

CISION

2025

**UK Gender  
Pay Gap Report**

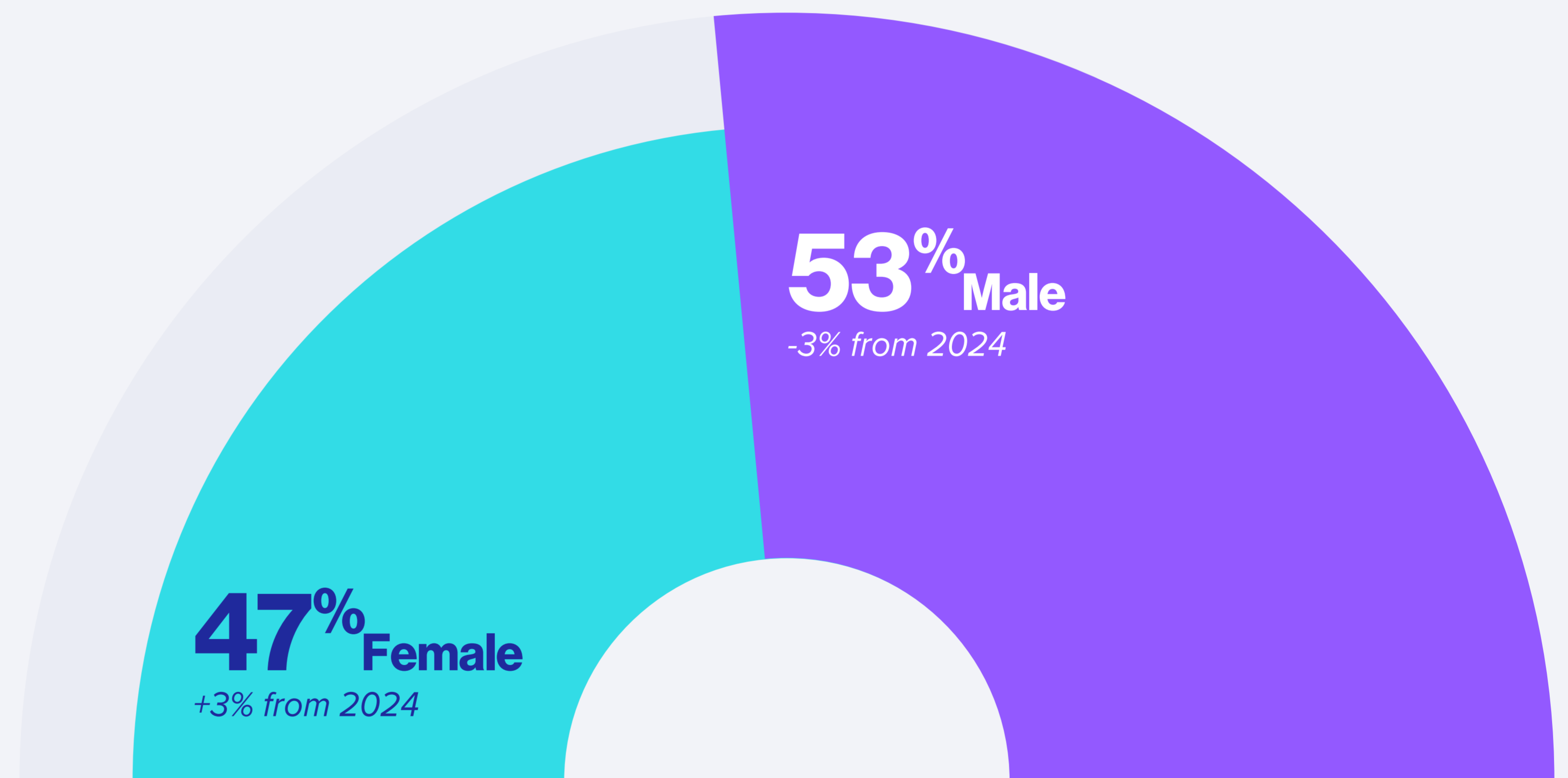


# Results

**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 is 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.



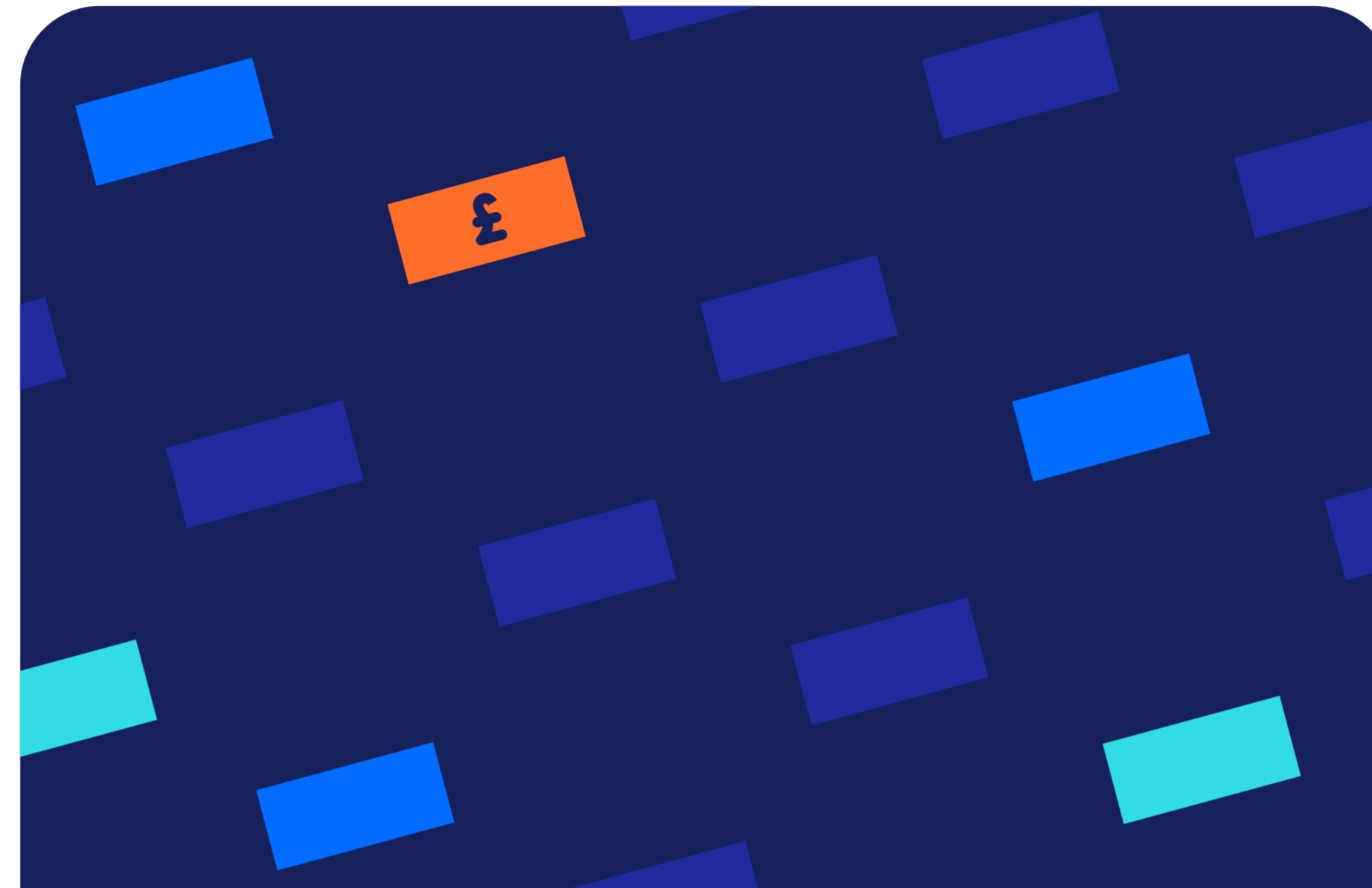
*\*This is combined data for Cision UK. Individual reporting for Cision UK and Brandwatch UK can be found further in this report.*

# What is Gender Pay Gap?



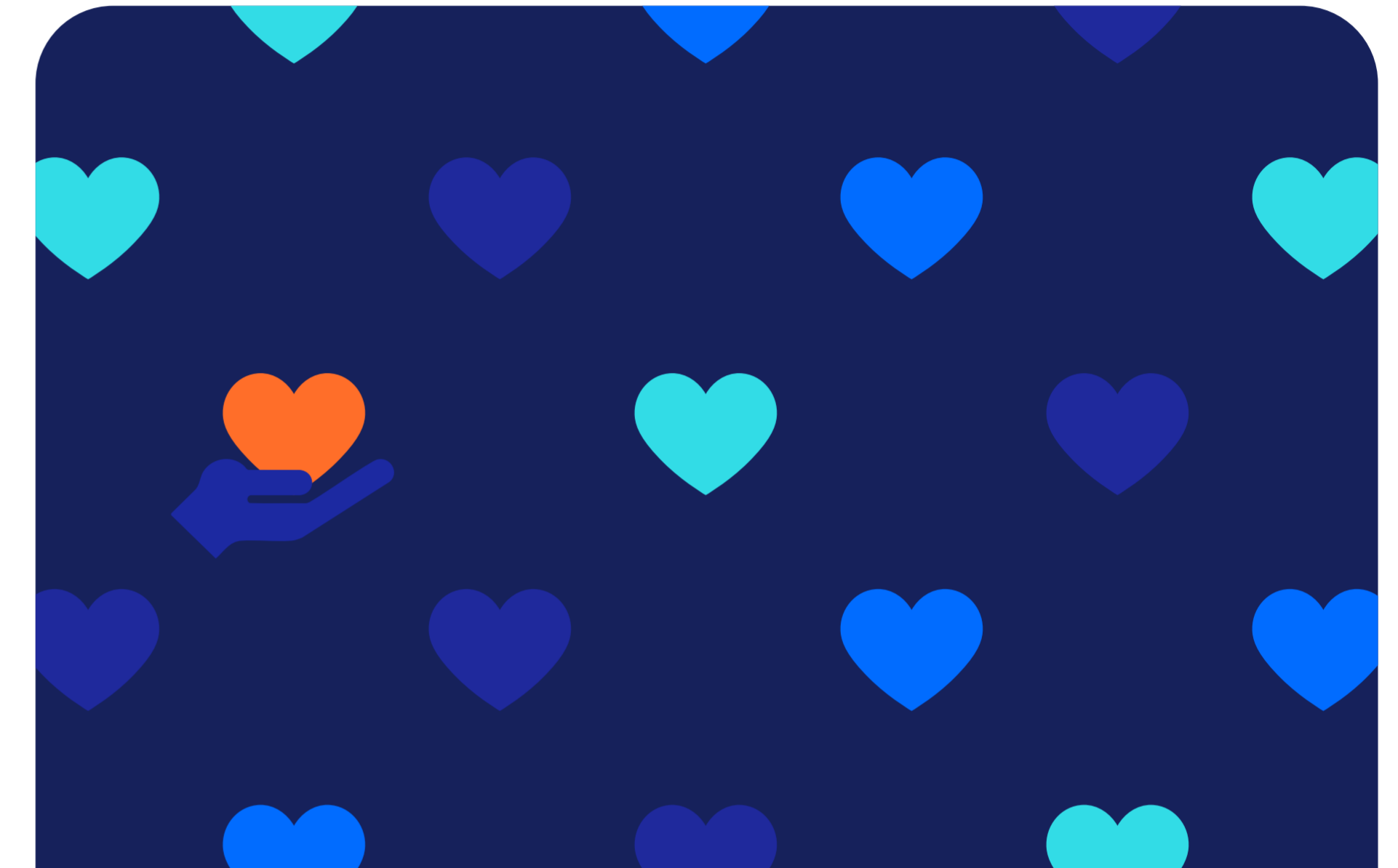
Gender pay gap is the **average difference** between monetary compensation of females and males across the workforce, at all job levels.

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 & commissions** earned of Cision **employees located in the UK** who had “female” or “male” specified in their HR record.

*\*Data range as of 05 April 2025*



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, and 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 widened slightly in favor of Males by 1.5 points Y-o-Y.
- Overall UK Median Pay Gap narrowed by 4 points Y-o-Y; the second consecutive year of meaningful improvement.
- Meaningful improvement in F:M headcount ratio—particularly in 3rd and 4th quartile jobs (highest paying).
- F:M split in 3rd quartile jobs improved to headcount parity Y-o-Y, while 4th quartile jobs saw a 3-point improvement in favor of females.
- **Notes:** The % of UK employees who received bonuses went down Y-o-Y, and with that, there was a widening of the median bonus gap.

United Kingdom	05 Apr 2024	05 Apr 2025
Relevant Headcount	522	472
Female	229	221
Male	293	251
Ratio (F : M)	44 : 56	<b>47 : 53</b>
Mean Pay Gap	8.0%	9.5%
Median Pay Gap	6.6%	<b>2.6%</b>
Mean Bonus Gap	21.4%	24.1%
Median Bonus Gap	6.3%	27.1%
Received Bonus	14.8% of Females 14.7% of Males	6.8% of Females 10.0% of Males

	1 <sup>st</sup> Quartile	2 <sup>nd</sup> Quartile	3 <sup>rd</sup> Quartile	4 <sup>th</sup> Quartile
Female	51.3%	44.8%	50.0%	41.2%
Male	48.7%	55.2%	50.0%	58.8%

# Year-over-Year Changes (Cision only<sup>1</sup>)

- Cision saw a third consecutive year of Mean Pay Gap improvement towards parity, however, Median Pay Gap saw a second consecutive year of overcorrection in favor of females.
- 4th quartile headcount proportion improved to the point of favoring by a 53 : 47 ratio, and likely contributed to the -7.2% pay gap favoring women as of the snapshot period.

<sup>1</sup>Data will be submitted to [gender-pay-gap.service.gov.uk](https://gender-pay-gap.service.gov.uk) by the 04 APR 2026 for Cision Group Limited

United Kingdom	05 Apr 2024	05 Apr 2025
Relevant Headcount	278	278
Female	130	136
Male	148	142
Ratio (F : M)	47 : 53	<b>49 : 51</b>
Mean Pay Gap	6.6%	<b>5.6%</b>
Median Pay Gap	-2.0%	-7.2%
Mean Bonus Gap	22.9%	27.0%
Median Bonus Gap	8.3%	38.5%
Received Bonus	26.2% of Females 29.1% of Males	7.4% of Females 12.7% of Males

	1 <sup>st</sup> Quartile	2 <sup>nd</sup> Quartile	3 <sup>rd</sup> Quartile	4 <sup>th</sup> Quartile
Female	52.1%	41.1%	50.0%	52.5%
Male	47.9%	58.9%	50.0%	47.5%

# Year-over-Year Changes (Brandwatch only<sup>1</sup>)

- Mean Pay Gap slipped 4.6-points Y-o-Y, but the Median Pay Gap for BW saw a fourth consecutive year of improvement towards parity since the 2022 reporting year.
- There is still a considerable difference in the gender ratio in the 4th quartile UK BW jobs, with a 41-point favor towards Males (4-points more than last year).
- Otherwise, meaningful improvement was made in 3rd quartile jobs, with the Headcount ratio improving 7-points to 50:50 parity during the snapshot period.

<sup>1</sup>Data will be submitted to [gender-pay-gap.service.gov.uk](https://gender-pay-gap.service.gov.uk) by the 04 APR 2026 for Runtime Collective Limited

United Kingdom	05 Apr 2024	05 Apr 2025
Relevant Headcount	244	194
Female	99	85
Male	145	109
Ratio (F : M)	41 : 59	<b>44 : 56</b>
Mean Pay Gap	7.5%	12.1%
Median Pay Gap	7.1%	<b>6.9%</b>
Mean Bonus Gap	22.5%	<b>16.7%</b>
Median Bonus Gap	4.1%	<b>0.0%</b>
Received Bonus	4.0% of Females 4.1% of Males	5.9% of Females 6.4% of Males

	1 <sup>st</sup> Quartile	2 <sup>nd</sup> Quartile	3 <sup>rd</sup> Quartile	4 <sup>th</sup> Quartile
Female	47.8%	51.2%	50.0%	29.3%
Male	52.2%	48.8%	50.0%	70.7%

# Year-over-Year Progress (Pay Gap)

Reporting Year	Cision		Brandwatch		
	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%	
2026	5.6%	-7.2%	12.1%	6.9%	
		<p>Cision saw a continued widening of the Median Pay Gap favoring females. This is most likely due to women now holding greater than 50% of the 4th quartile roles at Cision UK.</p>		<p>Brandwatch has seen four consecutive years of Median Pay Gap improvement since the 2022 reporting year.</p>	



# Year-over-Year Progress (Bonus Gap)

Reporting Year	Cision		Brandwatch		
	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%	
2026	27.0%	38.5%	16.7%	0.0%	
		Mean & Median Bonus Gap has fluctuated since 2018, though has largely been in favor of Males.		Brandwatch UK achieved parity in Median Bonus Pay Gap during this snapshot period.	



# 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.