

CHARTER FOR CHANGE 2025



OUR PEOPLE
OUR CULTURE
OUR WORK



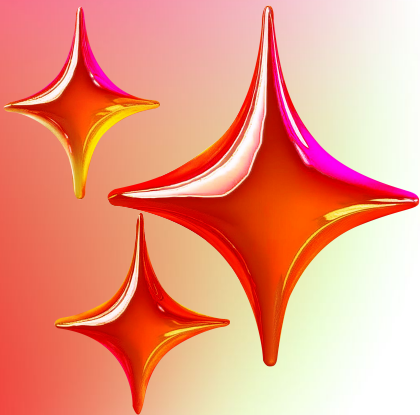
AN

INTRODUCTION

As part of our ongoing commitment to building an inclusive culture, we are always looking to expand our diversity and inclusion efforts. Our 2025 Charter for Change focuses on three key areas: Neurodiversity, Women's career progression and Ethnicity.

Backed by a representative agency makeup that has equal opportunities to progress, and which holds itself accountable both internally and publicly, we can continue to make work with cultural impact that speaks for the people we're trying to reach.

This annual update sheds light on who we are at We Are Social, and reflects our constant mission of seeking progress and promoting open and honest conversations. We are far more than numbers on a page, but numbers are a good place to start.



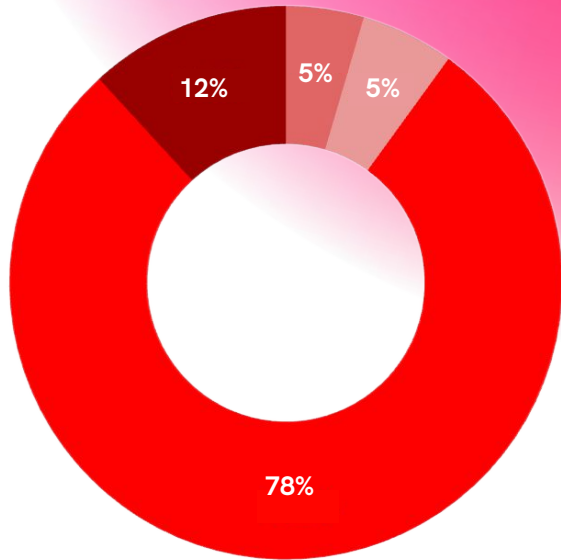
OUR

ETHNICITY

True inclusion and representation at every level is crucial to both innovation and success. We set ourselves a target of achieving 25% multi-ethnic representation. As of 2025, we are currently at 17%.

29% of our new joiners, 60% of our entry level joiners, and 46% of our applicants were from multi-ethnic backgrounds.

We will endeavour to accelerate our efforts through recruitment and retention in line with our 2025 Charter for Change ambitions.



- 78% White
- 12% All Others (includes Not specified, Prefer not to say, Southeast Asian, East Asian, Latino/Hispanic/Latinx)
- 5% South Asian
- 5% Not specified

OUR NATIONALITIES

AND LANGUAGES

We are proud to have 31 different nationalities in our agency as well as 16 native languages spoken.

new zealand
greek brazilian italian albanian
nigerian portuguese norwegian american
french **british** latvian canadian
ghanaian austrian
swiss spanish african indonesian south zambian
irish pakistani polish bulgarian
welsh slovak german swedish
scottish finnish indian

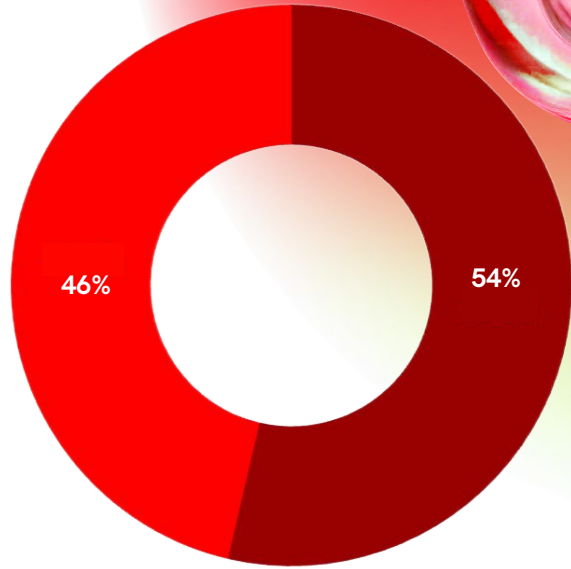


HOW WE IDENTIFY

OURSELVES

Women set ambitious goals in the presence of other women they admire. We have a good gender balance across all levels of the agency (54% women), including our leadership team where 50% of the leadership team identify as female. But we're also aware that gender identity isn't always binary, and we respect and welcome all identities.

The retention of women in more junior levels roles is our focus for 2025.



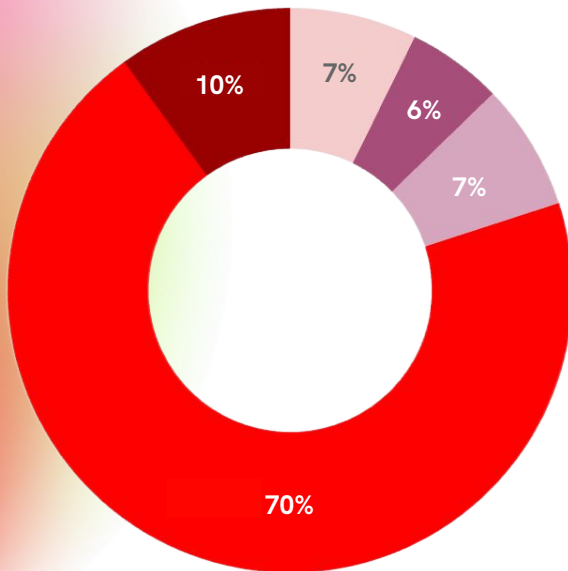
54% Female

46% Male



OUR SEXUAL

ORIENTATION



70% Heterosexual

6% Homosexual (Gay/Lesbian)

7% Bisexual

7% Not specified

10% All Others (includes Two-Spirit, Pansexual, Asexual, Queer)



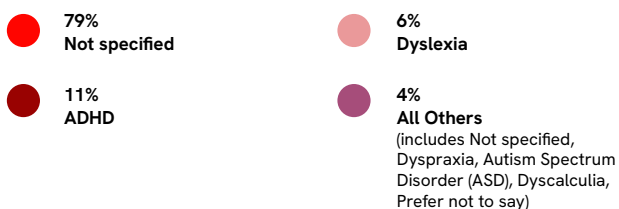
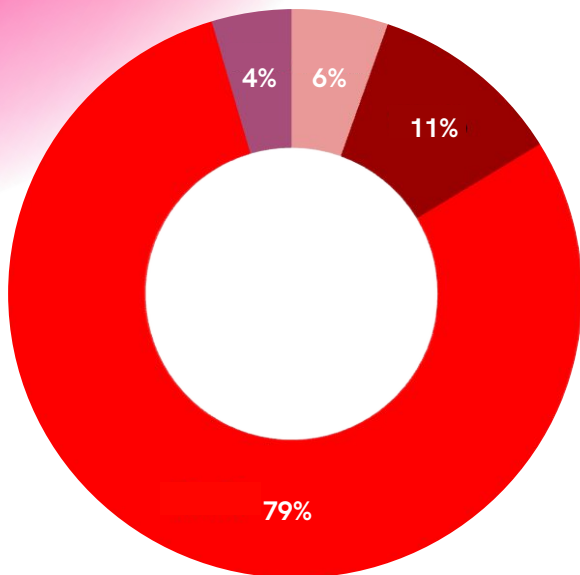
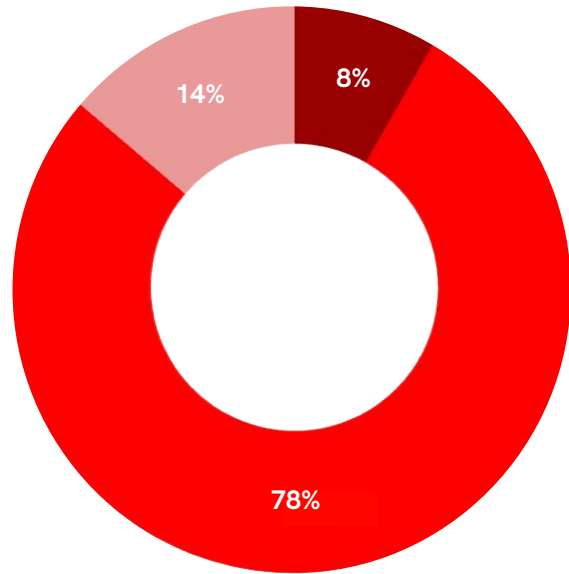
We're proud that our team feels comfortable celebrating their sexuality, with representation from the LGBTQIA+ community at various levels throughout the agency.

DISABILITY

Differences make us stronger. While 14% of people in our team have a non-visible disability, which is an increase of 6.5% on the previous year, no-one identifies as having a physical disability.

*Nearly one in four of the working-age population in the UK are classed as disabled, but are significantly underrepresented in advertising. We have more work to do here.

*Data from official govt statistics in Nov 2024



OUR

NEURODIVERSITY

We believe neurodiversity is best described as the way people experience and interact with the world around them in many different ways; there is no one "right" way of thinking, learning, and behaving, and differences are accepted and embraced.

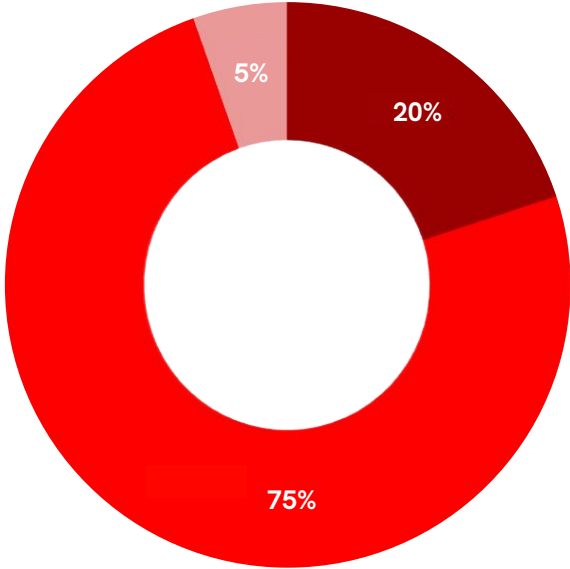
21% of our people are neurodiverse, an increase of 2% from the previous year. However, this is an area of focus for our 2025 Charter for Change. We will now focus on supporting our people in these areas, as well as assessing how we can be a more neuro inclusive employer.

WE HAVE DIFFERENT

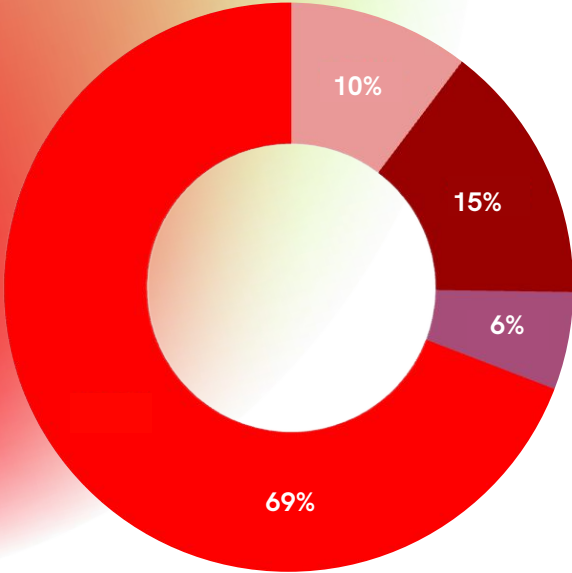
COMMITMENTS

Many of our people have round the clock responsibilities. 20% of our team have children, and as we get older, more people have carer responsibilities for family members.

We're proud to support parents and carers to take the time they need to get the right balance.



- 75% No Children
- 20% Partnered Parent/ Legal Guardian/ Foster/ Parent
- 5% All Others (includes Not specified, Single parent/ Legal Guardian/ Foster Parent, Not specified)



- 10% Multiple Conditions
- 15% Anxiety Disorder(s)
- 6% Depression
- 69% Not specified

OUR

MENTAL HEALTH

Mental health isn't a discussion to be swept under the carpet. We want to ensure we are providing a positive working environment for our people and some clear advice on the support available. Indeed, 31% of our people have told us they have a mental health condition.

We encourage open and honest conversations about mental health at all levels of the business. Our programmes support this, a free helpline and access to counselling via our Vitality benefits are available.

We aspire to normalise conversations around mental health and provide various ways to support our people as needed, when needed.

WE HAVE DIFFERENT

BELIEFS

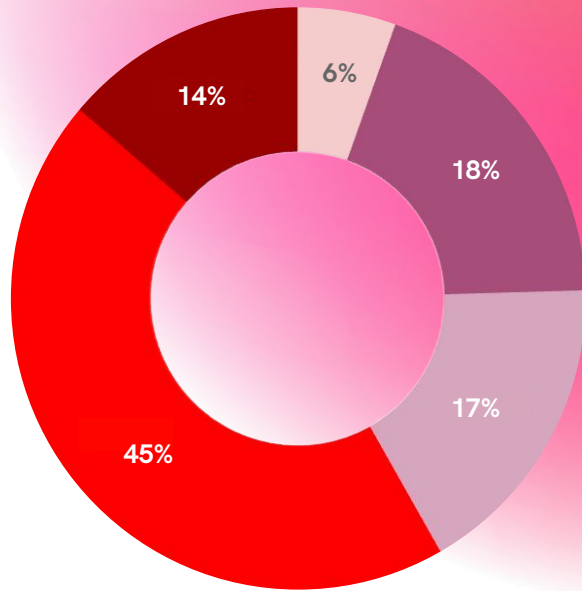
We have not seen any noticeable changes since the previous survey.

45% of the agency said they were atheist or agnostic. This is down from the previous year.

18% were Christian (inc Catholic).

14% of our agency stated Judaism, Prefer not to say, Islam, Hinduism, Sikhism.

Our ERG support us in celebrating key religious events during the year.



- 45% Atheist/ No religion
- 18% Christianity (inc Catholicism)
- 17% Agnostic
- 6% Not specified
- 14% All Others (includes Islam, Judaism, Prefer not to say, Hinduism, Sikhism, More than one religion/belief)

WHAT'S NEXT

We're focused on building an inclusive and representative Agency.

You can read more on this in our 2025 Charter for Change. The Charter helps us make progress in the areas we have identified as priorities, and measure ourselves along the way. It's a set of agency commitments and goals to address all areas of our business, from our people, to our culture, to the work we produce.

We'll update our progress each year following our Diversity & Inclusion Survey. And we'll also strive to look beyond the areas we can measure, to build an agency that encourages, embraces and celebrates all diversity of thought.

We're looking for people who want to be part of this journey. If that's you, check out our current vacancies here.

