

**WORLDFIRST**

# Gender Pay Gap Report 2020

## Foreword from Jeff Parker, CEO of WorldFirst

We are committed to really making a difference in Diversity & Inclusion (D & I) at WorldFirst. Creating an inclusive workplace where everyone has equal opportunities for success, equal pay and equal rights continues to be a priority for the business.

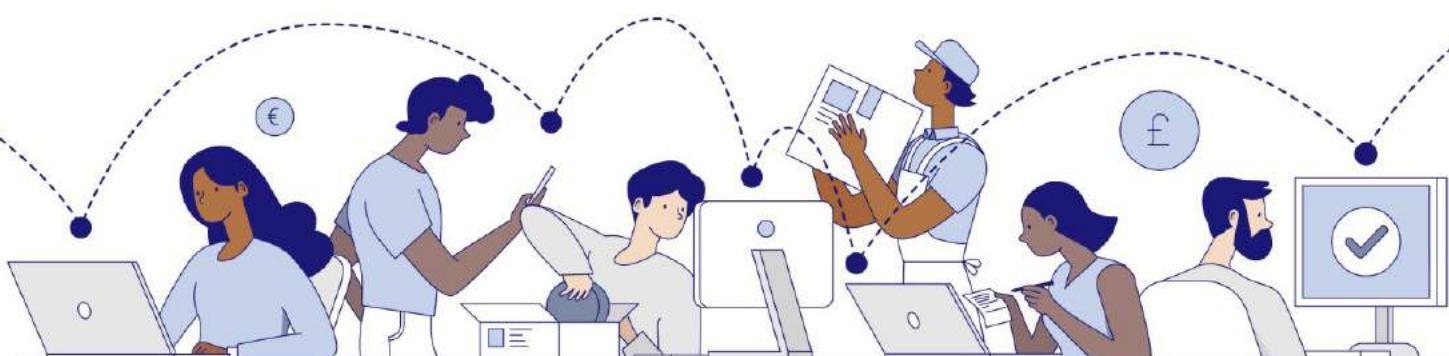
We now share with you our gender pay gap data for 2020. The data is based on a snapshot of 5 April 2020, and shows that the mean hourly pay gap at WorldFirst is **12.5%**, which is lower than 2019 by **7.3%**. These numbers are calculated on an average of what we pay all men and women at our company in the UK, regardless of their role, seniority or performance.

Whilst we are delighted by this improvement it doesn't take away from the need for our company to continue to our focus on Diversity & Inclusion.

In my capacity as CEO of WorldFirst and chair of the EMEA Diversity & Inclusion Committee, I assure you that this is an issue that is a critical priority for the company. The Committee meet on a monthly basis and as a leadership team we spend a significant amount of time looking at our people data, discussing and implementing the Diversity and Inclusion strategy.

As we continue to grow as a business post acquisition with the Ant Group, we are making significant efforts to improve the representation of our workforce. We know that it will take time for these measures to result in tangible change to the gender pay data but we are committed to making this change to make meaningful progress.

Statutory declaration: I confirm that the data and information presented in this report are accurate and meet the requirements of the UK Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.



# Our 2020 pay gap figures

Reporting this pay gap data allows us to track our progress, highlight areas for attention and work on areas that will help us to close the pay gap between women and men.

As per the regulations, the pay gaps and quartiles figures are based on the pay data on the snapshot date of 5 April 2020. The bonus gaps and participation figures are based on bonuses paid over the 12 months prior to the snapshot date. As a reminder, the gender pay gap is not the same as equal pay.

This year, our mean (average) hourly rate gap is **12.5%**, which is lower than 2019 by **7.3%**. This reduction is as a result of a number of changes:

- **We now have a structured salary range for all roles which helps to eliminate salary outliers**
- **We have actively hired more senior women**
- **Created a defined a career path for women with additional mentoring and career strategies initiatives**

Even though the mean (average) hourly rate gap has reduced we do have a gender pay gap because we have a larger proportion of men in senior roles in Commercial and Technology and a larger proportion of women in support roles, such as HR, Finance and Compliance.

Our mean bonus pay gap is **61.8%**. This represents the WorldFirst old bonus scheme that existed before the acquisition. We have looked into the causes of it and have taken positive steps to mitigate this disparity.

Since the integration with Ant Group we have moved onto the Group bonus structure, which we think will have a significant positive impact.

The bonuses have been streamlined and the back office bonus on target earnings has been increased to match the front office and senior management functions, which were more male heavy. With this change we are anticipating a much reduced mean bonus pay gap.



# Understanding our gap

Our gender pay gap exists - even though the gap is smaller than 2019 by 7.3%. We have fewer women than men across all levels of our organisation, and particularly in technology which reflects a societal issue where fewer women see technology as career option. Women are also less represented in senior leadership positions, which typically pays more.

Our current work to address the gap is focused on increasing the number of women across the company via a number of initiatives:

## 1. Recruitment: building a strong pipeline of female talent

We are committed to embedding D&I into all phases of the recruitment process to ensure there is more stringent pipeline management in advertising, shortlisting, interviewing.

## 2. Creating an inclusive environment

A key part of the D&I strategy is to raise the awareness of D&I. This has included a high-profile D&I awareness week and various training sessions including unconscious bias and building an inclusive workplace.

Regular employee engagement surveys help to identify key areas where there are substantial differences in perceptions between men and women (as well as other demographics). The leadership teams are engaged in interpreting the results, and implementing programmes to ensure employees are being supported and empowered to manage work, life and progression demands.

## 3. Retaining talented women

We have created women-focused programmes to help women maximise their strengths, career progression, create networks, and grow as leaders.

## 4. Accountability

Our commitment to D&I is driven by our newly formed Global Diversity & Inclusion Committee, made up of senior leaders and chaired by our CEO. This team act as champions to lead change and are held accountable for our vision and strategy.

We have also hired a Culture & Diversity & Inclusion Director to advance and lead this vision and strategy.



## Getting to know our people

We will be asking our staff to tell us who they are in a voluntary project called The People Data Collection Campaign. This will help us to understand our demographics and help us to create more targeted programmes and a more in-depth analysis of experiences at WorldFirst.

We also know that the experiences of a woman are more than just gender. By doing the People Data Collection Campaign we'll be able to identify intersectionality between gender and other protected characteristics; age, sexual orientation, marital status, disability, religion, ethnicity, and pregnancy.

## Looking to the future

We are pleased to be making progress, but we know that we have a lot more work to do to reduce the gender pay gap and we are committed to this change. We continue to learn at each stage of our journey and build on this knowledge to create more impactful initiatives and programmes. At the heart of these programmes lie our values, so that through teamwork, integrity and accountability we can continue to strive for fairness and equality for all.



# Gender Pay Gap Report 2020 Data

## Mean and median pay

Mean gender pay gap in hourly pay

12.5%

Proportion of females with bonus payments

67.6%

Median gender pay gap in hourly pay

18%

Mean gender pay gap in bonus payments

61.8%

Proportion of males with bonus payments

63.4%

Median gender pay gap in bonus payments

33.3%

## Employee population split into quartiles

	Q1: Upper Quartile	Q2: Upper Middle Quartile	Q3: Lower Middle Quartile	Q4: Lower Quartile
Female	27.8%	23.3%	45.2%	41.1%
Male	72.2%	76.7%	54.8%	58.9%

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