



Awin's Gender Pay Statement

Introduction

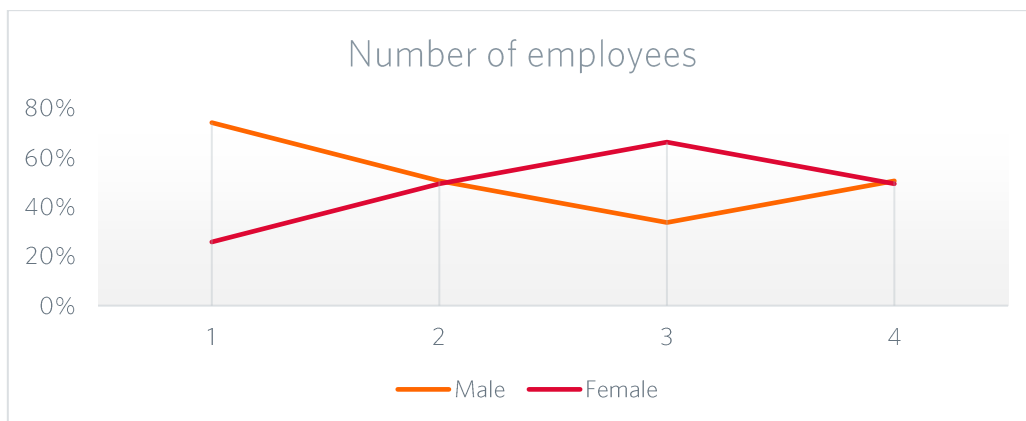
At AWIN Ltd ("Awin"), we know and recognise the importance of equality to our business and our employees and are therefore committed to ensuring that all elements of our business strive to achieve this. Under the government legislation, Awin is required to publish details to show the findings of our gender pay gap and we have therefore taken time to analyse the pay differences between our male and female employees, shown in the analysis of the data below. The below also provides recommendations for how Awin can progress with these findings to ensure we are striving for equality and equal pay in all elements of our business.

Our Business

Awin is a market-leading affiliate marketing network connecting over 16,500 advertisers to more than 225,000 publishers. We are wholly owned by AWIN AG, based in Berlin, Germany and form part of the Awin Group which has a presence in 15 locations and over 1,000 employees worldwide. We have one wholly owned subsidiary (Awin Inc.), which operates in Baltimore, USA. Awin is governed by a Board of Directors, made up of the AWIN AG Executive Team, Adam Ross (Chief Executive Officer), Peter Loveday (Chief Technical Officer) and Virpy Richter (Chief Financial Officer).

Our Approach

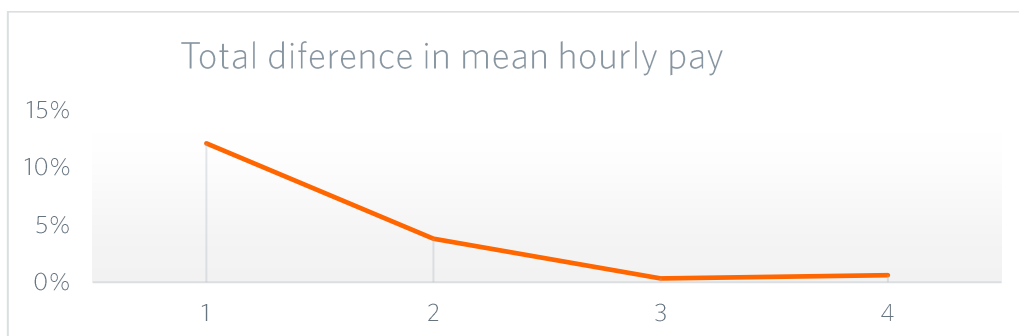
At Awin we strive for equality amongst all staff and our results to calculate the differences in gender pay have shown that this is generally achieved. As of 31st March 2021, we had a total of 364 members of staff, of whom 188 were male and 176 female: There are more males than females in the top 1 quartile, more females than males in quarter 3 and the rest is balanced. The calculations for mean and median is still positive. Of the employees at Awin, 4 are non-full-time, 4 of whom were on maternity leave at the time the data was captured. Of those working part-time, 50% were female and 50% male.



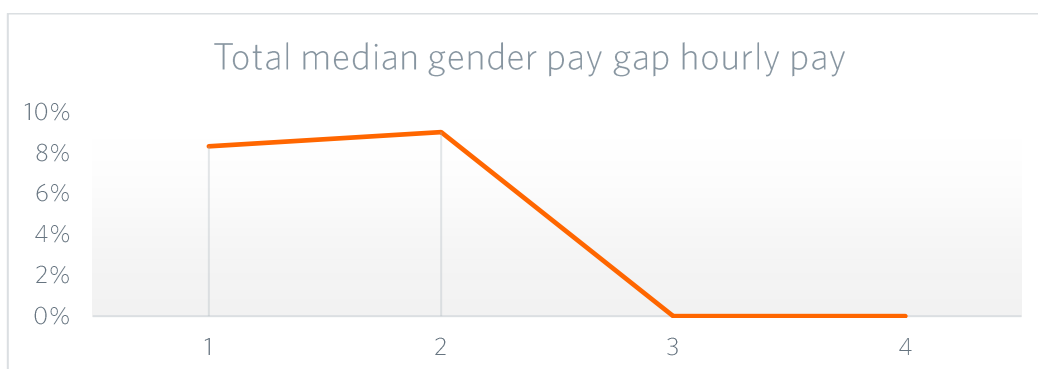
Before taking a deeper look at the percentage differences in hourly pay and bonuses for staff at Awin, it is worth noting the mix of roles across the quartiles, particularly in the first quartile. Within this, job roles contain Management roles, including Heads of Departments, and many of our Engineering and more Technology focused roles. Consequently, as many of these roles are filled by males, this does reflect a pay gap. However, Awin has been striving to combat this separately by encouraging Women in Tech events which have been hosted in the London office in the hope that more females may take an interest in the Technology element of our business. Furthermore, our Executive Team now includes our first female Board member who is based in Germany.

When calculating the mean hourly rate of pay for staff, in total we came to 26%. This means that on average, men are paid 26% more than women. Which means for every £1 a man earns, a woman will earn 74p. It emerged that there is a greater difference in the first quartile, 12%, for every £1 a man earns, a woman will earn 88p. As already noted, this difference does include a mix of roles from Management and Technology based roles, and therefore the difference is not for men and women completing the same work. It should also be considered that included in this quartile are the most senior managers at Awin, and therefore their inclusion in this quartile will have influenced this overall result.

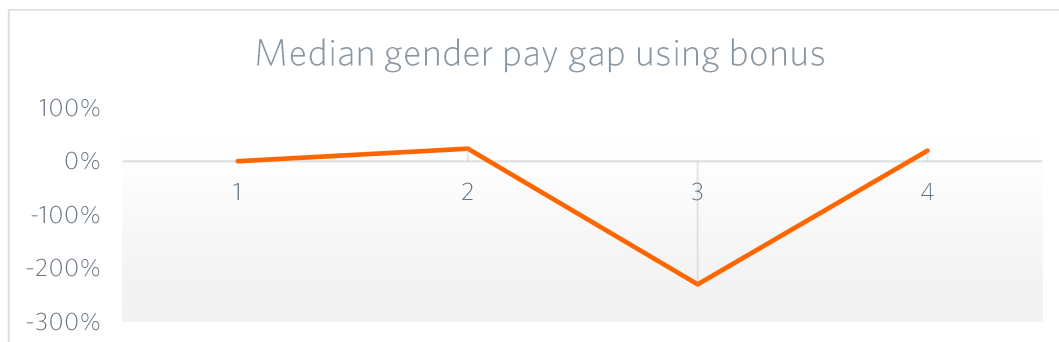
Following this, the mean hourly rate of pay does see the difference reduce significantly through the quartiles, with no difference in hourly pay showing in the lower quartiles. It should be noted that, particularly in the instance of the first quartile, this is reflective of the numbers of males and females in the quartile and the types of roles they are completing.



In terms of the median hourly rate of pay, the difference between males and females is calculated at 21%, for every £1 a man earns, a woman will earn 79p and is greater for males in quartiles 1 and 2, whereas in quartiles 3 and 4 there is no variance.



With regards to bonus payments at Awin, there is a slight difference, more females than males received a bonus in 2020 (51% of recipients were female, and 49% male), with both the overall mean and median calculations being more positive towards males. The greatest differences in bonus payments are seen in the quartile 3, with mean bonus payments at 175% and median bonus payments at 230% more positive toward to females.



Awin is committed to ensuring that equality is achieved across the business, and so, particularly concerning the law set for equal pay stating that males and females should receive equal pay for

- the same or broadly similar work;
- work rated as equivalent under a job evaluation scheme; or
- work of equal value;

Awin will continue to ensure that this is met, not only for differences in gender but in other elements that diversify our employees. We are confident that the differences shown in the data do not occur because of inequality in paying males and females differently, but due to men and women completing different types of work at different levels in our business. More specifically, one of the reasons, as already highlighted, why there is a difference in pay, specifically in the first quartile, is due to a vast majority of the technical and R&D roles being filled by males; just 5% of all tech based and 16% of all R&D based roles at Awin are carried out by women and is, therefore, an area that needs to be considered when analysing the data. Going beyond Awin, this is generally an area of work that is viewed as a traditionally male-dominated and is also an area where Awin has struggled to recruit women. Nonetheless, it is important to note that the differences across the remaining quartiles are well balanced; although not a requirement of the legislation, the data specifically for the UK business at Awin shows no difference in the hourly rate of pay for both the median and the mean, and very clearly shows that males and females are being paid to complete the same work in this area.

It is useful to understand and compare how these results look against the wider picture. According to the ONS figures from 2020, for the economy as a whole, the median gender pay gap is 15.5%. When comparing this to Awin, the median is slightly larger, at 21%.

Awin is committed to ensuring pay is equal for all elements of diversification, including gender, and therefore we need to assure this is being addressed. Where it is not the case that males and females are being paid differently to complete the same work, the focus would need to be on encouraging more women to be represented in areas of the business that are traditionally being held by men. To an extent, this is already in place, as already mentioned Awin have hosted Women in Tech events. Additionally, a new parental leave policy has now been implemented to encourage more men to share parental responsibility. However further ideas and strategies will be considered to continue to develop this and encourage greater equality in these roles.

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Head of HR Operations