directly reflect the substantial proportion of females within our employee base. While these figures powerfully demonstrate the success and reward of our female talent, our overarching goal is to always be assessing and reviewing gender parity across all levels of our organisation. In line with this commitment, and as part of our strategic efforts to achieve a more holistic gender balance, we are pleased to note that our last three senior leadership positions hired into the broader company have been male. This reflects our proactive approach to ensuring diverse representation at all levels.

Regarding other benefits of monetary value, we confirm these have been paid at 100% equally to both male and female employees, reinforcing our commitment to equitable treatment.

This gender pay analysis is based on annualised base pay effective 30 June 2025. The report provides an annualised gap analysis over a full 12-month period, offering a comprehensive and transparent snapshot of our current standing.

At Wilson Hartnell, we are deeply committed to fostering a workplace that champions gender equity, recognising that an inclusive environment drives innovation and success. Our gender pay gap report is not just a measure, but a catalyst for continuous improvement.

Workforce composition:

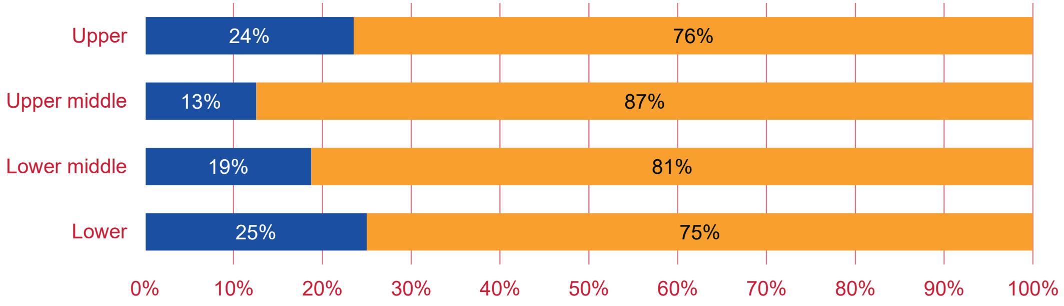
Pay gap – Hourly remuneration:

All employees	%	Part-time	%	Temporary	%
Mean	+24%	Mean	+87%	Mean	0%
Median	+5%	Median	+87%	Median	0%

Bonus / BIK – all employees:

Bonus - employees	%	BIK - employees	%
Male	62%	Male	23%
Female	56%	Female	35%

Pay Quartiles — Male : Female



COMMITMENT TO GENDER EQUALITY: PRO-ACTIVE STEPS & FUTURE FOCUS

At Wilson Hartnell, we are deeply committed to fostering a workplace that champions gender equity, recognising that an inclusive environment drives innovation and success. Our gender pay gap report is not just a measure, but a catalyst for continuous improvement. We are proud to highlight the significant efforts we are making to further our progress in gender equity within the workplace:

Diversifying Leadership and Inclusive Recruitment

We are actively striving for greater diversity at all levels of our organisation. While our senior leadership has historically had strong female representation, we have made significant strides in ensuring we hire for broader diversification across our senior management. This reflects our intentional approach to building a leadership team that mirrors the rich tapestry of talent available.

We remain steadfast in our commitment to inclusive recruitment. We will continue to enhance and revise our job descriptions with inclusive language to actively attract a broader and more diverse pool of candidates, including male and female applicants and other underrepresented groups. Our hiring and selection processes are intentionally designed to be fair and transparent; interviews are robust and objective, offering candidates the opportunity to meet an array of employees at various levels throughout their journey.

Fair and Transparent Compensation Practices

Central to our commitment is ensuring equitable compensation for all employees. Our pay increase and salary assessment processes operate on consistent and strict salary scales, applied rigorously and without regard to gender. This transparency is complemented by frequent development conversations and yearly career conversations that support every employee's growth and ensure their reward aligns with their contributions and development.

Inclusion and Impact

Our dedication to impact and inclusivity is woven into our organisational culture and championed by a dedicated employee committee. These committees are, comprised of employees from various backgrounds and rotated annually, ensuring a continuous infusion of diverse thought and representation. In tandem, we are an active member and board representative of the Open Doors Initiative, a vital non-profit providing pathways to work through training, education, employment, and entrepreneurship for some of the most marginalised members of our society.

Promoting Support and Opportunity

We are actively promoting our comprehensive policies, supports, and benefits to both current employees and potential candidates, reinforcing our unwavering commitment to flexible working arrangements, robust career development opportunities, and broader gender equality initiatives.

These initiatives underscore our proactive approach and continuous dedication to building an equitable and inclusive workplace for all.

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