

Real Chemistry UK Limited - Gender Pay Gap Report

Reporting Year: 2025

Snapshot Date: 5 April 2025

1. Introduction

At Real Chemistry, we are committed to fostering a fair, inclusive and supportive workplace where all employees have equal opportunity to succeed.

This report sets out Real Chemistry UK Limited's gender pay gap data for the reporting year 2025. This is the first year that Real Chemistry UK Limited ("Real Chemistry UK") has met the employee threshold for UK gender pay gap reporting.

The gender pay gap measures the difference in average earnings between men and women across the organisation, regardless of role or seniority. It is different from equal pay, which relates to men and women being paid equally for the same or similar work or work of equal value and which is not covered in this report.

We recognise that a gender pay gap can be influenced by a range of factors, including the distribution of men and women across different roles, levels of seniority and business areas. We are committed to deepening our understanding of the factors behind our results and taking practical steps over time to improve pay and reward outcomes across the organisation.

We are required to report the data in a binary way ("women" and "men") by the UK's Government Equalities Office which does not consider other gender identities (e.g. non-binary). Throughout this report, we use the terms "gender", "women" and "men", but recognise that this refers to biological sex rather than gender identity for some.

2. About Real Chemistry

Real Chemistry is a global healthcare communications network.

On 5 April 2025, the snapshot date, Real Chemistry UK employed 264 employees across several business areas including Activation, Advanced Analytics, Advertising, Corporate, Integrated Communications and Medical, and across a wide range of roles and levels of seniority.

On the snapshot date, a significant majority of our UK workforce was female with a split of 78% women and 22% men. This workforce profile is an important part of the context for understanding our gender pay gap data.

3. Gender Pay Gap Results

In relation to the pay and bonus gap data set out below, positive figures show higher average pay for men and negative figures show higher average pay for women.

3.1 Mean and Median Gender Pay Gap

Mean gender pay gap: **24.2%**

Median gender pay gap: **18%**

Explanation

These are the pay gaps as at the snapshot date of 5 April 2025.

The mean gender pay gap is the difference between the average hourly pay of men and women.

The median gender pay gap is the difference between the midpoint hourly pay of men and women when all employees are listed from lowest to highest paid.

3.2 Mean and Median Bonus Gap

Mean bonus gap: **47%**

Median bonus gap: **28%**

Explanation

These bonus gaps are based on bonus payments made between 6 April 2024 and 5 April 2025.

The mean bonus gap is the difference between the average bonus payments made to all women compared to all men who are employees.

The median bonus gap is the difference between the mid-point of bonus payments made to all women compared to the mid-point for all men who are employees.

3.3 Proportion of Men and Women Receiving a Bonus

Men: **89.8%**

Women: **85.9%**

Explanation

This is the proportion of women and men who were paid a bonus between 6 April 2024 and 5 April 2025.

3.4 Gender Distribution and Gender Pay Gap Across Pay Quartiles

Pay Quartile	Men	Women	Mean Pay Gap	Median Pay Gap
Upper quartile	36%	64%	5.0%	6.3%
Upper middle quartile	21%	79%	-5.8%	-6.5%
Lower middle quartile	17%	83%	-5.4%	-8.7%
Lower quartile	15%	85%	-0.4%	1.7%
All UK	22%	78%	24.2%	18%

Explanation

The pay quartiles above show the proportion of men and women in each group if all employees were ordered by their hourly rate of pay, then split into four equal groups. It shows the proportion of men and women, along with the mean and median gender pay gap, in each pay quartile of Real Chemistry UK.

4. Summary of Results

Our results for 2025 show:

- a mean gender pay gap of 24.2%
- a median gender pay gap of 18%
- a mean bonus gap of 47%
- a median bonus gap of 28%

Our analysis indicates that the principal driver of our gender pay gap is the overall shape of our workforce and the distribution of employees across roles and pay levels, rather than a consistent difference in pay between men and women across all parts of the organisation.

Women are strongly represented across the business and make up the significant majority of employees in every pay quartile, including the upper quartile. However, there is a significantly higher proportion of women in roles with relatively lower pay, sitting in the lower-paid quartiles.

Conversely, men make up a larger proportion of the most senior and higher remunerated positions within the business, resulting in a higher proportion of men in the top pay quartile. This distribution has a significant impact on the overall gender pay gap, and we recognise that a more equal distribution of male and female employees across all quartiles will help close gender pay gaps.

The bonus data shows a more pronounced gap than the hourly pay analysis. Our 2025 figures show a substantial bonus gap on both a mean and median basis, with men also slightly more likely than women to receive bonus pay. This indicates that the bonus gap appears to be influenced not only by a small number of higher-value awards, but also by broader differences in bonus value and the distribution of roles and seniority across the organisation. As with the hourly pay gap, this appears to reflect the overall structure of the business and the profile of roles within it. The statutory bonus calculation does not reflect full time equivalent bonus payments. A higher proportion of women occupy part time roles.

5. Factors Contributing to the Gender Pay Gap

Our review of the 2025 data suggests that the key factors contributing to our gender pay gap include:

- **Workforce composition**

Women make up the significant majority of our UK workforce overall. This means our gender pay gap is significantly influenced by where that female-majority population is distributed across the organisation.

- **Distribution across pay quartiles**

Women are represented across all pay quartiles, including the upper quartile, but are particularly concentrated in less senior roles which naturally fall within the lower-paid quartiles. Men, while a smaller proportion of the total workforce, are more heavily represented in more senior roles which sit in the highest-paid quartile relative to their overall share of employees.

- **Role mix and seniority and progression**

Our UK business includes a wide range of functions and levels, and the overall pay gap is influenced by the gender balance across certain roles, teams and seniority levels.

The data suggests that continued focus is needed to support the progression of women over time into senior and higher-paying roles over time, including leadership positions, and more generally strive for more equal distribution of male and female employees to achieve greater gender balance across every pay quartile.

- **Bonus value rather than bonus participation**

Our analysis of actual bonus payment data indicates that men were slightly more likely than women to receive a bonus in 2025. However, the average and median bonus paid to men were higher. This suggests that the bonus gap is driven primarily by the value of bonus awards, likely reflecting differences in role mix and seniority, rather than lower female participation in bonus schemes.

The pay quartile analysis also shows a mixed picture within the organisation, with women's pay equal to or higher than men's in some quartiles and lower in others. This supports the view that the overall gender pay gap is more strongly linked to workforce structure and representation than to one consistent pattern across all roles.

6. Our Commitment and Actions

Real Chemistry remains committed to promoting equity and inclusion across the organisation and to reducing its gender pay gap over time. We recognise that change in the gender pay figures is likely to take time, and we are continuing to analyse the underlying data and consider the factors shaping the gap to help inform our ongoing approach.

Actions we are taking / we intend to take

1. Recruitment and hiring

We will continue our ongoing review of our recruitment processes to support equitable and consistent hiring outcomes, with the following measures:

- review job descriptions to ensure they are gender neutral, inclusive and clearly aligned to role requirements
- seek to attract diverse candidate pipelines for senior roles

2. Progression and promotion

We will continue to strengthen our focus on progression into higher-paid and more senior roles with the following measures:

- improve visibility of development opportunities, stretch assignments and career pathways
- support managers to have consistent development and progression conversations

3. Leadership planning

We will continue to build a strong pipeline of women for leadership positions with the following measures:

- monitor gender representation across the pipeline into senior roles
- ensure development opportunities are accessible across business areas

4. Reward and bonus governance

We will continue to strengthen our reward and bonus opportunities and outcomes, with the following measures:

- assess whether bonus opportunity and award outcomes are appropriately aligned, providing equitable opportunity by gender
- strengthen governance around discretionary reward decisions where relevant

5. Data, monitoring and accountability

We will continue to improve our data and reporting with the following measures:

- review gender pay gap and quartile data
- use data to inform people planning and talent decisions

6. Flexible working and inclusion

We will continue to promote practices that support the inclusion and retention of women, including:

- flexible working arrangements, where appropriate, family-friendly policies and support

- an inclusive culture that enables colleagues to progress and thrive across different stages of career and life

7. Conclusion

Real Chemistry is committed to building an inclusive workplace in which all colleagues can thrive.

Our 2025 gender pay gap data shows that women are strongly represented across the organisation, including in the senior and upper pay quartile, but are also more heavily concentrated in more junior positions in the business which sit in the lower pay quartile. The data also indicates that the bonus gap is driven more by bonus values than by bonus participation. Taken together, this suggests that the key drivers of our pay gap are workforce composition, role distribution and seniority mix.

We recognise that improvement requires sustained focus over time. We will continue to deepen our understanding of our gender pay profile, monitor progress and take practical steps over time to improve pay and reward outcomes across the organisation.

8. Statutory Declaration

I confirm that the information and data reported are accurate and in line with the requirements of the relevant gender pay gap reporting regulations.

Name: Shankar Narayanan

Job Title: Chief Executive Officer

Signature: *Shankar Narayanan*