



STRAT7

STRAT7 Limited Gender Pay Gap Report

April 2025

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The background is a teal gradient with abstract, curved shapes in lighter and darker shades of teal, creating a modern, flowing design.

01

Foreword

Foreword

In the UK, the government requires public, private and voluntary sector organisations with 250 or more employees to report on their Gender Pay Gap (GPG) annually. The report shows the difference between the average earnings of men and women, expressed relative to men's earnings. On average, companies in the UK report a GPG of 13.1%.

The GPG is distinct from equal pay, by which it is unlawful to pay people unequally for carrying out the same jobs. If an organisation reports a GPG, it does not mean women are paid less than men for doing the same job, but it does show that, on average, men occupy higher-paying roles than women.

GPG reporting aims to encourage transparency and accountability, prompting organisations to identify potential pay inequalities as well as highlighting any internal or systemic issues.

GPG reporting in the UK is in its eighth year. At STRAT7 Limited, we can now publish our first report as a group, thanks to the successful back-office integration of our UK agencies, alongside the introduction of a group-wide HR system, which provides us with the robust and reliable data we need.

Our UK agencies are STRAT7 Incite, STRAT7 CrowdDNA, STRAT7 ResearchBods, STRAT7 Jigsaw, STRAT7 Bonamy Finch, STRAT7 Advisory and STRAT7 Audiences. This report is based on employees based in the UK only.

This report shows that we currently have a median GPG of 17.5% in favour of male employees. This reflects the fact that we have more women than men in the two lowest pay quartiles. We are taking actions to ensure that our recruitment policies are fair and unbiased and that promotion policies and salary reviews are fair. These, alongside other actions we are committed to taking are included in this report and are designed not just to narrow our GPG but to make sure that STRAT7 is a welcoming and equitable place to work, where all our employees can thrive.

Barrie Brien, Chief Executive Officer,

STRAT 7

02

Technical Notes

Technical Notes

Employers must report six different measures, based on a snapshot of pay data on a date set out by the Government Equalities Office:

Mean gender pay:	The difference between the mean hourly rate of pay of male full-pay relevant employees and that of female full-pay relevant employees.
Median gender pay gap:	The difference between the median hourly rate of pay of male full-pay relevant employees and that of female full-pay relevant employees.
Mean bonus gap:	The difference between the mean bonus pay paid to male relevant employees and that paid to female relevant employees.
Median bonus gap:	The difference between the median bonus pay paid to male relevant employees and that paid to female relevant employees.
Bonus proportions:	The proportions of male and female relevant employees who were paid bonus pay during the relevant period.
Quartile pay bands:	The proportions of male and female full-pay relevant employees in the lower, lower middle, upper middle and upper quartile pay bands.

The Gender Pay Gap is calculated by comparing the hourly earnings of men and women based on the snapshot date of 5th April 2024. Both the mean and median are expressed as a proportion of men's earnings, for example a 14.9% Gender Pay Gap means that women earn 14.9% less than men on average.

The mean and median gender bonus gap is based on bonus pay received in the 12 months leading up to 3rd April 2024.

Calculations are based on:

- gross ordinary pay (including basic pay, paid leave pay and allowances)
- bonus pay (personal, team bonuses and so on)

Employees not identifying as female or male are excluded from GPG reporting as per government advice. The report is based on a total of 324 employees.

03

Findings

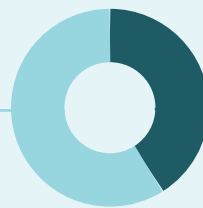


Our findings

STRAT7 UK Employees

GENDER SPLIT

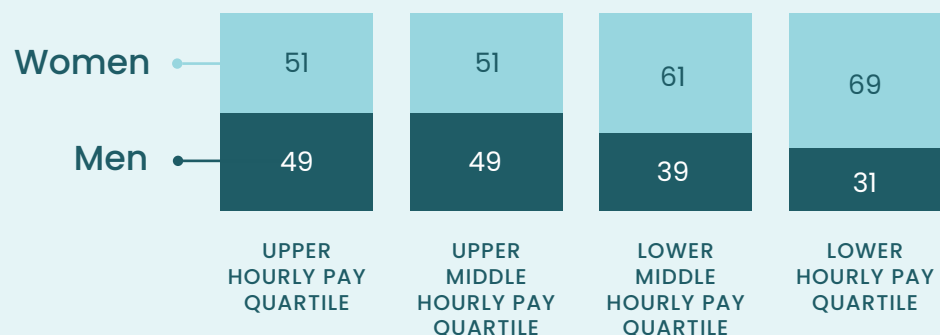
191 Females
59%



133 Males
41%

Findings 01: Pay Quartiles

Percentage of Female and Male Employees by Pay Quartile



The proportion of men and women in each of four equal groups, defined by pay-band – lower, lower-mid, upper-mid and upper.

Findings 02: The Gender Pay Gap

Gender Pay Gap Measure	Gap %	What is the figure showing? A positive % shows that men are paid more than women
Mean Gender Pay Gap	16.4%	The difference in the average hourly rate of men and women's pay
Median Gender Pay Gap	17.5%	The difference between the midpoints in the ranges of men and women's pay

What does our Gender Pay Gap mean?

We are focusing on the median GPG as recommended by the UK Government.

STRAT7 has a 17.5% median GPG.

The median GPG for the whole UK economy is 13.1%*.

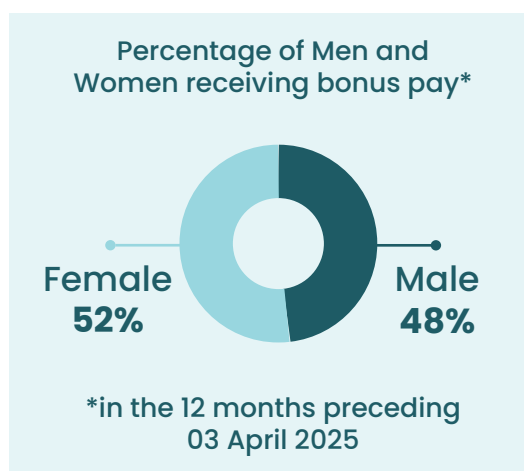
Our GPG is driven by a higher number of women in the lower quartiles (see p8), typically working in administrative and support roles..

In addition, while we have a more or less equal gender split in the upper hourly pay quartile, our most senior roles are held by males, who have larger salaries as part of their overall remuneration package.

*Source: October 2024 ONS ASHE figures (UK GPG 2024 | Statista).

Findings 03: Bonus Pay Gap

Gender Pay Gap Measure	Gap %
Mean Bonus Pay Gap	17.5%
Median Bonus Pay Gap	24.2%



The bonus gap is the difference between the bonus pay paid to male employees and those paid to female employees.

What does our Bonus Pay Gap mean?

STRAT7 Limited has a 24.24% median bonus pay gap.

This means that there is a difference of 24.24% in the median bonus paid to male employees and that paid to female employees.

Our bonus gap (24.24%) is greater than our pay gap (17.54%) because while we have a more or less equal gender split in the upper hourly pay quartile, our most senior roles are held by males, who have larger bonuses as part of their overall remuneration package.

04

The Future

Closing the Gender Pay Gap

We are committed to making progress to close our GPG. We will do this through the following actions, some of which are in process, and some of which are in the planning stage. Our aim is for these actions to become custom and practice for our business, so promoting gender equality in the STRAT7 workplace.

- STRAT7 Global Mentoring Programme: launched in March 2025, this programme aims to increase engagement and retention, attract talent, and increase diversity in leadership.
- Conduct a UK-wide equal pay study, and report transparently on our findings – in 2025
- Offer structured family-leave/return to work support – ongoing development
- Deliver revised line manager training with an emphasis on role-modelling best practice, promoting accountability, and creating an intentional feedback culture – in process
- Continue to promote flexible working and family friendly policies – ongoing development
- Using our new global HR system, analyse and take action on our diversity data
- Ensure promotions are transparent and equitable – in process
Review and enhance inclusive attraction and selection processes for all levels – ongoing development
- Ensure annual training compliance using our e-learning platform (sexual harassment in the workplace, etc) – ongoing
- Keep abreast of relevant trends and best practice surrounding gender equality



Statutory Disclosure

STRAT7 LIMITED		
Number of relevant employees		324
Gender split	Male Female	41% 59%
Mean pay gap		16.4%
Median pay gap		17.5%
Mean bonus gap		17.5%
Median bonus gap		24.2%
% receiving bonus	Male Female	31 46

STRAT7 LIMITED		
Upper quartile	Male Female	49% 51%
Upper-mid quartile	Male Female	49% 51%
Lower-mid quartile	Male Female	39% 61%
Lower quartile	Male Female	31% 69%

Accuracy statement: We confirm that the information in this report is accurate as of 3rd April 2025 and prepared in accordance with the Equality Act 2010 (Gender Pay Gap information) Regulations 2017.

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