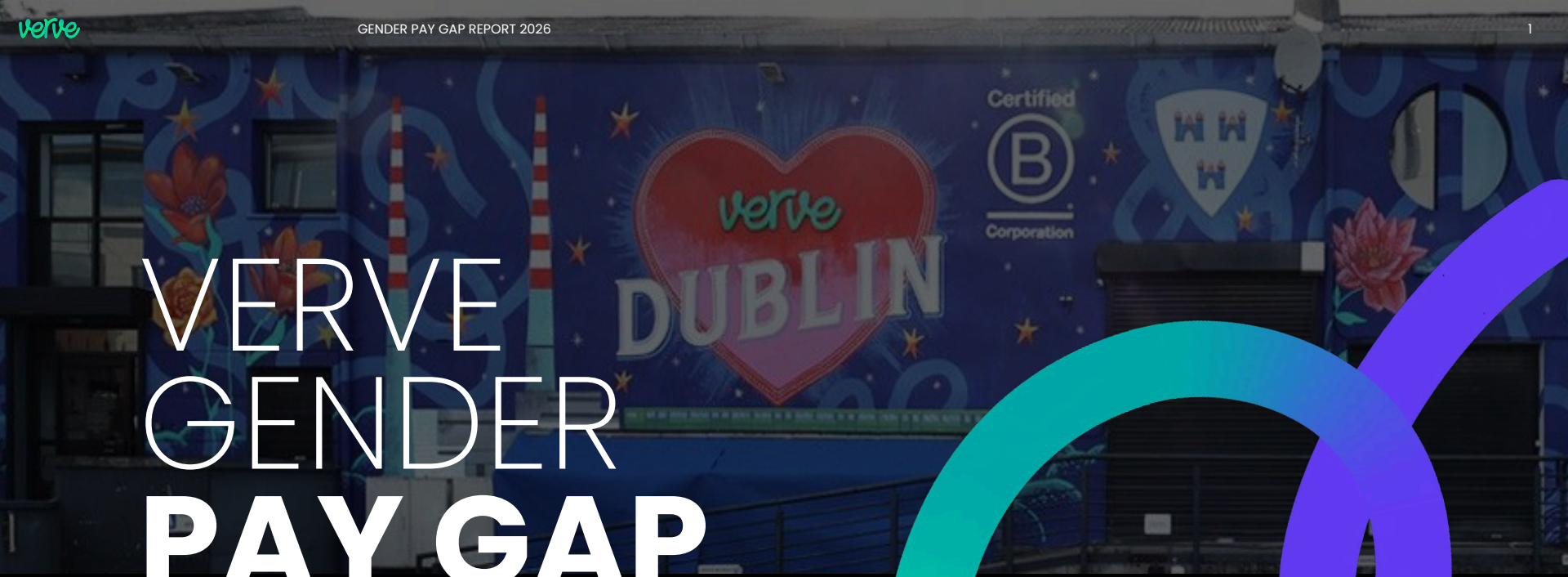


VERVE GENDER PAY GAP

Report 2026

Certified B Corporation



AT VERVE, WE BELIEVE THAT OUR STRENGTH LIES IN THE TALENT, DIVERSITY AND PERSPECTIVES OF OUR PEOPLE.

2026 is our second year of reporting on gender pay gap statistics. Over the past year, we have continued to prioritise the advancement of women across Verve. Our focus remains on strengthening the impact of our Equity, Diversity and Inclusion (EDI) initiatives, supported by clear and ambitious targets, particularly those aimed at increasing female representation in leadership.

In 2026, our mean gender pay gap stands at 18.17%, which is a notable improvement from 22.19% in 2025. This positive movement reflects our ongoing commitment to narrowing the gap, and supporting female representation at all levels of the firm.

This is not just an annual compliance exercise Verve, instead we are committed to using the data from the report as a valuable and critical tool to promote fair workplace practices for all employees.It places a direct accountability on our leadership team to rigorously assess our internal practices, identify areas for improvement and to commit to tangible actions that will help close the gender pay gap.

While we have made good progress, we know that closing the gap will take time and we are determined to continue making progress. Given our workforce structure, we may see some variability in our disclosed gender pay gap numbers from one year to the next. We are confident that we are making strong underlying progress.

We will continue to focus on fostering an inclusive culture, supporting career development for women at all levels, and increasing representation in leadership and technical roles.

BARRY MULDOWNEY
Group Managing Director

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01 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.



02 ABOUT VERVE



ABOUT **VERVE**

VERVE IS AN EVENT MANAGEMENT SPECIALIST WITH A WORKFORCE OF OVER 333 EMPLOYEES IN THE REPUBLIC OF IRELAND.

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 a 2026 report by Marketing Institute Ireland, 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.

Additionally, the staffing model used by Verve leverages casual staff to allow for flexibility. This can lead to variability in some of our statistics from year to year.

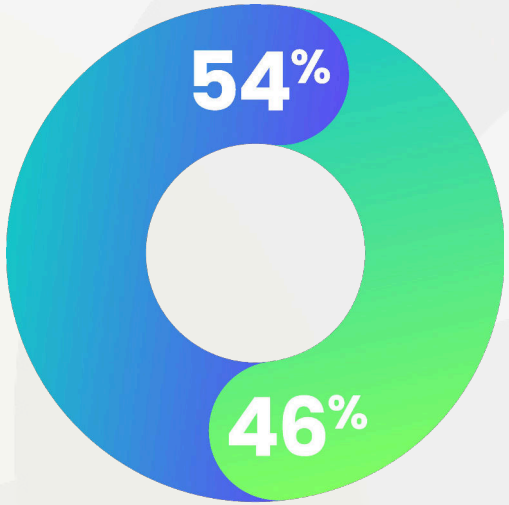
Within Verve specifically, 48% of employees in the upper quartile of earners are women, reflecting our efforts to achieve balanced representation of women in critical roles across the organisation over the last 12 months.

ABOUT **VERVE**

Regular employees

101*

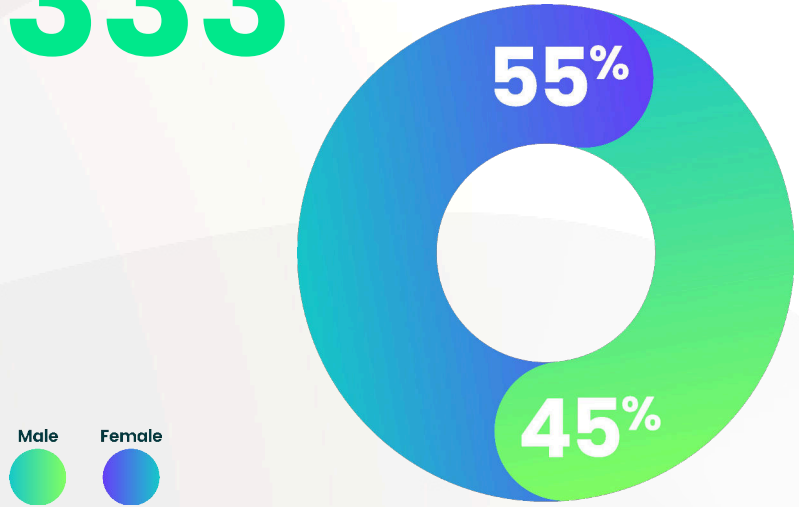
Headcount by gender



Total employees

333*

Headcount by gender



*Total in the Republic of Ireland as of the reporting date on 30 June 2026.

03 WHAT DOES THIS REPORT COVER?

WHAT DOES **THIS REPORT COVER?**

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 one of our key values is to treat every employee fairly and without prejudice.

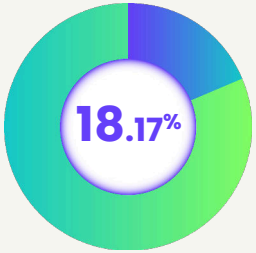


04 THE GENDER PAY GAP AT VERVE

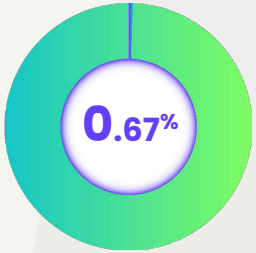
THE GAP IN **HOURLY PAY**

All Employees

Mean

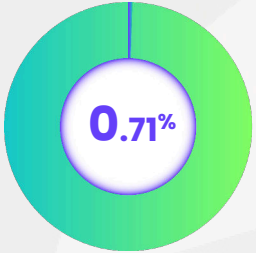


Median

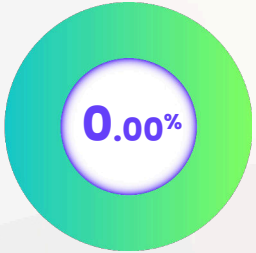


Part Time Employees

Mean

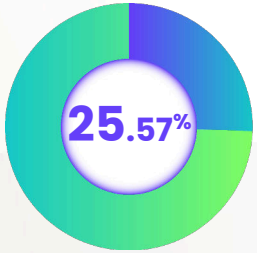


Median

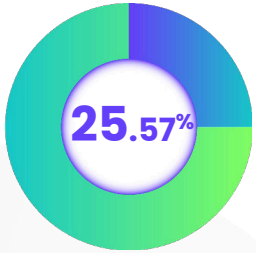


Temporary Employees

Mean



Median



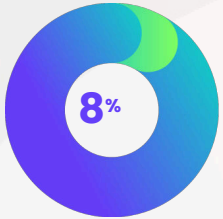
QUARTILE **PLACEMENTS**

		All employees
Upper quartile	Male	51.19%
	Female	48.81%
Upper middle quartile	Male	43.37%
	Female	56.63%
Lower middle quartile	Male	80.72%
	Female	19.28%
Lower quartile	Male	91.57%
	Female	8.43%

BONUS **PAY & BIK**

Bonus by gender

% Men who received bonus

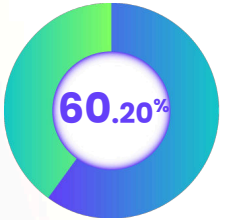


% Women who received bonus

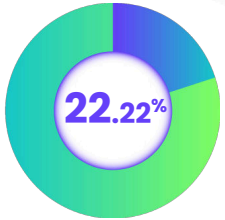


% Gap in bonus pay

Mean



Median



BIK take-up by gender

% Men who received BIK



% Women who received BIK



05 WHAT OUR PAY GAP MEANS



WHAT DOES OUR **PAY GAP MEAN**

A gender pay gap exists within Verve. For all employees (including casual workers, the average hourly remuneration of all male employees is **18.17%** higher than the average remuneration for female employees, a 4% reduction on our 2025 result of **22.19%.**

Additionally, there is no median gender pay gap, meaning that our middle-paid male employee is paid the same as our middle paid female employee. Additionally, no mean or median gender pay gap exists for part time employees.

It is worth noting that a mean and median gender pay gap of **25.57%** exists for the temporary cohort of employees. However, Verve employs a small number of employees on temporary or fixed term contracts. Differences in role and grade within such a small group can move the result significantly, and the gap should be read with that in mind.

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 or based within our administrative support functions versus the majority of male employees within senior or lead roles for example.

There was no difference between males and females for the receipt and uptake of BIK. 13% of male employees and **13%** of female regular employees received BIK.

Male employees who received bonuses were on average **60.2%** 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

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:

- EDI STRATEGY 2026-2028: We are currently reviewing our EDI strategy for 2027 to 2028. We will focus on ensuring structured career progression support, a review of our bonus and reward processes, and progressive leave and childcare support policies. These efforts support our goal of closing our gender pay gap increasing female representation at director and executive levels.
- We will ensure gender diversity is a key consideration in succession planning and hiring processes for all critical roles by providing unconscious bias training to managers.
- To compliment our retention strategies, we are committed to reviewing our benefits offering to ensure it is inclusive and supportive of females at all life stages. To be fully committed to closing our gender pay gap, we need to be conscious of, and upskill our employees on, the impact fertility, menstruation and menopause have on females and their careers.





THANK YOU

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