

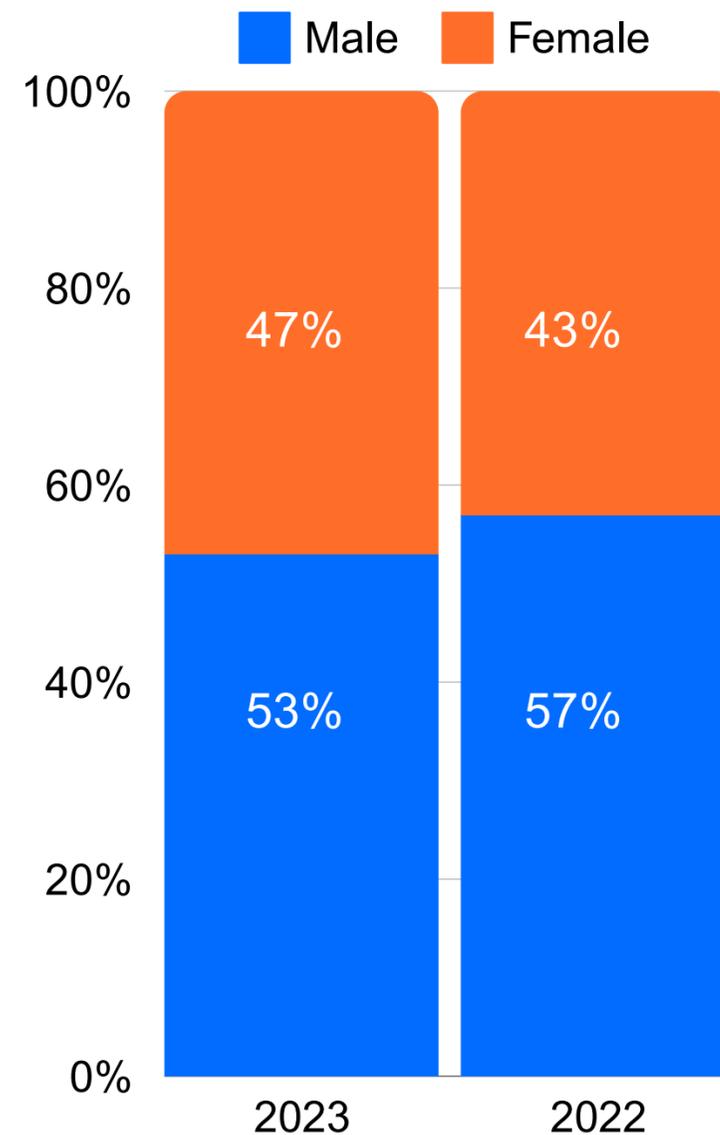
UK BINARY GENDER PAY GAP REPORT

2023

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.**

COMBINED UK WORKFORCE



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

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.

WHAT IS THE GENDER PAY GAP?

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.

WHAT IS REVIEWED?

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

*Data range as of 05 April, 2023

WHAT DOES IT MEAN?

A gender pay gap is the result of **gender imbalance**. i.e. Having more of one gender in junior or senior roles compared to 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 GENDER PAY GAP INFORMATION ARE WE REQUIRED TO PUBLISH?



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

For the median pay gap, if we lined up all our men and women in two rows, from the lowest to the highest paid, the median shows the difference in pay between the middle-man and middle-woman.

The mean pay gap shows the difference between the average pay of all men, and all women.

QUARTILES

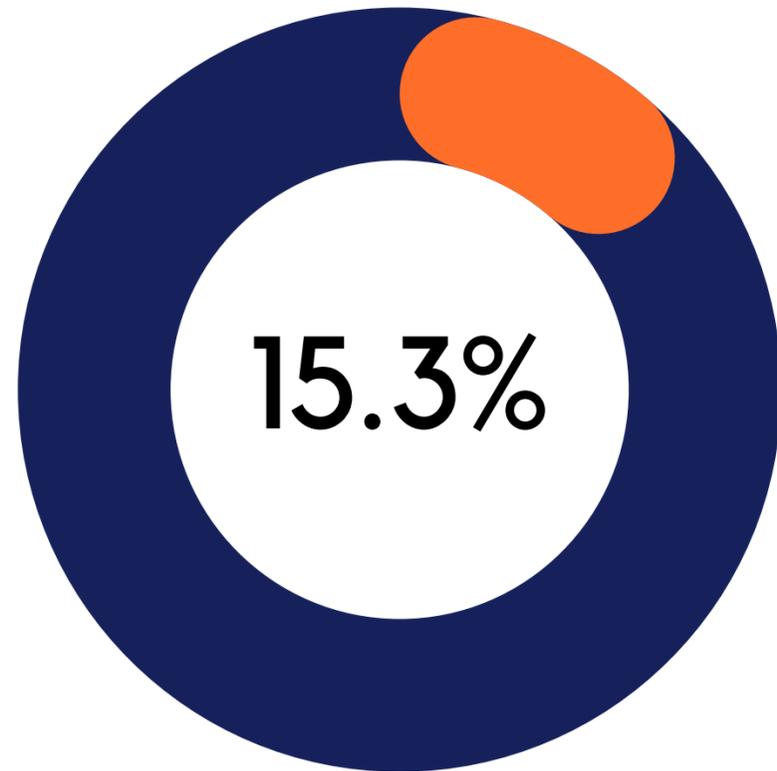
Calculated by taking all the hourly pay rates, from lowest to highest, for all men and women and dividing them into four equal sections of 25% – lower, lower middle, upper middle, upper.

CISION AND BRANDWATCH COMBINED

- UK Mean Pay Gap **narrowed by 8.7 points** YoY.
- UK Median Pay Gap **narrowed by 5 points** YoY.
- **Female headcount increased by 12%**, and Male headcount decreased by 5%, bringing the F:M split closer to equity at 47:53.
- The Mean Bonus Gap remained flat, though the **Median Bonus Gap improved by 4 points** YoY.

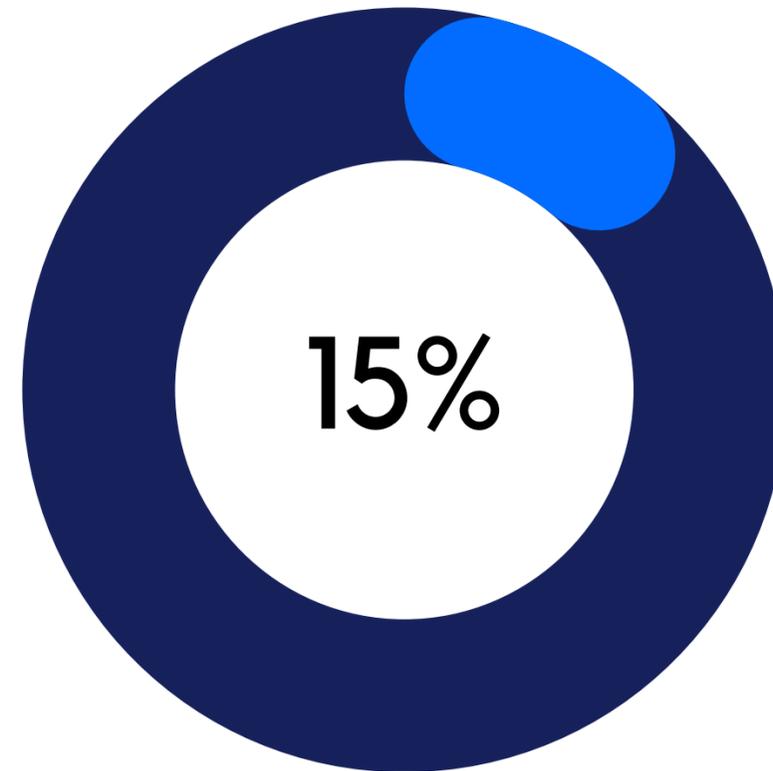
| UK COMBINED | MEDIAN | MEAN |
|----------------|--------|-------|
| GENDER PAY GAP | 8.9% | 12.8% |
| BONUS PAY GAP | 18.1% | 38.7% |

CISION COMBINED PROPORTION OF BONUS RECEIVED



Vs. 46% in 2022

FEMALE

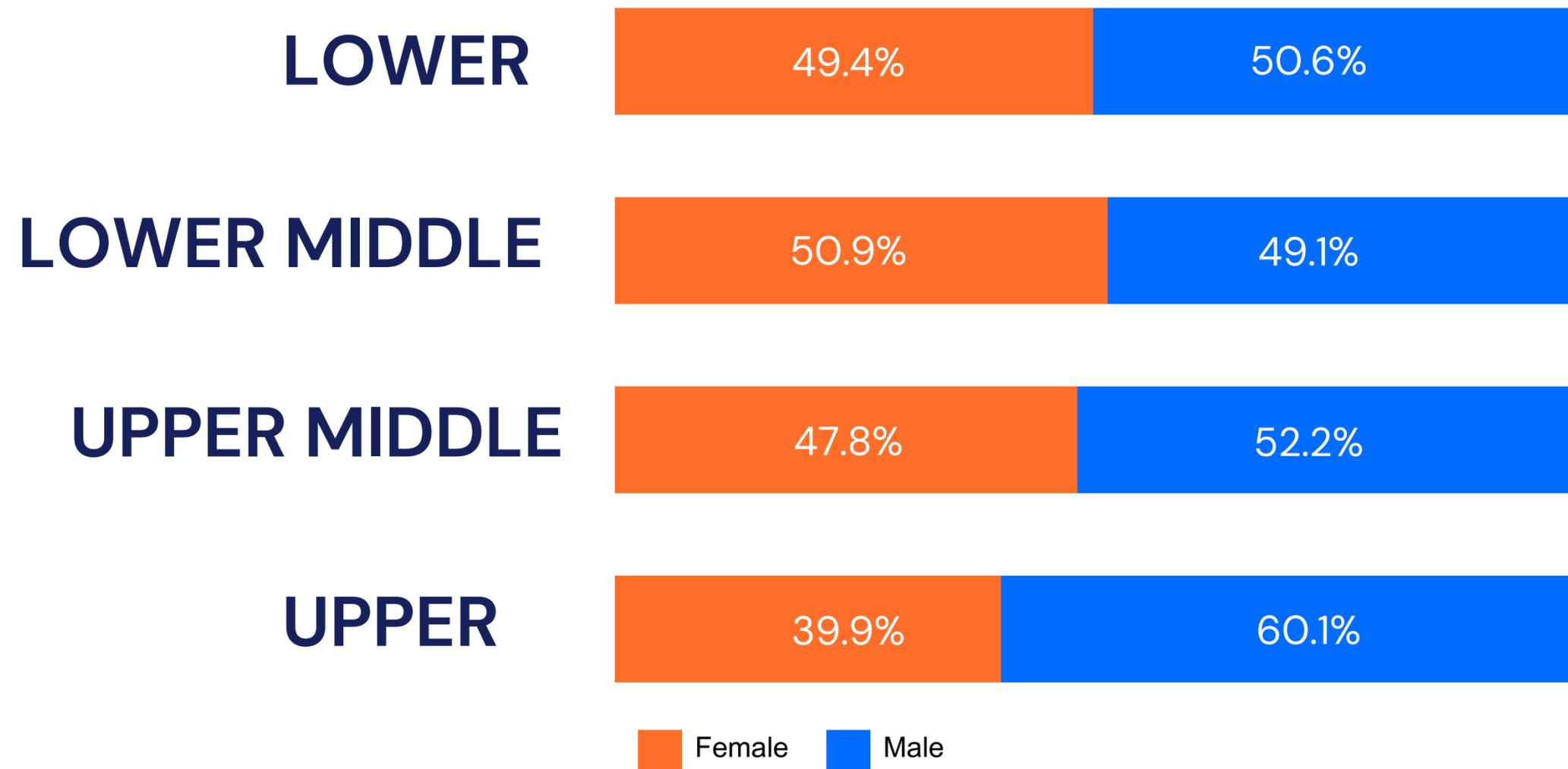


Vs. 51% in 2022

MALE

CISION COMBINED 2023 QUARTILES

The split of F:M in the **highest paying jobs is 20 points in favor of Males**, while the other three quartiles are essentially even at 49:51 (F:M).

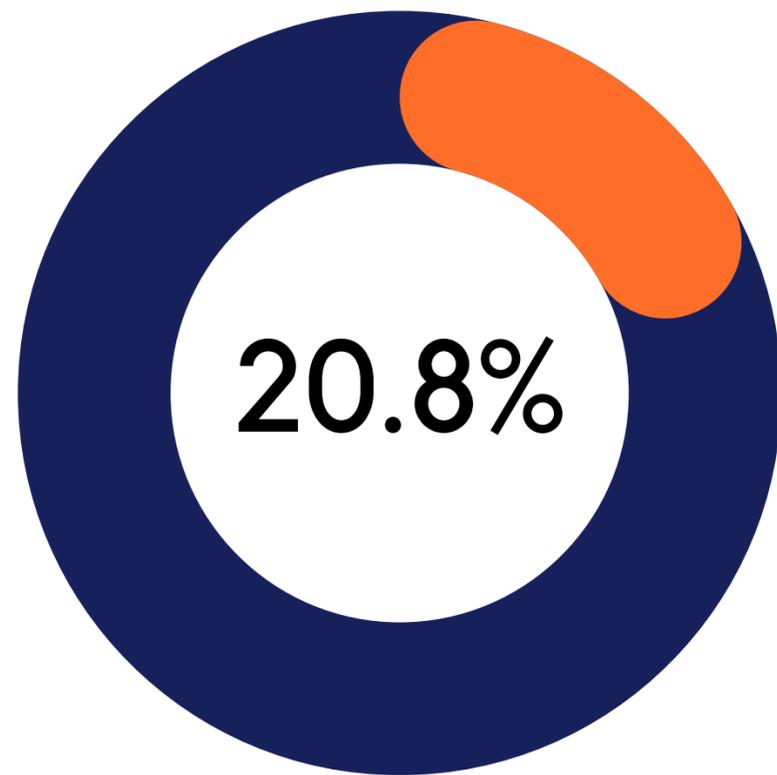


CISION UK RESULTS

- Cision saw a 50:50 headcount split during the measured period between Female and Male, a **net improvement of 12 points YoY**.
- Meaningful improvements were made to narrow the Mean & Median pay gap in the UK, with the Median **Gap improving to a near equitable amount of 1.2%**.
- The Mean Bonus Gap **improved by 5 points**, though the Median Gap widened considerably, indicating Female bonuses had a degree of variance in amount, while Males had a more uniform spread.

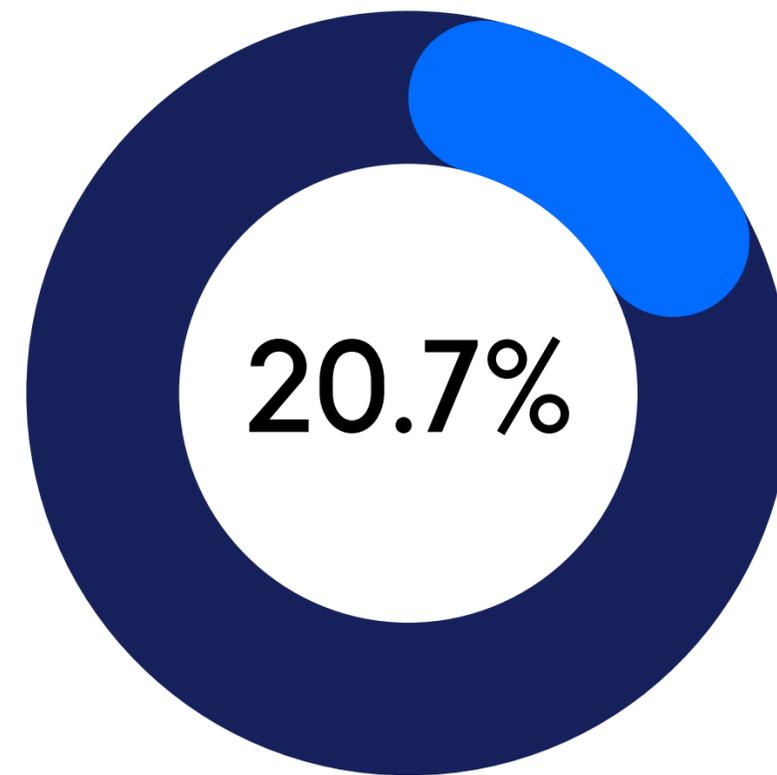
| CISION | MEDIAN | MEAN |
|----------------|--------|-------|
| GENDER PAY GAP | 1.2% | 14.2% |
| BONUS PAY GAP | 37.2% | 45.5% |

CISION UK PROPORTION OF BONUS RECEIVED



Vs. 45% in 2022

FEMALE

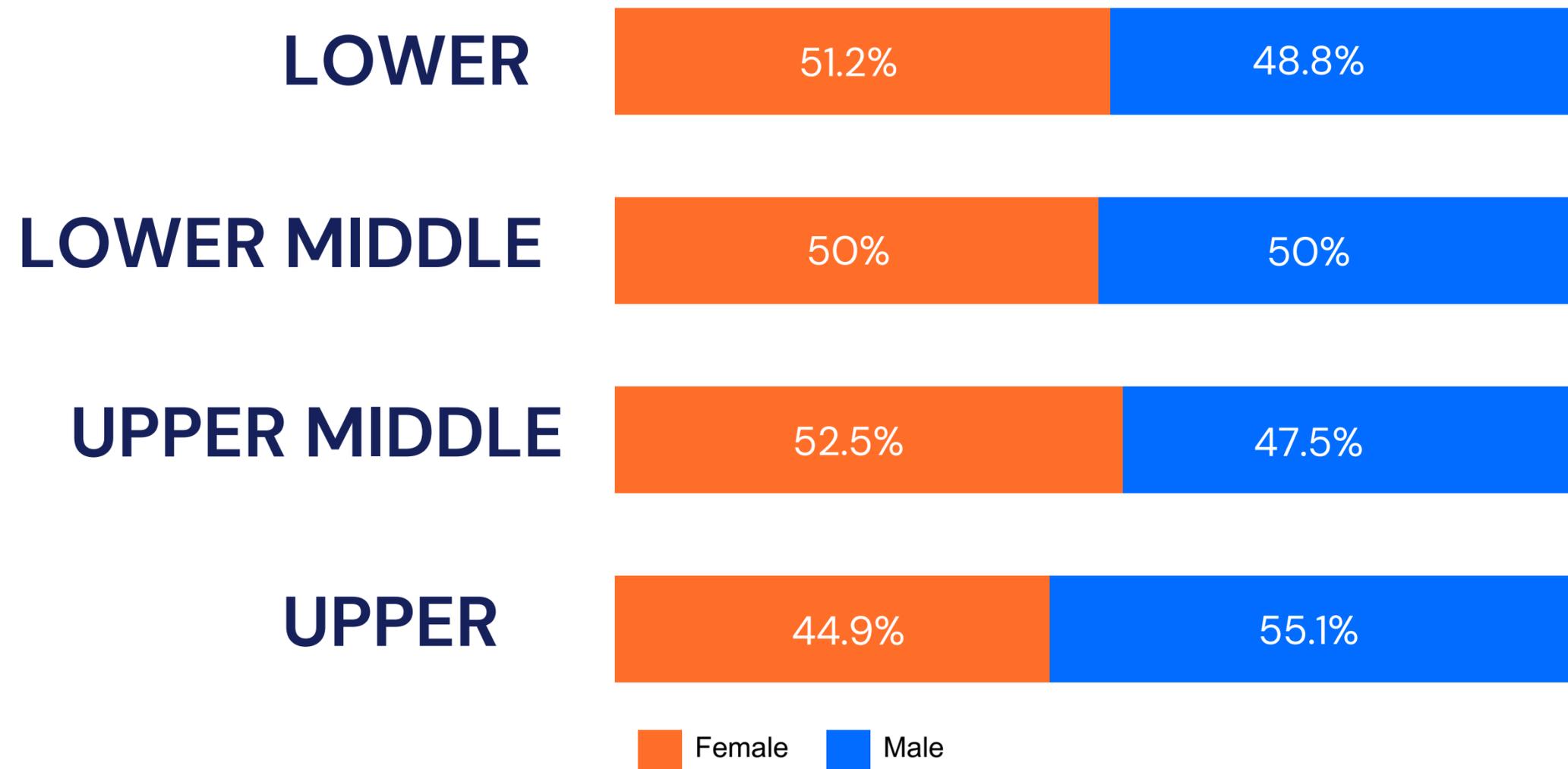


Vs. 55% in 2022

MALE

CISION UK 2023 QUARTILES

The Lower through Upper Middle quartiles see near parity in headcount, with a combined ratio of 51:49 (F:M), though the highest paying jobs see a 10-point difference in favor of Males.

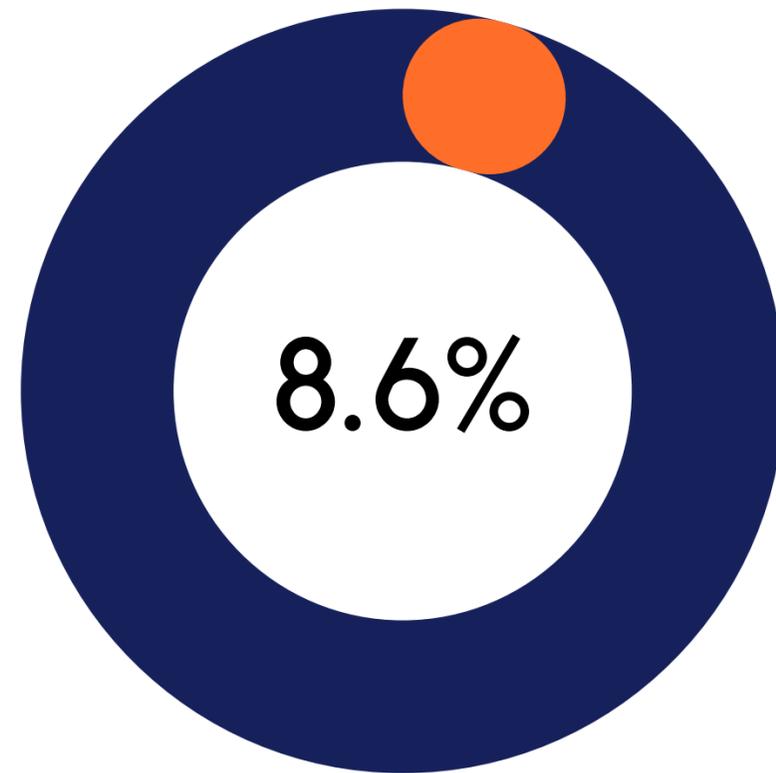


BRANDWATCH UK RESULTS

- Brandwatch saw a 44:56 headcount split (F:M) during the measured period, a **net improvement of 4 points** YoY.
- Both Mean & Median Pay Gaps improved YoY
- Mean Bonus Gap **narrowed by 6 points**, though Median Bonus Gap overcorrected to favor Females by a considerable margin.

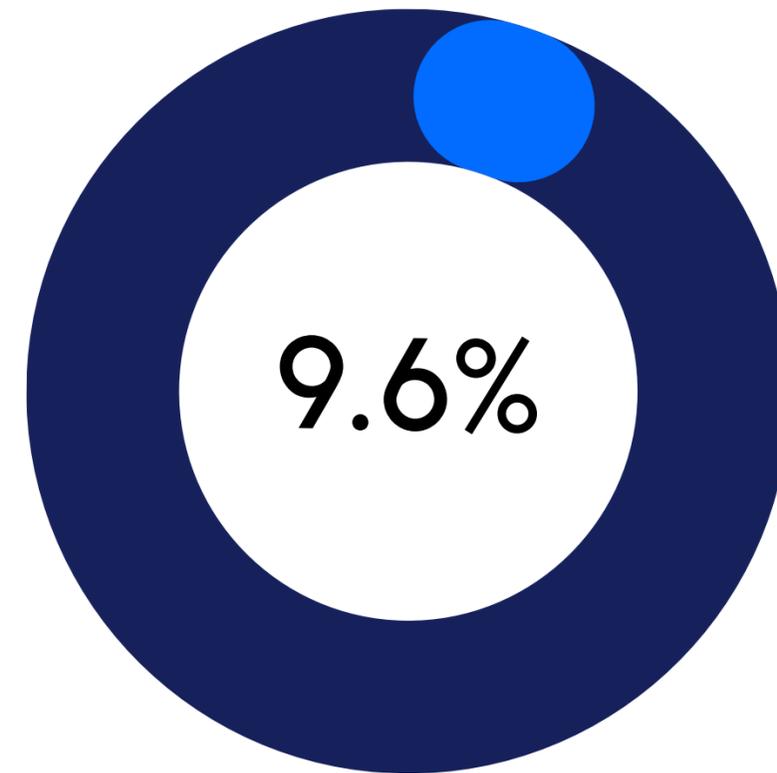
| UK COMBINED | MEDIAN | MEAN |
|----------------|--------|-------|
| GENDER PAY GAP | 9.2% | 10.1% |
| BONUS PAY GAP | -48.2% | 22.6% |

BRANDWATCH UK PROPORTION OF BONUS RECEIVED



Vs. 47% in 2022

FEMALE

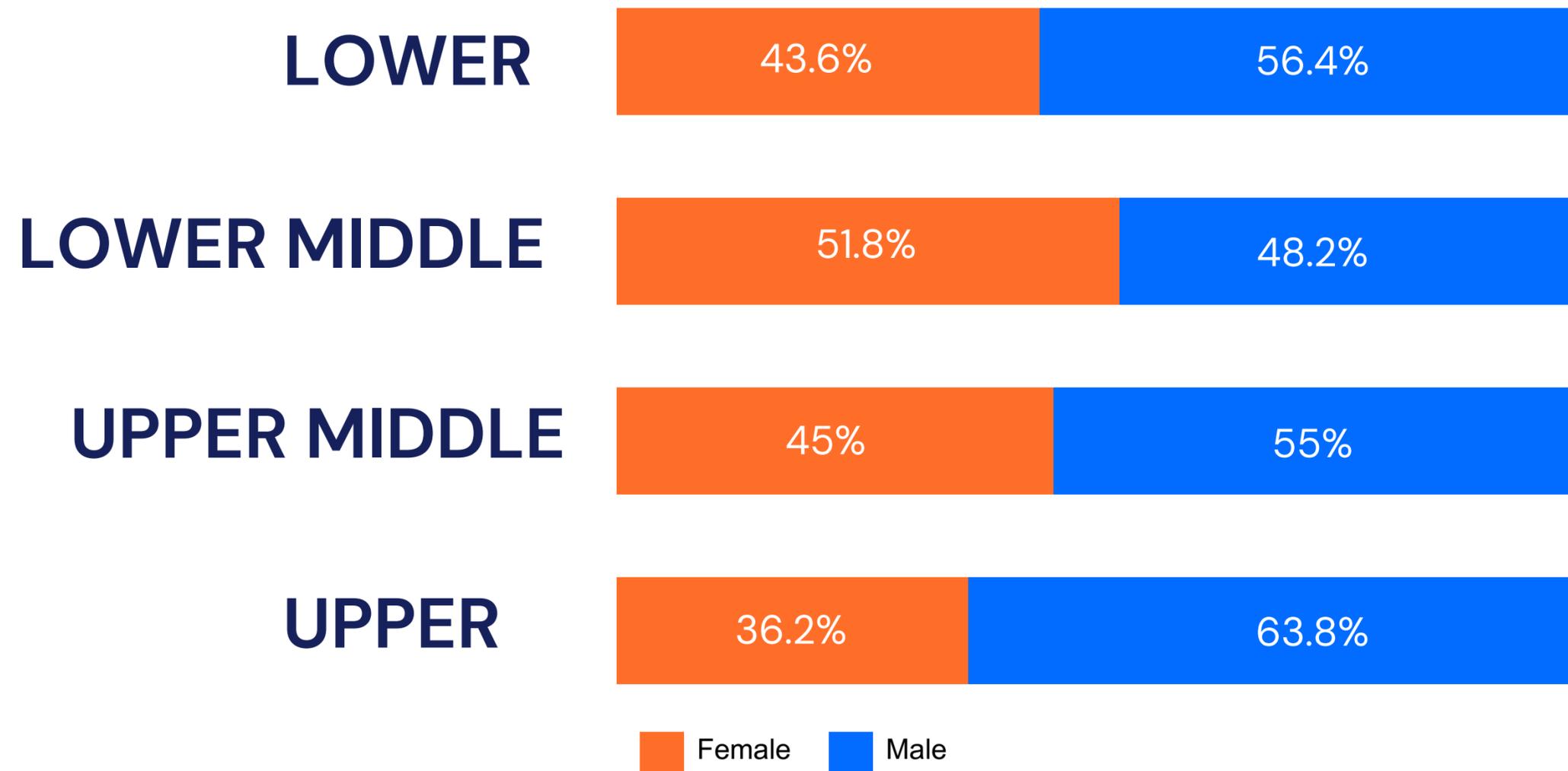


Vs. 47% in 2022

MALE

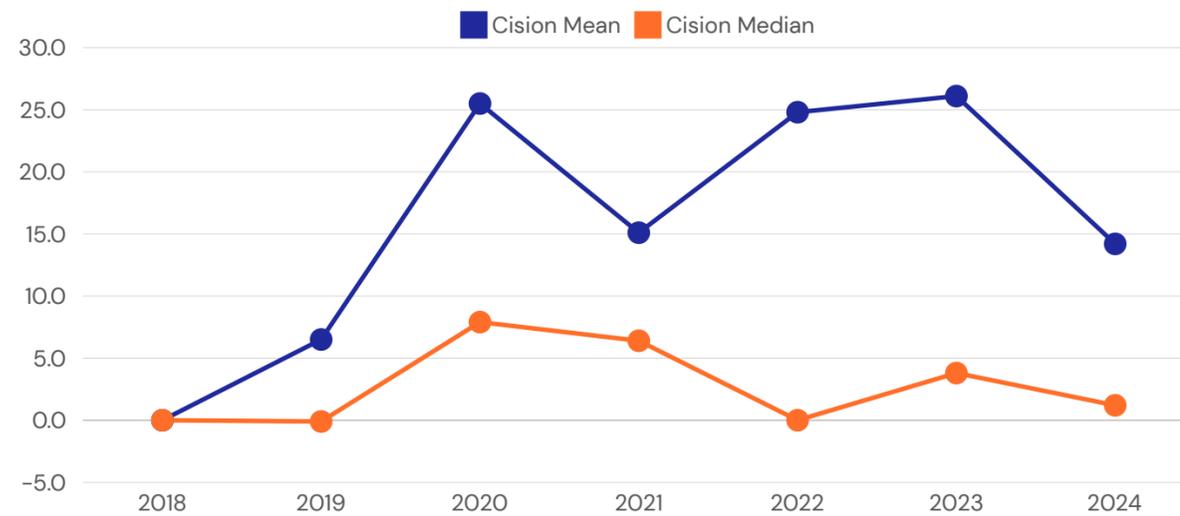
BRANDWATCH UK 2023 QUARTILES

There is a considerable difference in the gender ratio in the highest paying UK BW jobs, with a nearly 28-point favor towards Males.



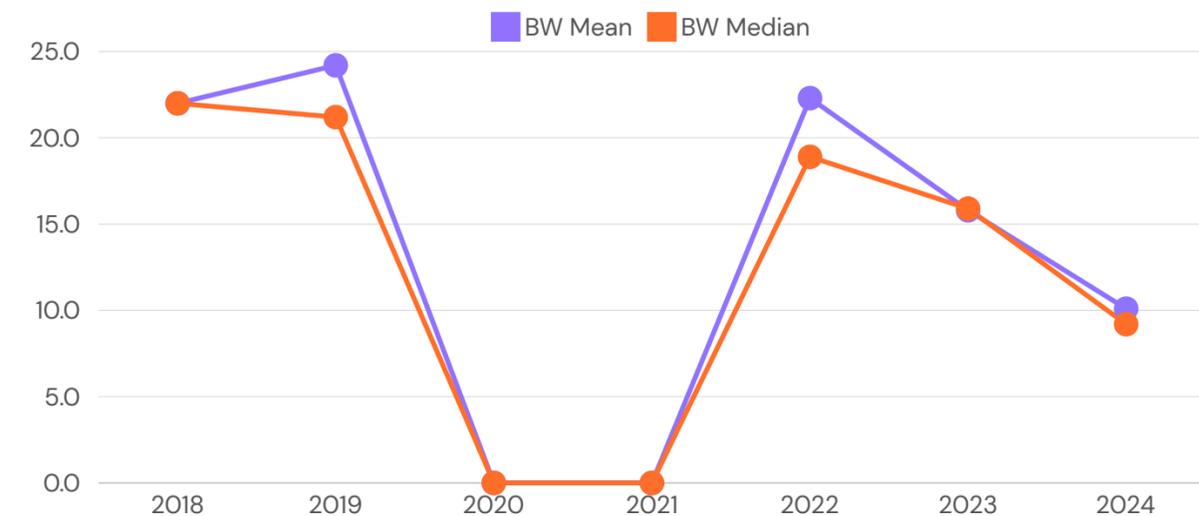
PAY GAP YOY PROGRESS

Data was not required in 2018 for Cision and 2020-2021 for Brandwatch



CISION

Cision has remained largely steady in UK Gender Pay Gap since 2018, with a near equitable Median Gap each year.



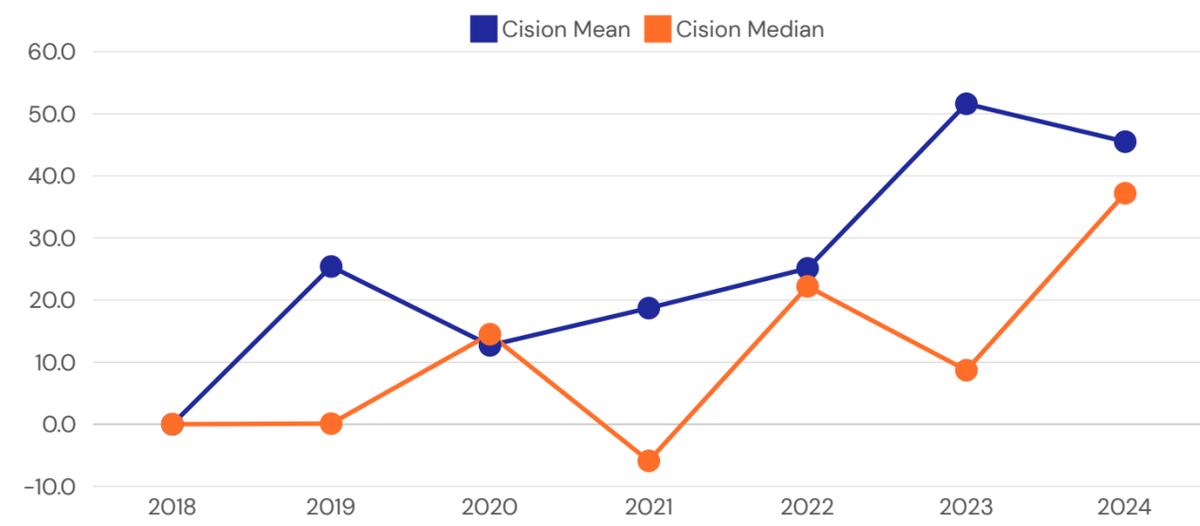
BRANDWATCH

Brandwatch has seen steady improvement in Mean & Median GPG in each measured year since 2018.

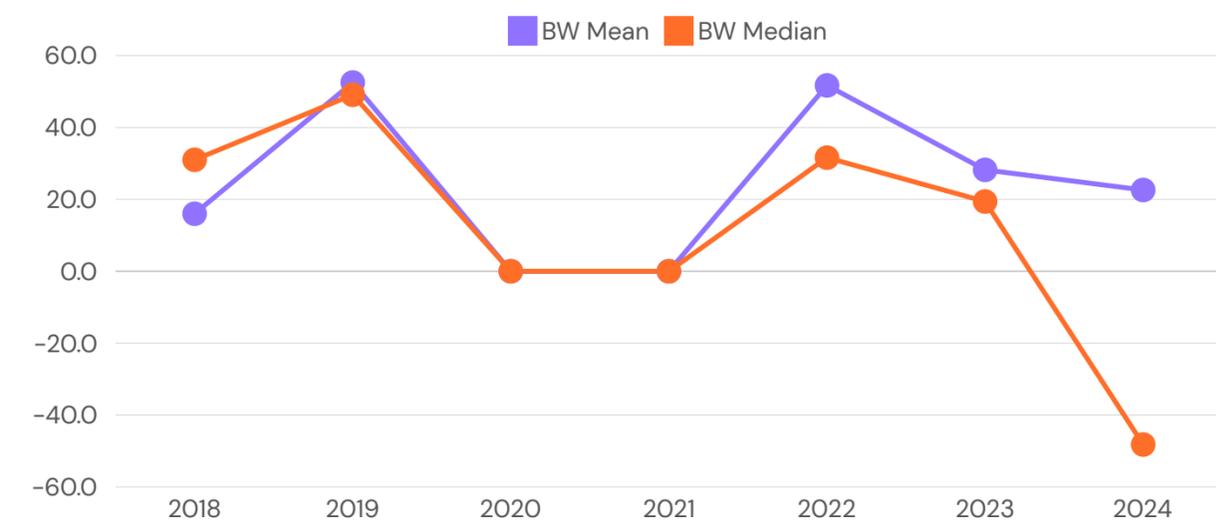


BONUS GAP YOY PROGRESS

Data was not required in 2018 for Cision and 2020-2021 for Brandwatch



CISION



BRANDWATCH

Mean & Median Bonus Gap has fluctuated since 2018, though has largely been in favor of Males.



SUMMARY



Amanda Schmidt,
Chief People Officer

At Cision, we stand firm in our commitment to fostering an inclusive environment where everyone feels valued and empowered. Our latest Gender Pay Gap results for 2023 demonstrate progress, albeit incremental, towards our goal of achieving greater gender equality across our workforce. While we are encouraged by the narrowing of the pay gap, particularly in our mean and median figures, we recognize there is still work to be done, especially in addressing disparities in bonus distribution.

Our dedication to continuous improvement remains unwavering, and we are actively developing initiatives to drive further positive change. Through transparency, accountability, and ongoing dialogue, we are determined to create a workplace where all individuals have equal opportunities to thrive and succeed.



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.