



Awin's Gender Pay Statement

Introduction

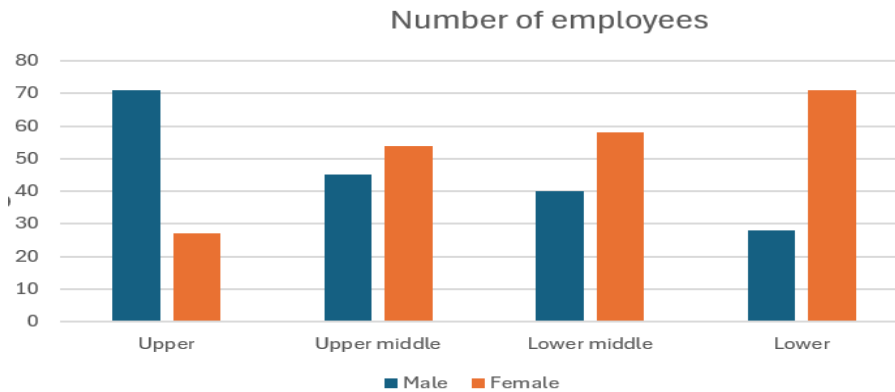
At AWIN Ltd ("Awin"), we know and recognise the importance of equality to our business and our employees and are therefore committed to ensuring that all elements of our business strive to achieve this. Under the government legislation, Awin is required to publish details to show the findings of our 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 30,000 advertisers to more than 1,000,000 million 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 1,420 employees worldwide. We have one owned subsidiary (Awin Inc.), which operates in Baltimore, USA. As of the date this report is dated Awin was governed by a Board of Directors, made up of the AWIN AG Executive Team, Adam Ross (Chief Executive Officer), Gary Reck (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 2025, we had a total of 410 relevant members of staff, of whom 185 were male and 225 females: There are more males than females in the upper quartile and the rest of quartiles shows a difference in favour of women. The calculations for mean and median are still positive. Of the employees at Awin, 4 are non-full time. Of those working part-time, 75% female and 25% 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 continues 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.

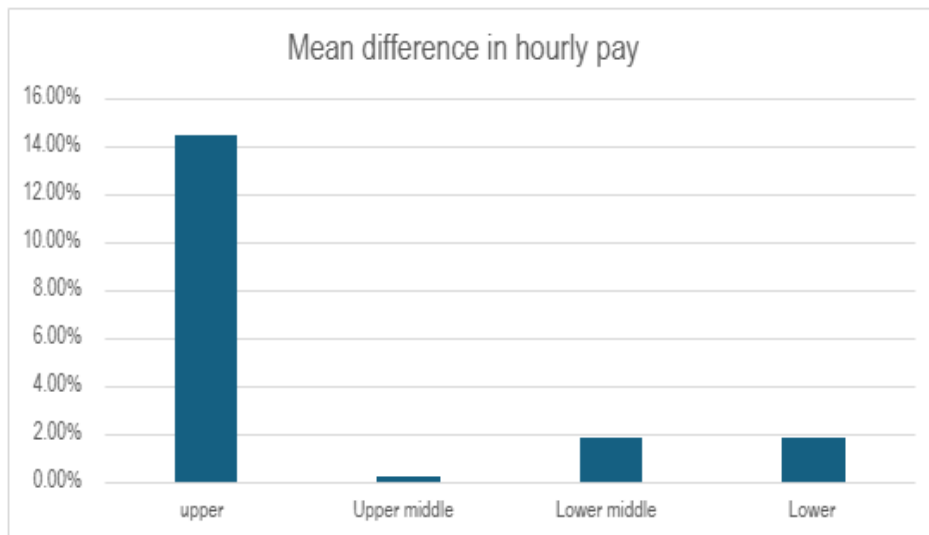
We have our “future leadership programme” that is designed with equality/DEI in mind - connecting employees and enhancing their mentoring with senior management and we continue to advertise and engage with a diverse talent pool, particularly with women in tech. Awin's DEI Committee has also launched a mentorship programme through partnering with external provider specifically aimed at females within the organisation to support career growth and development.

Currently 25% (one) of our Executive Team are female Board Members, however as she is based in Germany, they are not included in this UK report.

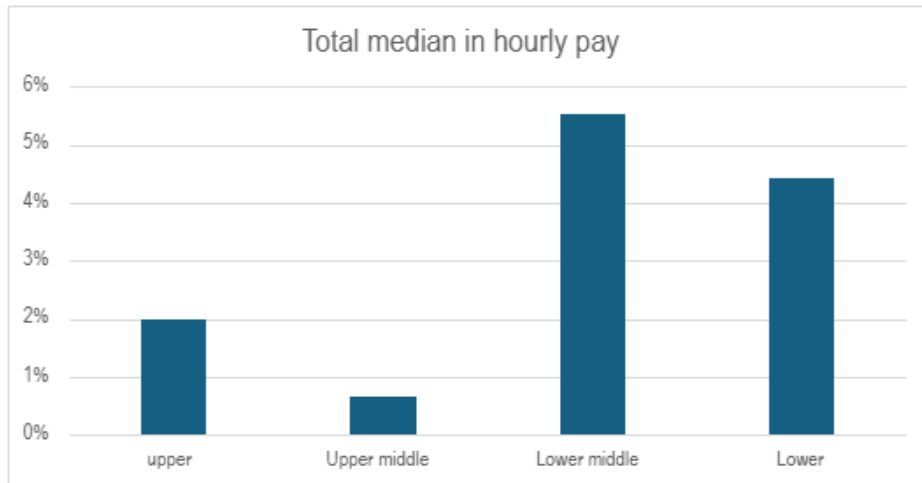
When calculating the mean hourly rate of pay for all staff, in total we came to 30.7%. This means that on average, men are paid 30.7% more than women. Which means for every £1 a man earns, a woman will earn 69.3p. However, when detailing quarters, there is almost no difference. It emerged that there is a greater difference in the first quartile 14.52% and almost non-existent in the rest, which would mean that there is no difference between men and women but in the number of men and women who occupy certain positions as we explained previously. 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. We believe it is important to mention that in addition to the calculations required for this report, we have internal processes to ensure that there is no gap. Our diversity, equity and inclusion taskforce are committed to continuing to work and do everything we can to ensure fair treatment between men and women.



In terms of the median hourly rate of pay, the difference between males and females is calculated at 32.1%, for every £1 a man earns, a woman will earn 67.9p As we mentioned before when we were explaining the mean, there is almost no difference when looking into each quartile and therefore, we would say that there is no difference between men and women rate of pay but in the number of men and women who occupy certain positions as we explained previously



With regards to bonus payments at Awin, more females than males received a bonus during this period (14.59% of recipients were male, and 20.89% female). Mean shows 10.1% and median 30%. It is worth mentioning that in the calculations we have used the bonuses offered by contract and we can confirm that there is no difference between what is offered to each employee who occupies the same rank.

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 5% of all tech based and 28.05% 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. Only male employees from R&D and tech are currently part of the on-call schedule. 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. Having an engineering-heavy workforce is a common cause of gender gaps in most tech industries, therefore this gap is driven by representation imbalance and not unequal pay. 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 2024, for the economy as a whole, the median gender pay gap is 6.9%. When comparing this to Awin, the median higher at 32.1%. However, as previously mentioned, this difference is primarily driven by the distribution of men and women across our senior leadership and technical functions, rather than by unequal pay for comparable work. This can be seen when looking at each quarter in detail.

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, Awin have hosted Women in Tech events. It is also important to highlight that Awin has several policies such as flexible office remote working options, parental leave return to work guidance and a four-day week that provide employees with greater flexibility. In addition, our enhanced parental leave policy is designed to encourage more men to share parental responsibilities, supporting a more balanced and inclusive approach to caregiving.

As part of our commitment to employee wellbeing and inclusion, one of our annual global wellbeing initiatives focuses specifically on women's health. For the past three years, we have hosted sessions on menopause as well as broader topics related to women's health and support.

In addition, we have a DEI Employee Resource Group, EmpowHER, which provides a supportive community for women across the company. The network fosters peer support, raises awareness of gender-specific challenges, and contributes to ongoing dialogue on how we can continue building an inclusive and supportive workplace for women. However further ideas and strategies will be considered to continue to develop this and encourage greater equality in these roles.

Dawn Quigg

Dawn Quigg

Country Client Services Director

Awin Ltd