

CISION®



REPORT 2021

# Gender pay gap

# Introduction

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 2021, are required to carry out mandatory Gender Pay Gap Reporting.

- The data presented in this report represents the gender pay gap Cision Group Limited.
- Snapshot date of **5 April 2021** using our HR & 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 2020 to 05 April 2021.

# 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.

**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

**15.4%**

Gender Pay Gap 2021  
**UK MEDIAN\***

**0.0%**

Gender Pay Gap 2021  
**CISION MEDIAN**

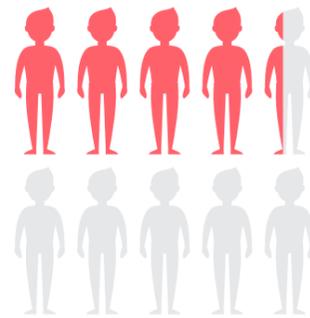
**24.8%**

Gender Pay Gap 2021  
**CISION MEAN**

# Bonus pay

**22.2%**

**Bonus** Pay Gap 2021  
**CISION MEDIAN**



**43%**  
Proportion of **Males**  
who receive a bonus



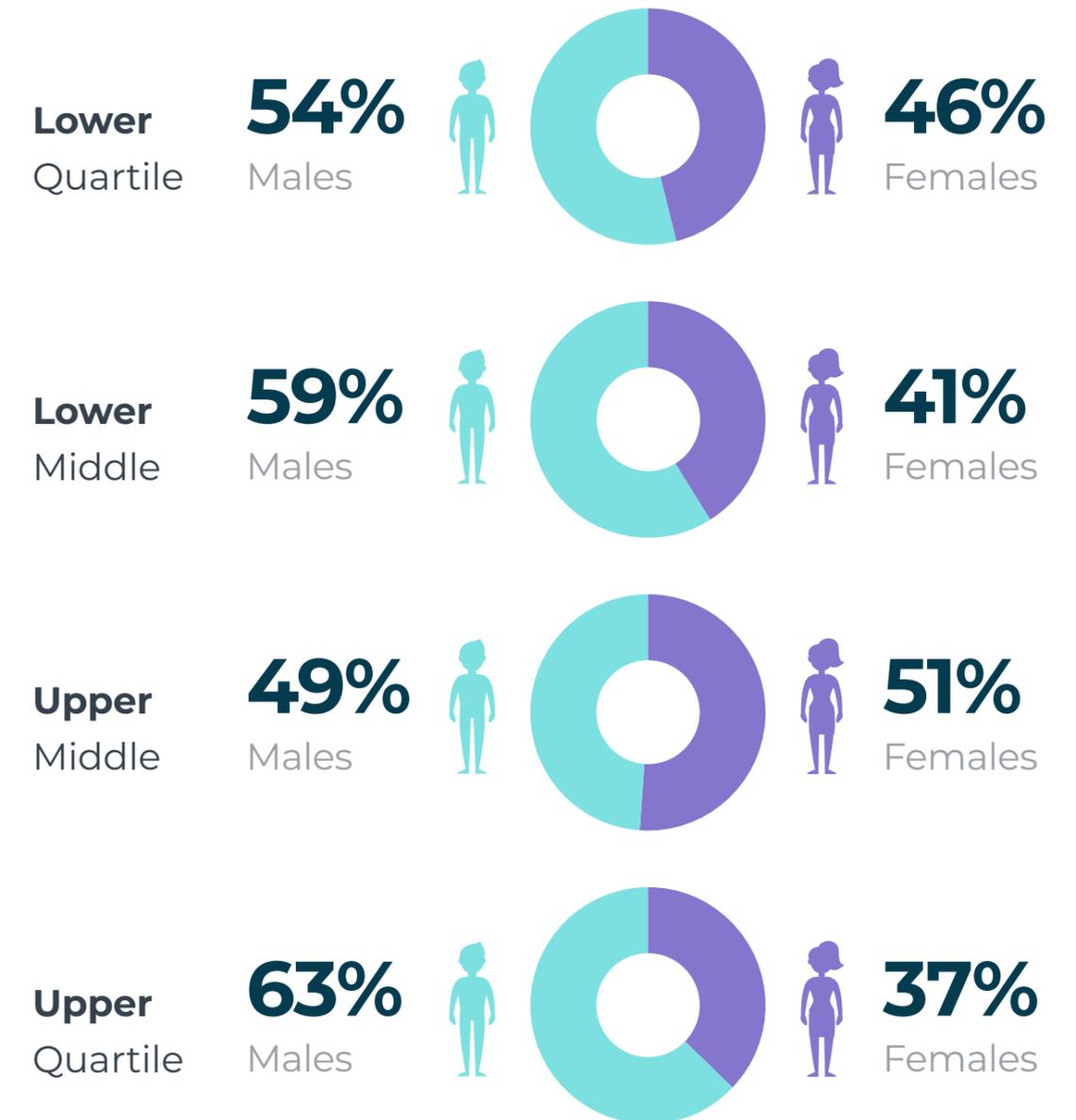
**33%**  
Proportion of **Females**  
who receive a bonus

Employers are required to report the proportion of male and female relevant employees who received a bonus during the preceding 12 months. The figure is expressed as a percentage of the total number of all male relevant employees and female relevant employees respectively.

\*Source: ONS (provisional)

# Quartile bands

We outline the number of male and female employees that fall into each of our four equal pay bands (ranging from the lowest to highest salary levels).



# What the figures say

The provisional gender pay gap for median hourly earnings, according to the Office for National Statistics, for 2021 is 15.4%. The Cision pay gap figure at the snap shot date 05 April 2021 is 0.0%, which is significantly lower than the UK average. The mean pay gap is 24.8% in favour of men.

The median bonus pay gap stands at 22.2% meaning women earn £0.78 for every £1 that men earn when comparing median bonus pay. The mean bonus gap is 25.1% in favour of men. The bonus gap is driven by a higher proportion of men working in commission earning roles and a number of RSUs that were paid out in the relevant reporting period.

Although the median gender pay gap has reduced year on year, there is still work to be done to reduce this gap in real terms – particularly when looking at bonus pay.



# Our next steps

**Cision is committed to continue reducing the pay gap by supporting internal talent mobility within and across departments and ensuring robust training and development opportunities are made available to all. This includes reviewing our talent development strategies to provide opportunities for female employees to develop, including a focus on career pathing in our sales teams where women are underrepresented.**

Our Talent Acquisition team are focused on reviewing our recruitment strategy 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. The introduction of hybrid (partial on-site/partial virtual) or fully remote working means we are able to open opportunities up to more women who may have previously discounted roles as a result of their location.

As part of our total reward strategy, we have undertaken an internal job mapping exercise to ensure we are consistently and fairly levelling roles internally across all levels of the business. We have also reviewed and expanded role eligibility for our Global Incentive Programme for 2022 to seek to address the bonus gap.

We continue to focus on creating a workplace where everyone can thrive and succeed. The ongoing success of Empower; our all-inclusive employee resource group that advocates women's leadership, diversity, and equity through career development, networking, and growth opportunities is a key part of this.



**Joanna Healy**  
VP Human Resources EMEIA  
Cision

*At Cision we are committed to building an inclusive culture of highly talented people. For Cision UK this means supporting and empowering women at every stage of their career – from entry into the workplace, through to senior leadership. Acknowledging we have a good gender balance overall in the workplace globally and have improved the ratio of men to women in the UK since the 2020*

*report, we recognise there is work to do in improving representation of women particularly in sales roles and senior leadership positions. To do this we want to encourage more women - including those who work with us - into more management and executive roles and have reviewed our attraction and retention strategies to encourage this.*

## Accuracy statement

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

**– Joanna Healy, VP Human Resources EMEIA, Cision**