



2024 UK Gender Pay Gap Report

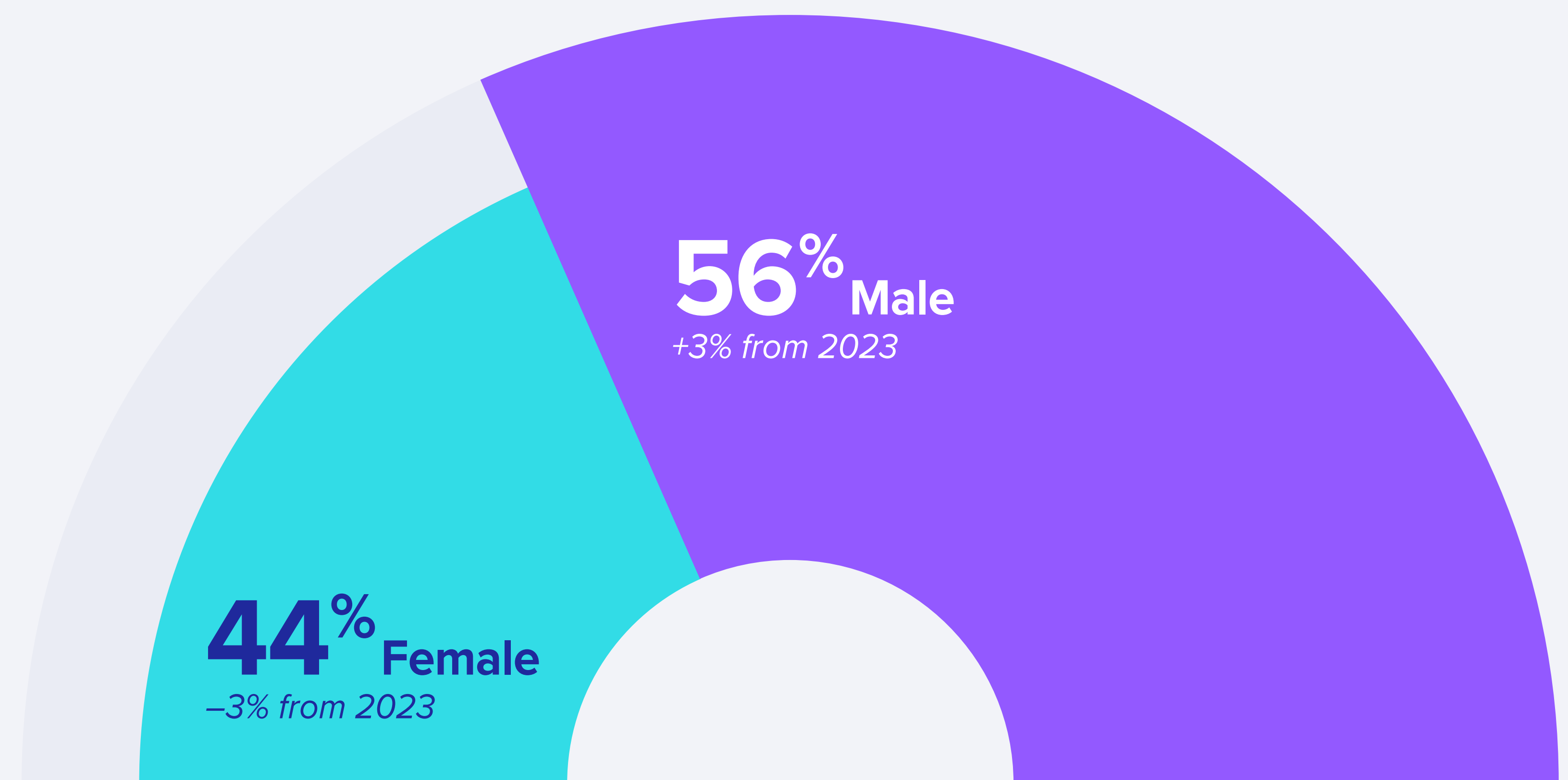


Results

As equal opportunity employers, Cision and Brandwatch strive to achieve a diverse and gender balanced workforce. We recognize the value this brings to our organization and believe this leads to a more rewarding and successful workplace for our employees.

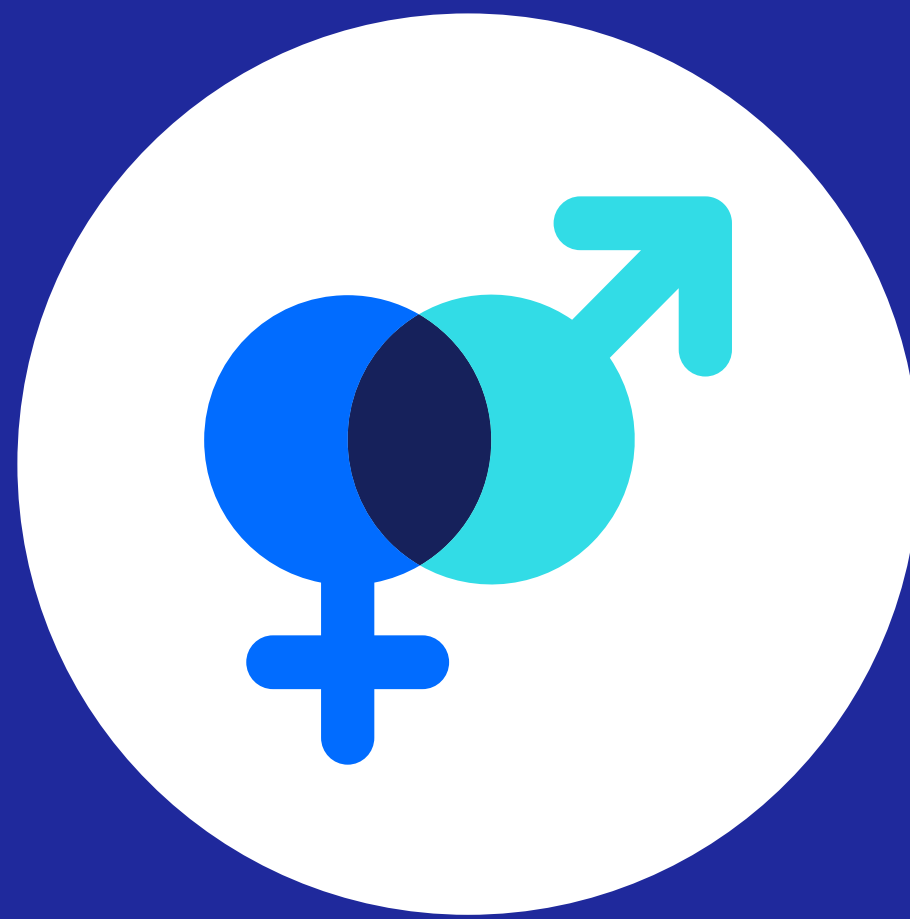
As of 2017, government regulations in England, Scotland, and Wales require employers with 250 employees or more to analyze and publish Gender Pay Gap Reporting no later than April 4th of each year. Employers are defined as the legal entity in which the employee is engaged.

As Cision and Brandwatch are two separate legal entities, we are required to generate statutory information this way. However, in this report, you will be able to see the combined data for our UK offices.



**This is combined data for Cision UK. Individual reporting for Cision UK and Brandwatch UK can be found further in this report.*

What is Gender Pay Gap?



Gender pay gap is the average difference between monetary compensation of females and males across the workforce, at all job levels.

This is different than equal pay which is a legal requirement to ensure pay is equal regardless of gender across similar role levels based on experience.



The report analyses annual salaries, bonus and commissions earned of Cision employees located in the UK who had “female” or “male” specified in their HR record.



A gender pay gap is the result of having more of one gender at a certain role level than the other.

To truly close the gender pay gap and remain consistent, companies should have a fair representation of females and males across all job levels.

What Are We Required To Publish?

Individual results of all UK legal entities for...

Pay Gap

The percent difference between the average hourly pay of women and men. A positive percentage indicates that men have a higher average compensation than women, while a negative percentage indicates that women have a higher average compensation than men. The target percentage is 0%, as this would indicate that average hourly pay is equal across genders.

Bonus Gap

This is calculated and measured in the same way as the Gender Pay Gap, but only takes bonus compensation into account.

Mean & Median

Mean, another word for “average.” The mean is calculated by adding all individual hourly compensation, and then dividing that total by the number of individuals. This is susceptible to being skewed if there are outliers that fall on the extreme ends (high or low) of the data set.

Median is calculated by numerically ordering each hourly compensation. The number that is in the middle is the median. This attempts to show the middle of a large data set, so is less susceptible to being skewed by outliers, but may be less representative of the entire population.

Quartiles

This is calculated by ordering each individual hourly compensation numerically, and splitting the data into four equal quadrants. The 1st quartile represents the lowest end of compensation, while the 4th quartile represents the highest end. This is in reference to Cision’s compensation only, and does not consider outside compensation data.

Year-over-Year Changes (Cision & Brandwatch combined)

- UK Mean Pay Gap narrowed by 5 points Y-o-Y.
- UK Median Pay Gap narrowed by 2.3 points Y-o-Y.
- Considerable improvement demonstrated in both Mean and Median Bonus gaps.
- Continued discrepancy in proportion of .women in 4th Quartile jobs (23-point difference in favor of men).

Note: 4th Quartile Bonus talking point for how the gap closed.

United Kingdom	05 Apr 2023	05 Apr 2024
Relevant Headcount	653	522
Female	307	229
Male	346	293
Ratio (F : M)	47 : 53	44 : 56
Mean Pay Gap	12.8%	8.0%
Median Pay Gap	8.9%	6.6%
Mean Bonus Gap	39.7%	21.4%
Median Bonus Gap	18.1%	6.3%
Received Bonus	15.3% of Females 15.0% of Males	14.8% of Females 14.7% of Males

	1 st Quartile	2 nd Quartile	3 rd Quartile	4 th Quartile
Female	47.7%	44.5%	45.0%	38.2%
Male	52.3%	55.5%	55.0%	61.8%

Year-over-Year Changes (Cision only¹)

- Meaningful improvements were made to narrow the Mean and Median pay gap — Median gap overcorrected to favor women by 2.0%.
- Both bonus gaps improved drastically, though both still are in favor of men.
- 4th quartile headcount proportion improved by 3-points (10-point gap in 2023 measurement).

¹Data will be submitted to gender-pay-gap.service.gov.uk by 04 APR 2025 for Cision Group Limited

United Kingdom	05 Apr 2023	05 Apr 2024
Relevant Headcount	337	278
Female	168	130
Male	169	148
Ratio (F : M)	50 : 50	47 : 53
Mean Pay Gap	14.2%	6.6%
Median Pay Gap	1.2%	-2.0%
Mean Bonus Gap	45.5%	22.9%
Median Bonus Gap	37.2%	8.3%
Received Bonus	20.8% of Females 20.7% of Males	26.2% of Females 29.1% of Males

	1 st Quartile	2 nd Quartile	3 rd Quartile	4 th Quartile
Female	50.0%	40.3%	48.1%	46.6%
Male	50.0%	69.7%	51.9%	53.4%

Year-over-Year Changes (Brandwatch only¹)

- Both Mean and Median Pay Gaps improved Y-o-Y.
- Median Bonus gap normalized year-over-year, though favors men by a 4.1% margin.
- There is a considerable difference in the gender ratio in the 4th quartile UK BW jobs, with a nearly 37-point favor towards Males (nearly 10-points more than last year).

¹Data will be submitted to gender-pay-gap.service.gov.uk by 04 APR 2025 for Cision Group Limited

United Kingdom	05 Apr 2023	05 Apr 2024
Relevant Headcount	316	244
Female	139	99
Male	177	145
Ratio (F : M)	44 : 56	41 : 59
Mean Pay Gap	10.1%	7.5%
Median Pay Gap	9.2%	7.1%
Mean Bonus Gap	22.6%	22.5%
Median Bonus Gap	-48.2%	4.1%
Received Bonus	8.6% of Females 9.6% of Males	4.0% of Females 4.1% of Males

	1 st Quartile	2 nd Quartile	3 rd Quartile	4 th Quartile
Female	39.3%	48.5%	42.9%	31.5%
Male	60.7%	51.5%	57.1%	68.5%

Year-over-Year Progress (Pay Gap)

	Cision		Brandwatch	
Reporting Year	Mean GPG	Median GPG	Mean GPG	Median GPG
2018	Not Required	Not Required	22.0%	22.0%
2019	6.5%	-0.1%	24.2%	21.2%
2020	25.5%	7.9%	Not Required	Not Required
2021	15.1%	6.4%	Not Required	Not Required
2022	24.8%	0.0%	22.3%	18.9%
2023	26.1%	3.8%	15.8%	15.9%
2024	14.2%	1.2%	10.1%	9.2%
2025	6.6%	-2.0%	7.5%	7.1%
		Cision has remained largely steady in UK Gender Pay Gap since 2018, with a near equitable Median Gap each year.	Brandwatch has seen steady improvement in Mean and Median GPG in each measured year since 2018.	



Year-over-Year Progress (Bonus Gap)

	Cision		Brandwatch	
Reporting Year	Mean GPG	Median GPG	Mean GPG	Median GPG
2018	Not Required	Not Required	16.0%	31.0%
2019	25.4%	0.1%	52.5%	49.1%
2020	12.7%	14.5%	Not Required	Not Required
2021	18.7%	-5.9%	Not Required	Not Required
2022	25.1%	22.2%	51.7%	31.6%
2023	51.6%	8.7%	28.2%	19.4%
2024	45.5%	37.2%	22.6%	-48.2%
2025	22.9%	8.3%	22.5%	4.1%
		Cision has remained largely steady in UK Gender Pay Gap since 2018, with a near equitable Median Gap each year.	Brandwatch has seen steady improvement in Mean and Median GPG in each measured year since 2018.	



Summary



At Cision, our focus is not just on measuring progress but on driving meaningful, lasting change. This year's results show we've not only outperformed the national median but also witnessed consistent, year-over-year improvements across both Cision and Brandwatch.

Closing the gender pay gap is not about a single initiative or moment in time; it's about embedding equity into how we hire, develop, and support talent through initiatives like leadership development programs and inclusive hiring practices. We know that real change happens through sustained action, and we are committed to accelerating our progress. We are dedicated to building a future where every individual at Cision thrives.

Steve Boyes

Chief Commercial Officer EMEA & APAC



We confirm that the information in this report is accurate and prepared in accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.