



# **GENDER PAY GAP**

REPORT  
2020



# 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, and 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 2020, 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 2020 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 2019 to 05 April 2020.

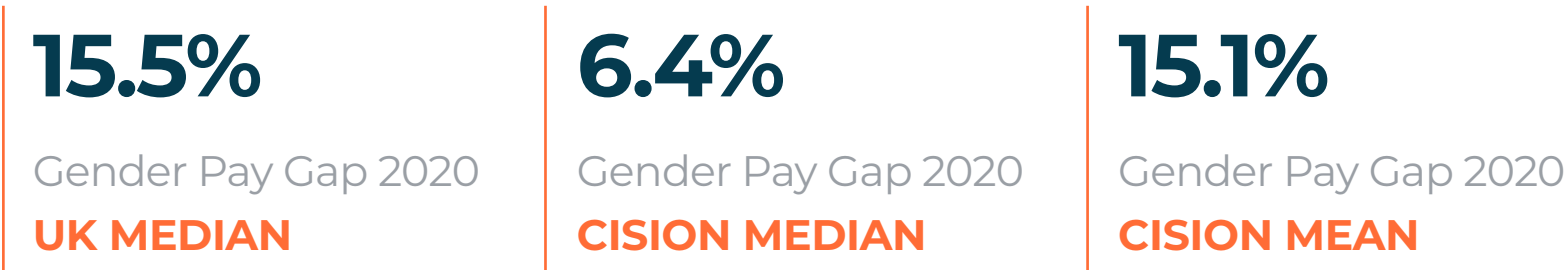
# Calculations

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

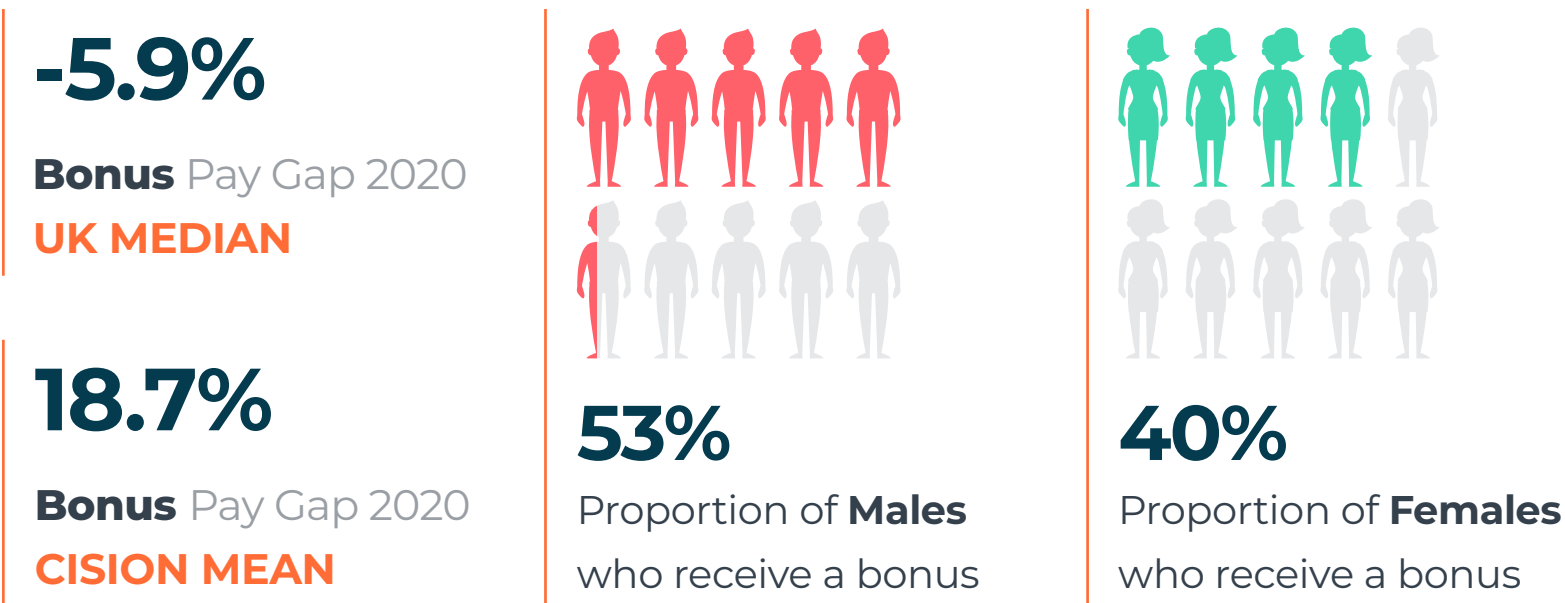
1. Mean (average) gross hourly rate of pay
2. Median gross hourly rate of pay
3. Mean (average) bonus pay
4. Median bonus pay
5. Proportion of males/females in hourly rate of pay quartiles (four bands)
6. Proportion of males/females in receipt of bonuses in the last 12 months before the snapshot date.

**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



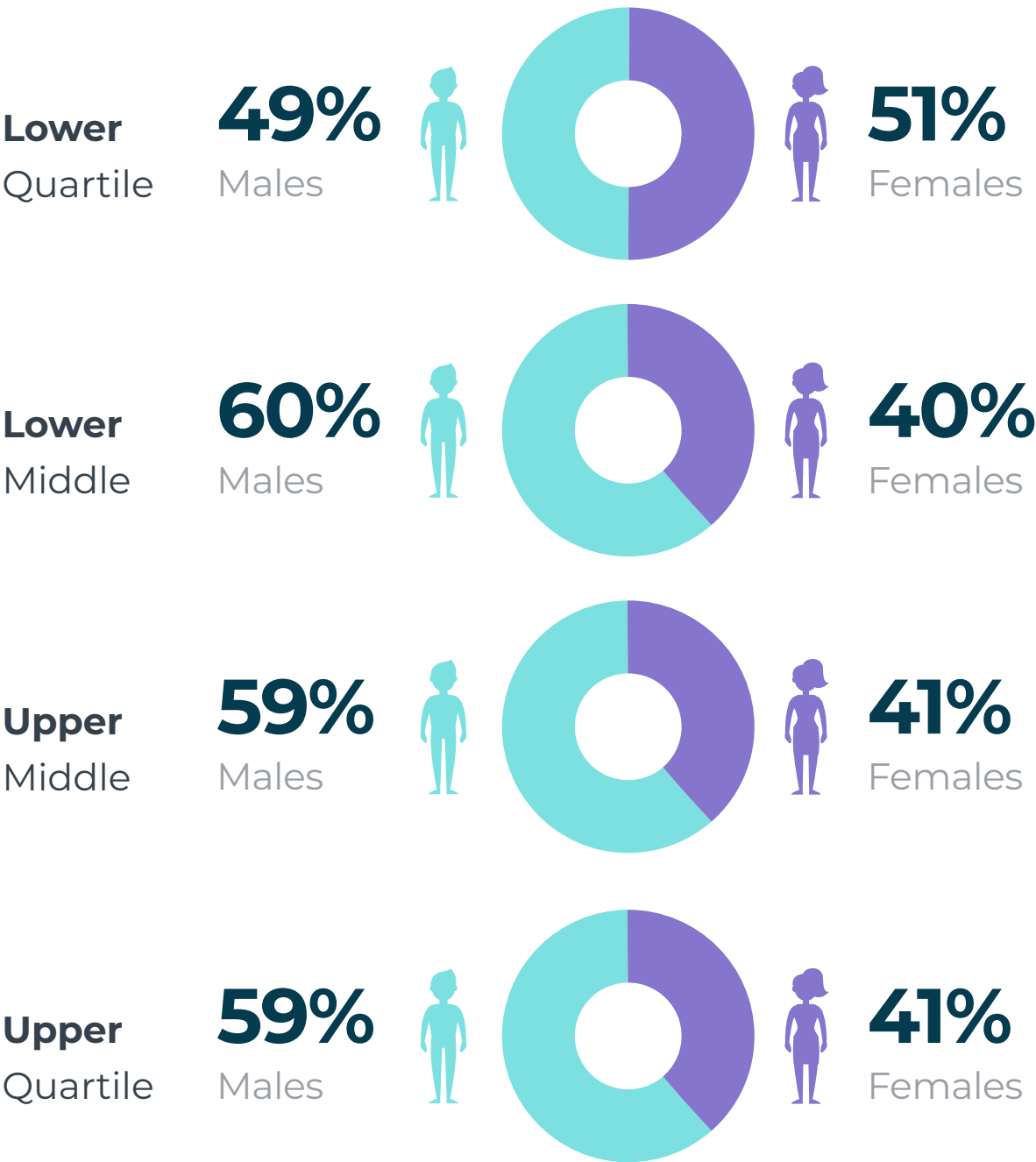
## Bonus pay



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.

# 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 UK average gender pay gap according to the Office for National Statistics is currently 15.5%. The pay gap figure at the snapshot date 05 April 2020 is 6.4%, which is 9.1% lower than the UK average. The mean pay gap is 15.6% in favour of men. Both the median and mean pay gap figures have reduced since the 2019 report which highlights a positive step in addressing the gender pay gap.

The median bonus pay gap stands at -5.9%, meaning women earn £1.06 for every £1 that men earn when comparing median bonus pay. The mean bonus gap is 18.7% in favour of men, driven largely by the proportion of commission earning roles being occupied by men in 2019/20.

Even though the median gender pay gap is significantly below the UK average figure, there is still work to be done to reduce this gap further.

*“At Cision, we are committed to diversity, equity, and inclusion, and aim to be a culture where all employees can thrive. Our priority remains to hire, motivate, and develop outstanding and diverse people who work together toward common objectives. We are dedicated to taking actions that allow us to narrow the gender pay gap in our workforce, including the advancement and promotion of women at all levels.”*

**– Jasmin Zamora, Director, Engagement and Inclusion**

# Our next steps

**Cision is committed to continue reducing the pay gap through regularly reviewing our HR policies and internal opportunities to support our female members of staff.**

**This includes reviewing our talent development strategies to provide opportunities for our female employees to develop, reviewing our recruitment strategy with a focus on attracting more female talent into roles that are highly represented by men and carrying out an internal job mapping exercise to ensure our reward strategies are competitive.**

We are embracing new ways of working and will be assessing all roles within the business to establish which roles need to be based in the office, which can be hybrid (partial on-site/partial virtual) or fully remote. Providing more opportunities for hybrid or remote working should open opportunities up to more women who may have previously discounted roles as a result of their location.

With the recent appointment of our Director, Engagement and Inclusion, we are focused on working together to create 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.





## 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**