



Awin's Gender Pay Statement

Introduction

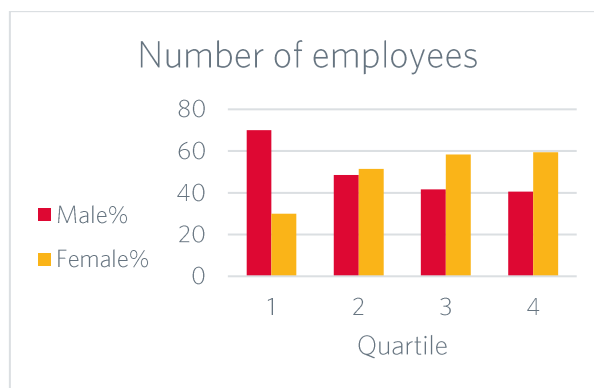
At AWIN Ltd ("Awin"), we know and recognise the importance of equality to our business and our employees and are therefore committed to ensuring that all elements of our business strive to achieve this. Under the government legislation, Awin is required to publish details to show the findings of our 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 25,000 advertisers to more than 270,000 publishers. We are owned by AWIN AG, based in Berlin, Germany and form part of the Awin Group which has a presence in 17 locations and over 1,200 employees worldwide. We have one 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), Gisele Xochitl Mast (Chief Product & Technology Officer), Virpy Richter (Chief Financial Officer) and David Lloyd (Chief Customer 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 achieved. As of 5th April 2022, we had a total of 405 relevant members of staff, of whom 202 were male and 203 females: There are more males than females in the upper quartile, the rest of the quarters are quite balanced but there is a slight difference in favour of women. The calculations for mean and median are still positive. Of the employees at Awin, 5 are non-full time. Of those working part-time, 80% were female and 20% were male.

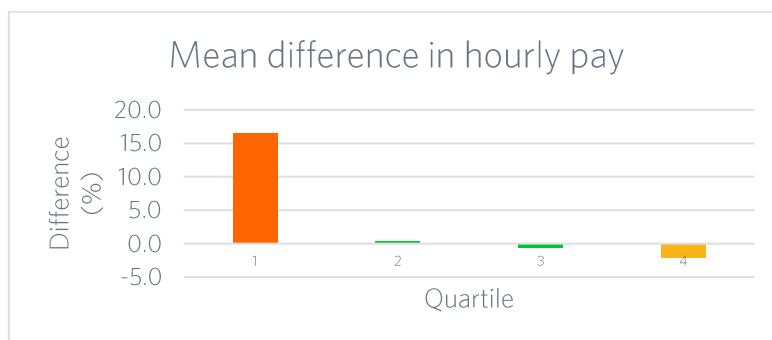


Before taking a deeper look at the percentage differences in hourly pay and bonuses for staff at Awin, it is worth noting the mix of roles across the quartiles, particularly in the first quartile. Within this, job roles contain Management roles, including Heads of Departments, and many of our Engineering and more Technology focused roles. Consequently, as

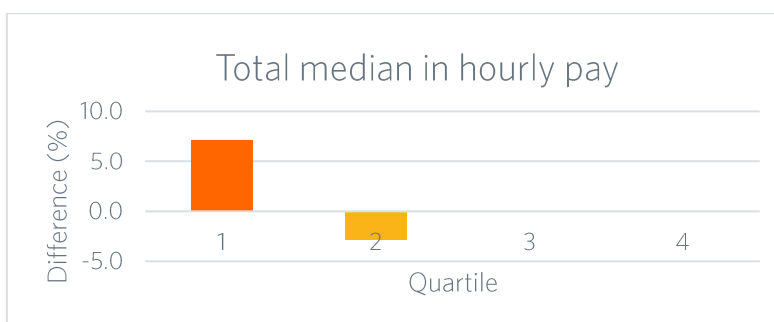
many of these roles are filled by males, this does reflect a pay gap. However, Awin has been striving to combat this separately by enhancing our candidate sourcing strategy to engage with and attract more women and minorities with technical backgrounds. Awin also historically attends and hosts events that help to connect women in tech with the intention of driving interest and opportunities for women within their Technology departments. Currently 50% (two) of our Executive Team are female Board Members, however as they are based in Germany and the Netherlands, are not included in this UK report, but are accounted for within Awin’s global gender gap report.

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. 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 significant difference in hourly pay showing in the upper middle, lower middle, and 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.

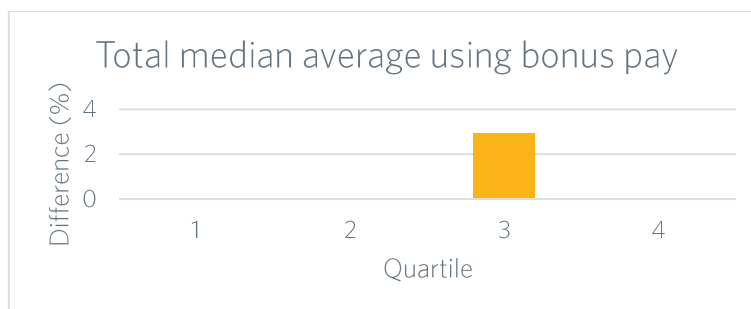


In terms of the median hourly rate of pay, the difference between males and females is calculated at 18.9%, for every £1 a man earns, a woman will earn 81.1p and is greater for males in quartiles 1 whereas in quartiles 3 and 4 there is no variance. Quartile 2 shows a slight difference more favourable towards females.



With regards to bonus payments at Awin, calculations are quite balanced, more females than males received a bonus during this period (48.7% of recipients were male, and 51.3% female), mean calculations are being more positive

towards males whilst the median calculations are balanced except the third quartile which is slightly more favourable to males, 2.9% and due to this reason, the total median is 20%.



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. As previously highlighted, one of the key factors identified causing such an impact on the difference in pay, particularly in the first quartile, is due to a majority of the technical and R&D roles being filled by males; just 10% of all tech based and 12.5% of all R&D based roles at Awin are carried out by women, and is therefore a key consideration that requires awareness when analysing the data. Beyond Awin, this is traditionally an area that are male-dominated and is also an area where not only is there difficulty in recruiting women in such a male dominated sector, but there is also a clear shortage in the number of women graduating in these areas, and so we see a disparity within the talent pool ratio of men to women too. We can confirm that based on our sourcing strategy, the number of women hired and therefore the percentages incorporated within this data have since increased. 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 2021, for the economy as a whole, the median gender pay gap is 14.9%. When comparing this to Awin, the median is slightly larger, at 18.9% which is lower than our previous year's figure of 21% in 2020 and lightly lower than in 2021, 19%, which means that the efforts that the company is making to reduce this gap are working.

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. It is important to mention that Awin has policies such as parental leave, 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.

Rosalyn Berrisford

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Regional Managing Director