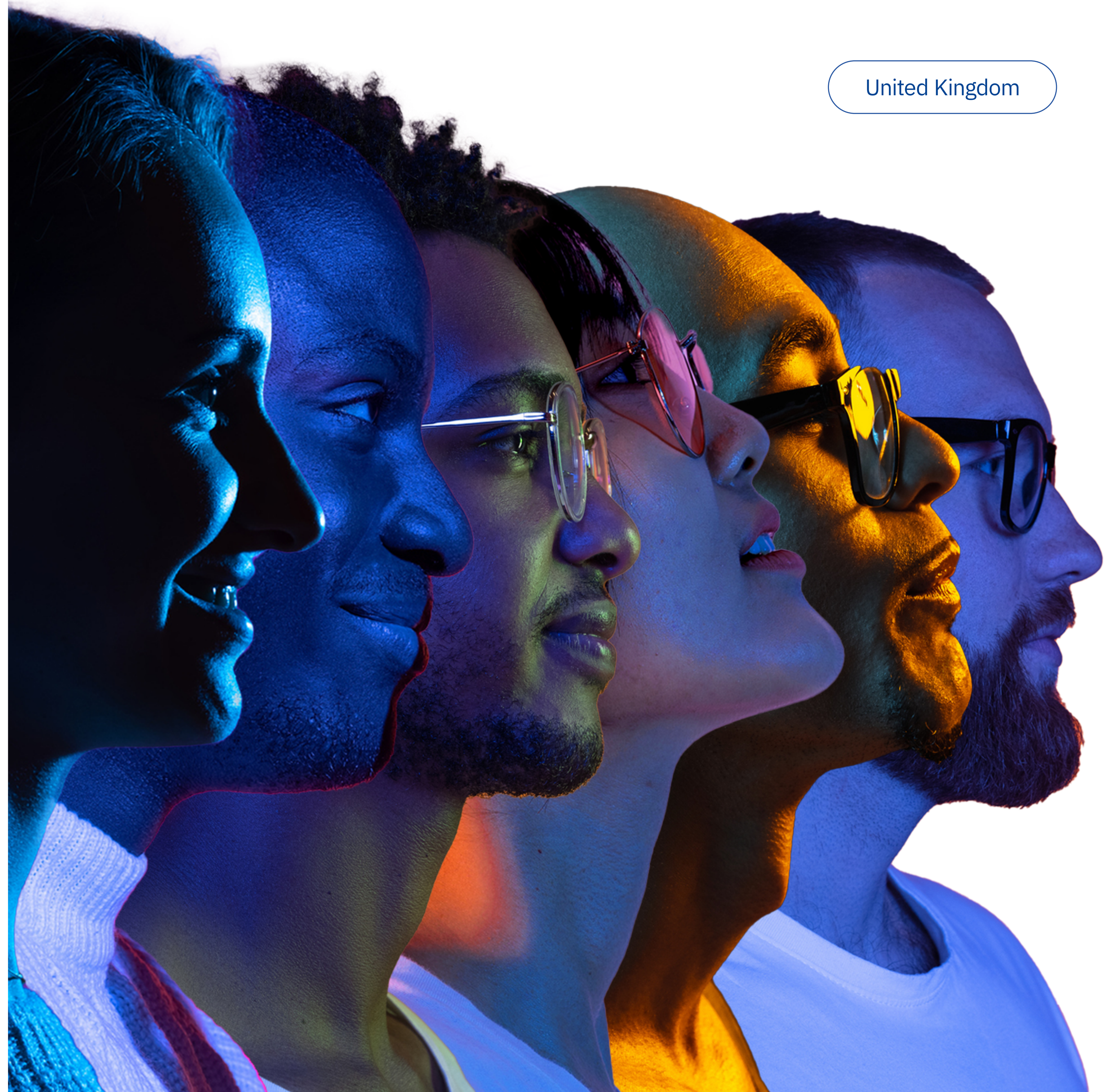




# GENDER PAY GAP

Report 2022

United Kingdom





# Intro

Cision is the leading global provider of Earned Media Management software and insights to public relations and marketing communications professionals.

Cision's software allows modern communicators to target key influencers, distribute strategic content, track and measure meaningful impact through text and images. Cision's goal is to help its customers be more innovative with images and multimedia-rich stories. Cision has over 4,000 employees with offices in 20 countries throughout the Americas, EMIA, and APAC.



# Aim of this Report

The aim of this report is to communicate our overall Gender Pay Gap figures and how we intend to address any gender pay gap, as a result of this analysis.

This report complies with the 2017 Government Regulations that stipulate companies in England, Scotland and Wales with 250 or more employees, on the snapshot date of 05 April 2022, are required to carry out mandatory Gender Pay Gap Reporting.

- The data presented in this report represents the gender pay gap for Cision Group Limited.
- Snapshot date of **05 April 2022** using our HR and payroll records.
- The median represents the middle value within the data set.
- The mean represents the average value within the data set.
- Bonus period for the purposes of the bonus calculations: 06 April 2021 to 05 April 2022.

# Calculations

There are six calculations that show the difference between the average earnings of men and women in our organisation.

1. Mean (average) gross hourly rate of pay
2. Median gross hourly rate of pay
3. Mean (average) bonus pay
4. Median bonus pay
5. Proportion of males/females in hourly rate of pay quartiles (four bands)
6. Proportion of males/females in receipt of bonuses in the last 12 months before the snapshot date

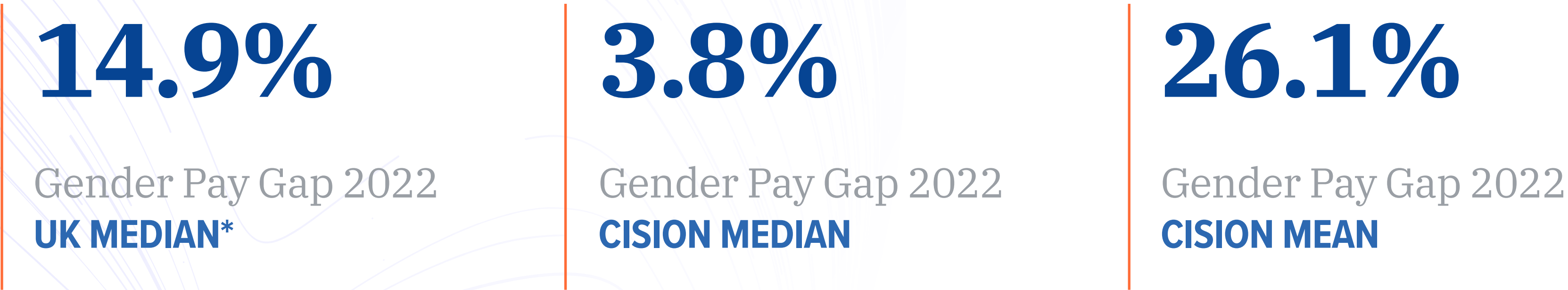
The median represents the middle value within the data set. The mean represents the average value within the data set. The bonus period for the purposes of the bonus calculations range from 06 April 2021 to 05 April 2022.

## Take Note

*A positive percentage figure means women typically have lower pay or bonuses than employees who are men and a negative percentage figure means men typically have lower pay or bonuses than employees who are women.*



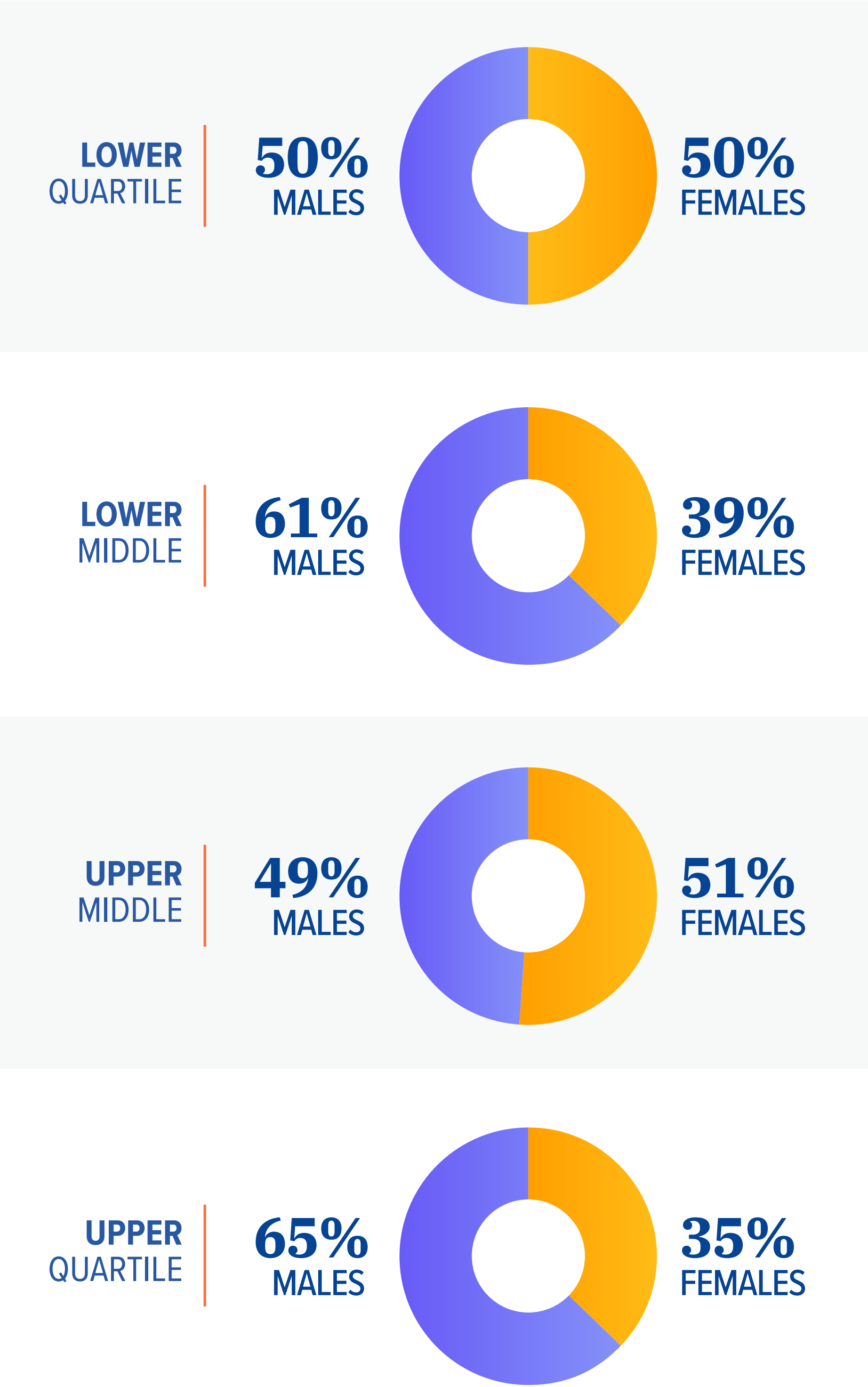
# Our Gender Pay Gap Numbers



# Bonus Pay



# Quartile Bands





# What the Figures Say

**The provision gender pay gap for median hourly earnings, according to the Office for National Statistics, for 2022 is 14.9%. The Cision pay gap figure at the snapshot date 05 April 2022 is 3.8%, which is 11.1% lower than the UK median. The mean pay gap is 26.1% in favour of men.**

The median bonus pay gap stands at 8.7% (13.5% lower than last year). This means women earn £0.91 for every £1 that men earn when comparing median bonus pay. The mean bonus gap is 51.6% in favour of men. The bonus gap is driven by a higher proportion of men working in commission earning roles and a number of high value bonuses paid out to men working in regional or global roles in the relevant reporting period. Within the UK we have less women working in regional or global roles and these roles tend to carry higher bonus or incentive awards.

Although the median gender pay gap has increased slightly versus last year, this isn't significant and is lower than the national average. However, reducing the bonus pay gap continues to be a focus area for Cision.



# Our Next Steps

**Cision is committed to continue reducing the pay gap by regularly reviewing our salaries and total compensation packages to ensure internal equity.**

As a business, we pride ourselves on supporting internal talent mobility within and across departments and ensuring robust training and development opportunities are made available to all. We regularly review our talent development strategies to ensure there are opportunities for female employees to develop, including a focus on career pathing in our sales teams where women are underrepresented and the introduction of a dedicated programme to our high potential talent working in sales.

We have supported sales colleagues with setting up a local chapter of our Global Employee Resource Group 'Empower' – advocating women in leadership roles, diversity, and equity through career development, networking, and highlighting growth opportunities for women in sales.

Our Talent Acquisition team are continually reviewing our attraction and retention strategies to ensure we are attracting more female talent, particularly into commission earning roles where we currently see a gender split of 60/40 in favour of men. We are looking at interviewing targets to ensure more women are shortlisted for interviews and that we are actively including women in the selection process, to remove gender bias.

As part of our total reward strategy, we continue to review and evaluate roles eligible for our Management Incentive Programme to seek to address the bonus gap for non-commission earning roles.



# Message from Victoria Staples



At Cision, we are dedicated to promoting a culture of inclusion and belonging, where individuals can be their authentic selves, perform at their best, and bring their whole selves to work.



**Our priority remains to hire, motivate, and develop outstanding and diverse talent. For Cision UK this means supporting and encouraging women at every stage of their career and promote gender parity at all levels.**

While we have a relatively balanced population, there is opportunity to improve opportunities for women in the upper pay quartiles. Our commitment is to continually review our talent attraction and career development activities and in 2023 implement changes in our UK selection strategies to ensure equal representation at interview screening stages.

In 2023 we are introducing a UK DEI charter that will support and empower colleagues through our dedicated Employee Resource Groups including our dedicated women's ERG.

## Accuracy Statement

*I confirm the gender pay gap data contained in this report is accurate and has been produced in accordance with the regulations.*

**– Victoria Staples, Director HR - UK & UAE, Cision**

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