Verve Gender Pay Gap 2025

Measuring progress: the path to gender equality

verve

Certified B Corporation

Investing in Talent: Diverse Perspectives Drive Verve's Future Success

At Verve, we believe that our strength lies in the talent, diversity and perspectives of our people.

We are committed to fostering a workplace where everyone feels valued, respected and empowered to thrive. Equity, diversity and inclusion are not standalone initiatives for us—they are fundamental to who we are, how we operate and the type of organisation we are building for the future.

As we publish our inaugural Gender Pay Gap report, we recognise the importance of transparency and accountability in making meaningful progress. This report represents more than a requirement—it reflects our commitment to understanding where we stand today, identifying the drivers behind our gender pay gap and taking action to close it over time.

Like many organisations, our current gap is influenced by the representation of different genders across our business, particularly at senior levels. We are determined to build a future where opportunity is equitable at every level of our organisation and where progression pathways are accessible, visible and inclusive.

This report marks the beginning of our journey, not the conclusion. Our goals are clear: to attract, support and retain diverse talent, ensuring Verve is a place where people have the opportunity to succeed and can build fulfilling careers. We will continue strengthening development opportunities, building inclusive leadership and embedding equity into every stage of the employee experience. This report represents our first formal step toward that goal, and we look forward to continuing this work with intention and integrity

Ronan Traynor, Managing Director

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About Verve

Verve is an event management specialist with a workforce of over 125 regular employees across Europe.

Established in 1991, Verve has grown into a leading provider of experiential marketing such as bespoke brand activations, live events and digital marketing solutions.

Across Europe and now America as part of the Opus Group, our collective crafts the industry's most legendary, sustainable experiences where we don't just chase "better"; we chase "different".

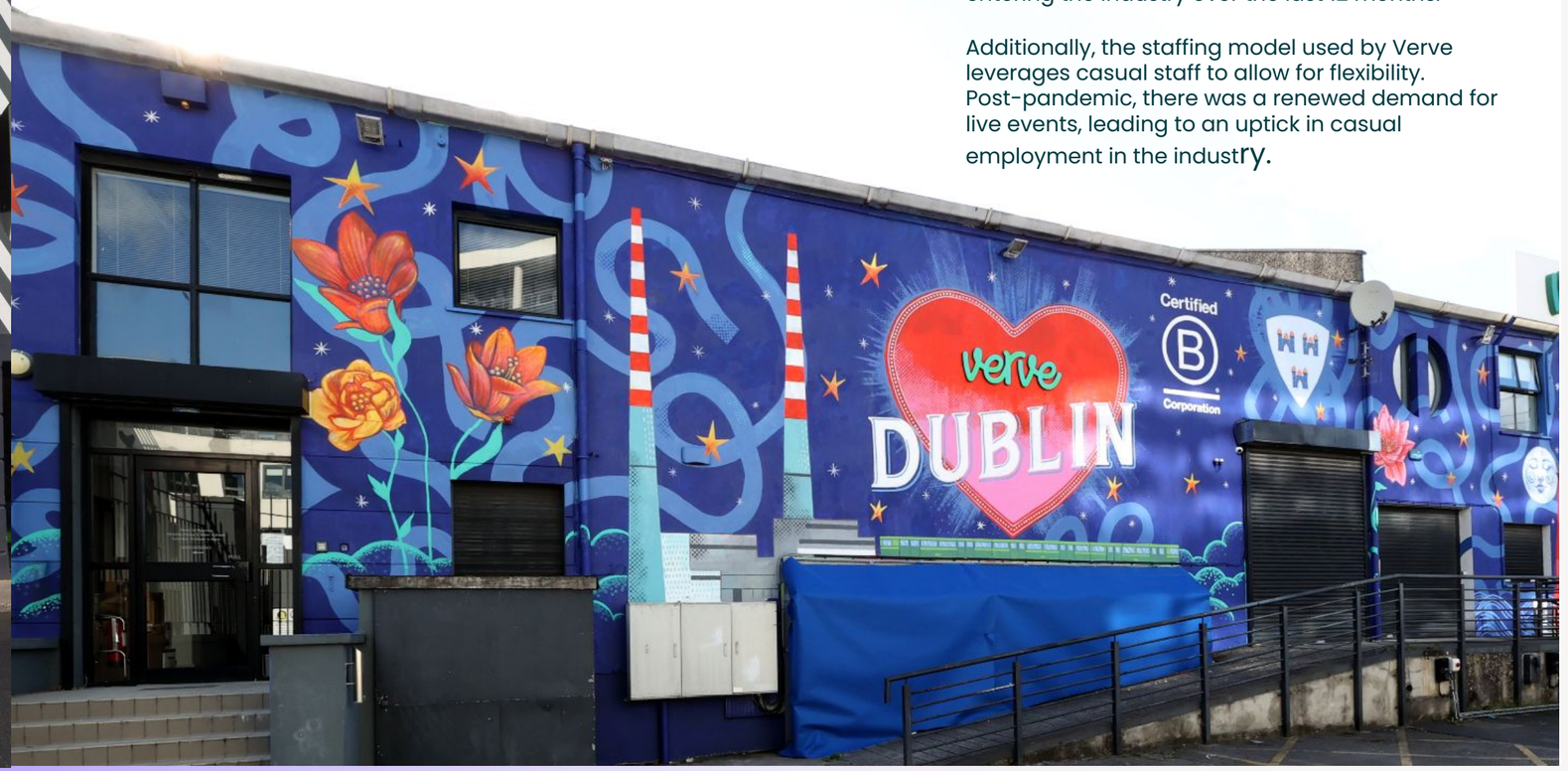
Industry Overview

According to the findings from the Institute of Advertising Practitioners in Ireland annual census, women dominate entry-level workforce in the industry by 2:1. IAPI report a dramatic decline within senior level roles, with double the number of men versus women over the age of 45.

Efforts are being made to improve diversity and inclusivity in this sector, with the goal of eventually closing the gender pay gap. The main challenge lies in retaining and promoting women into senior leadership within the industry.

Proportionately, within Verve, 51% of female employees are in the upper quartiles of earners and the percentage of women in the lower quartiles reflects the growing number of females entering the industry over the last 12 months.

Additionally, the staffing model used by Verve leverages casual staff to allow for flexibility. Post-pandemic, there was a renewed demand for live events, leading to an uptick in casual employment in the industry.



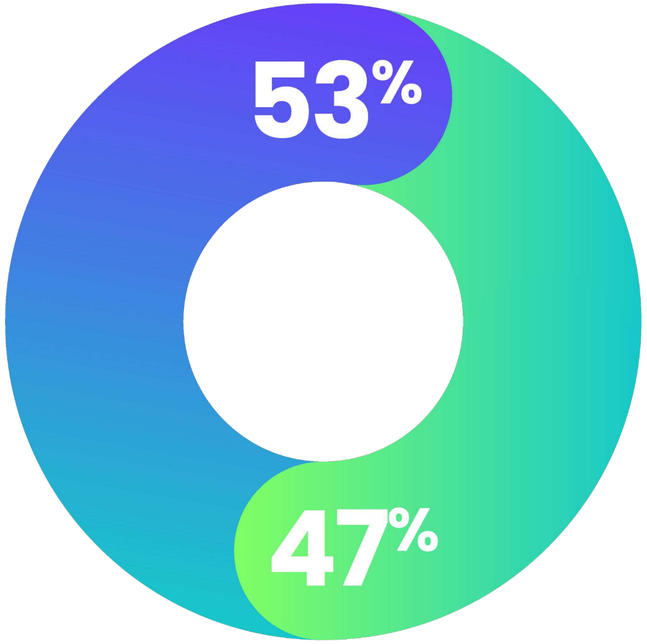
About Verve

Employee gender balance

Regular employees

97*

Headcount by Gender

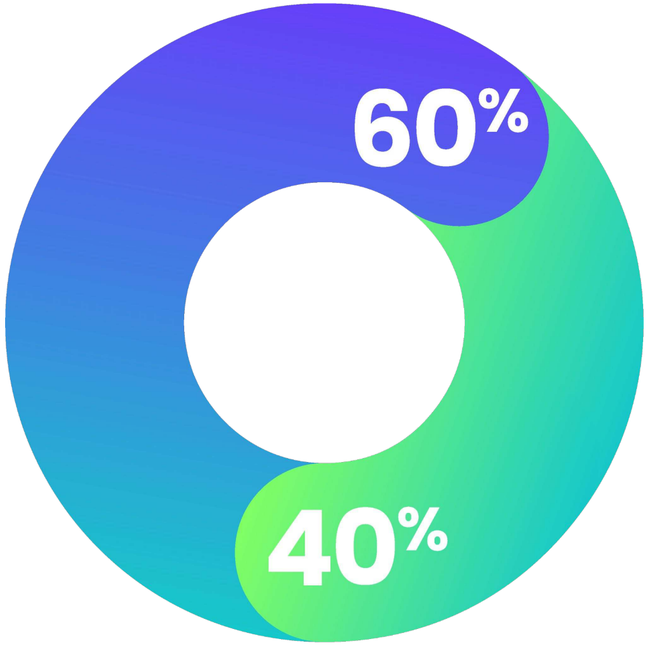


Male Female

Total employees

394*

Headcount by Gender



Male Female

*Total in the Republic of Ireland as of the reporting date on 29 June 2025

02 What this report covers

What This Report Covers

This report is prepared in line with Irish Gender Pay Gap legislation, based on employee data at the snapshot date of 29 June 2025.

The Gender Pay Gap in the Irish Workforce of Verve is detailed in this report. It compares the wages of all employed men and women, not just those with comparable jobs, schedules or levels of skills, education and experience.

A gender representation gap is reported when there is a gender pay difference rather than when there is discrimination or no equal compensation for equal value work.

Verve supports diversity and inclusion and we are committed to treating every employee fairly and without prejudice.

The report outlines our gender pay gap figures, explanations for differences, and the actions we are taking to close the gap.

03 About Gender Pay Gap

About Gender Pay Gap

What is the Gender Pay Gap (GPG)?

The gender pay gap is the difference in the average hourly wage of men and women across a workforce and it assesses the pay of all working men and all working women.

The report does not indicate discrimination, bias or an absence of equal pay for equal value work, but it does report a gender representation gap and the report will capture whether women are equally represented across the organisation.

Is Gender Pay Gap the same as Equal Pay?

No. Equal pay is not the same as the gender pay gap. The difference in the average hourly wages earned by men and women throughout a workforce is known as the gender pay gap.

The gender pay gap is calculated by determining the mean and median salaries of male and female employees at each organisation and is the difference between what male and female employees are paid at all levels.

What do you mean by mean and median salaries and what's the difference?

The **mean** pay gap is the difference between men and women's average hourly remuneration across the organisation.

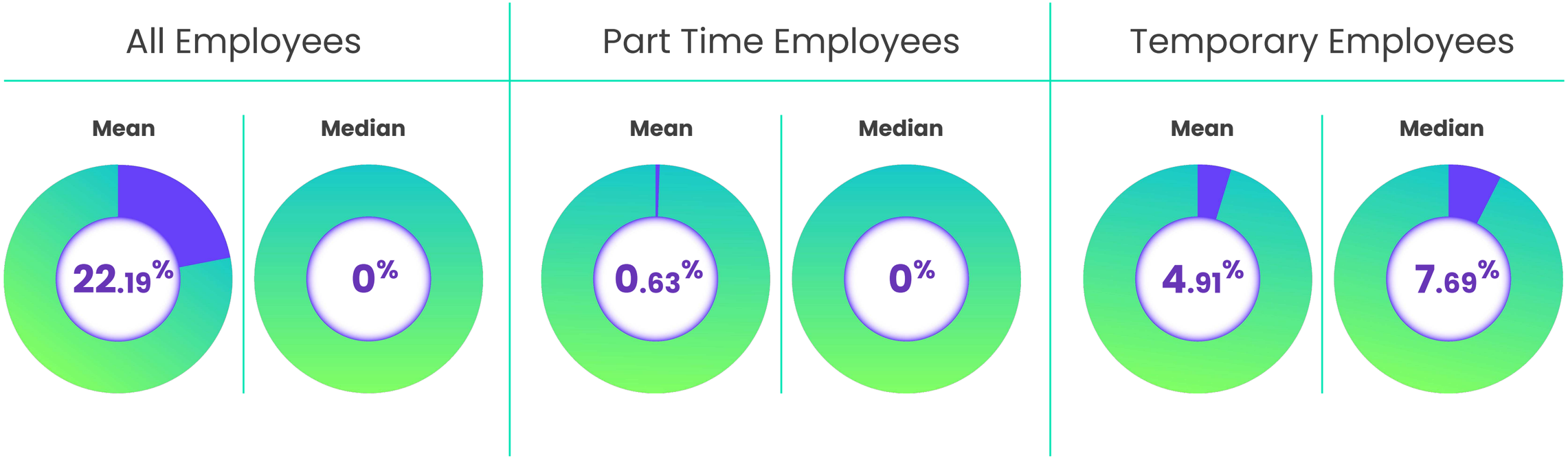
The **median** pay gap is the difference between the middle paid woman's and the middle paid man's hourly remuneration.

Whether male and female employees are paid equally for comparable work and experience is determined by the concept of equal pay.

The legislation also requires that employers divide the workforce into **quartiles.** This is done by determining the hourly remuneration of employees for the relevant period. The employees are then ranked according to their rates of hourly remuneration and divided into four groups which act as comparator groups. This allows for comparisons to be drawn between male and female employees in the relevant quartiles.

04 | The Gender Pay Gap at Verve

The gap in hourly pay



Quartile Placements

		All Employees
		2025
Top quartile	Male	45.92%
	Female	54.08%
Upper middle quartile	Male	39.39%
	Female	60.61%
Lower middle quartile	Male	22.45%
	Female	77.55%
Lower quartile	Male	24.24%
	Female	75.76%

Bonus Pay & BIK

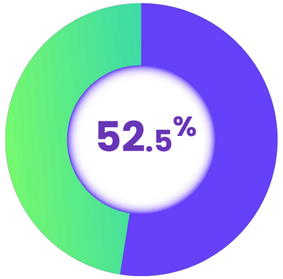
Bonus by gender

% Men who received bonus

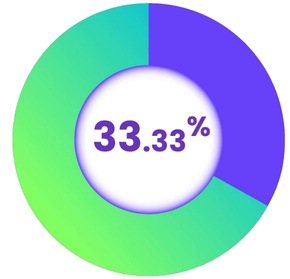
% Women who received bonus

% Gap in bonus pay

Mean

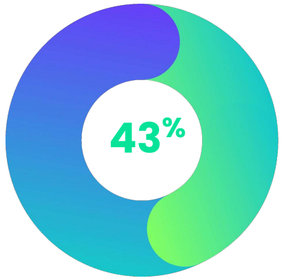


Median

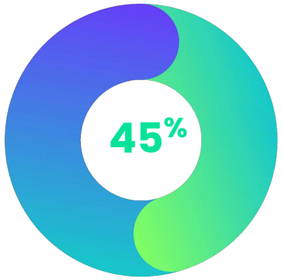


BIK take-up by gender

% Men who opted to receive BIK



% Women who opted to receive BIK



05 What Our Pay Gap Means

What Our Pay Gap Means

A gender pay gap exists within Verve

For all employees (including casual workers), the average hourly remuneration of all male employees is **22.19%** higher than the average remuneration for female employees.

There is no median gender pay gap, meaning that our middle paid male employee is paid the same as our middle paid female employee

It is notable that no gap exists (mean or median) for casual employees, and only a proportionately smaller gap in favour of males in part time positions. However, the prevalence of female employees in the lower quartiles is a key factor contributing to our gender pay gap.

Within Verve, and the experiential marketing industry in general, the primary reason for our gender pay gap is a result of the challenge we face in retaining female employees and developing them into senior roles.

The majority of our female employees are junior versus the majority of male employees within senior or lead roles for example.

45% of female regular employees received BIK versus **43%** of male regular employees.

Male employees who received bonuses were on average **52.5%** greater than bonuses received by female employees. This reflects the prevalence of male employees in key leadership roles within the Company. It is an area that we are committed to addressing in our company and the wider sector and do all we can to retain and develop our existing female talent.

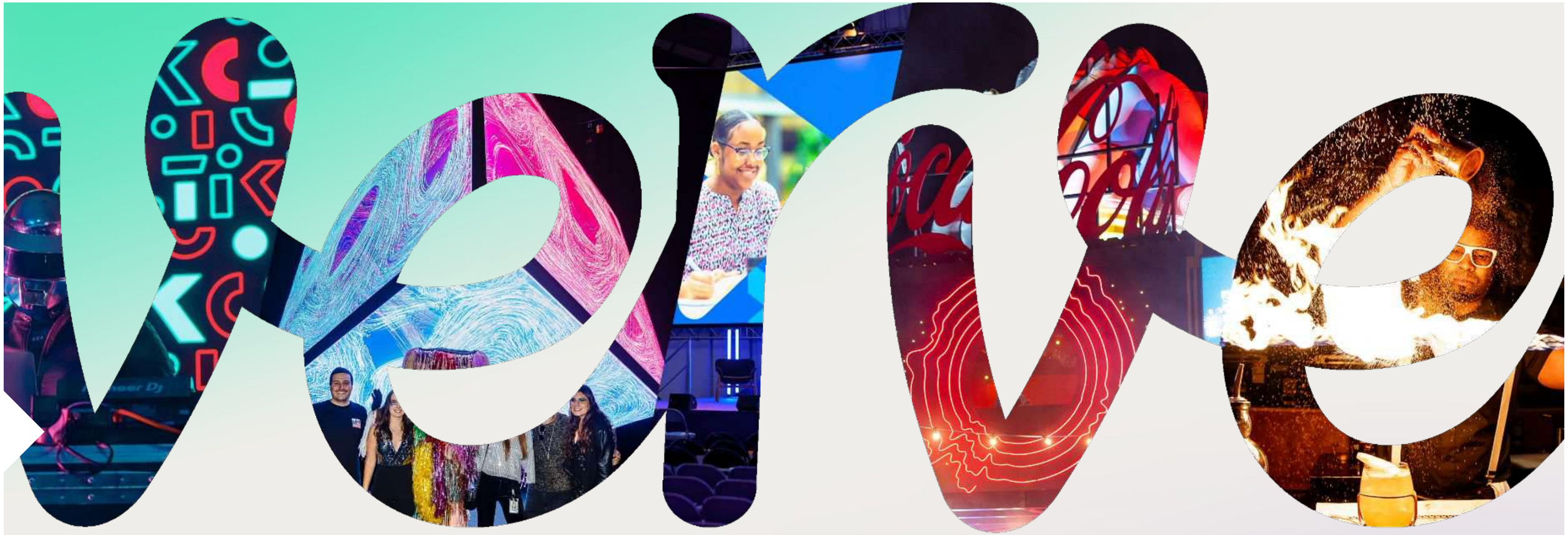
06 | Addressing The Gender Pay Gap

Addressing the Gender Pay Gap

How are we improving Gender Equality?

Verve is continuing to address and improve diversity and equality for all our current and future employees of our company. As a company, we are progressing the following activities:

- Focussed career and development conversations as part of Verve's approach to the professional growth of our people.
- Continued promotion & expansion of Verve Development Programmes which supports growth and provides opportunities to all employees within the organisation to access mentoring and enhance their own leadership skills.
- Conducting our bi - annual company-wide Employee Surveys. These surveys will serve as a vital tool for the Leadership Team to gather anonymous feedback from employees, ensuring their voices are heard and valued. The insights gained from the survey will play a crucial role in refining and advancing our people strategy and driving meaningful improvements across the organisation.
- Continue to evaluate and redesign processes with a lens of equity and inclusion. Verve remains committed to equal pay and pay transparency, and fair and equitable processes.
- Review and update the Verve High Risers tool which provides clarity to employees regarding the skills, qualifications, values, and behaviours needed to progress their career at Verve. It will provide clear criteria for roles and offer resources to support professional growth. A mix of learning opportunities will be provided to employees such as work based learning, social learning through mentoring and feedback, formal education solutions, e-learning and professional body involvement. This tool will also strengthen our performance management and succession planning processes, ensuring a transparent and equitable approach to developing our future talent pipeline.
- Verve offers a range of enhanced work-life balance benefits, including Maternity Leave and Paternity Leave. We will continue to look for opportunities to develop additional supports that will attract and retain female talent in the industry.



→ *To find out more*

Contact hello@verveliveagency.com

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