



CISION®

# GENDER PAY GAP

REPORT 2019

## 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 4,800 employees with offices in 24 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 2019 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 2019 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: 01 April 2018 to 05 April 2019.

## 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 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

The median represents the middle value within the data set. The mean represents the average value within the data set. The bonus period for the purposes of the bonus calculations range from 01 April **2018** to 05 April **2019**.

**A positive percentage means men are paid more than women and a negative percentage means women are paid more than men.**

## OUR GENDER PAY GAP NUMBERS

**17.3%**

GENDER PAY GAP-2019  
**UK MEDIAN**

**7.9%**

GENDER PAY GAP-2019  
**CISION MEDIAN**

**25.5%**

GENDER PAY GAP-2019  
**CISION MEAN**

## BONUS PAY

**14.5%**

BONUS PAY GAP  
**CISION MEDIAN**

**12.7%**

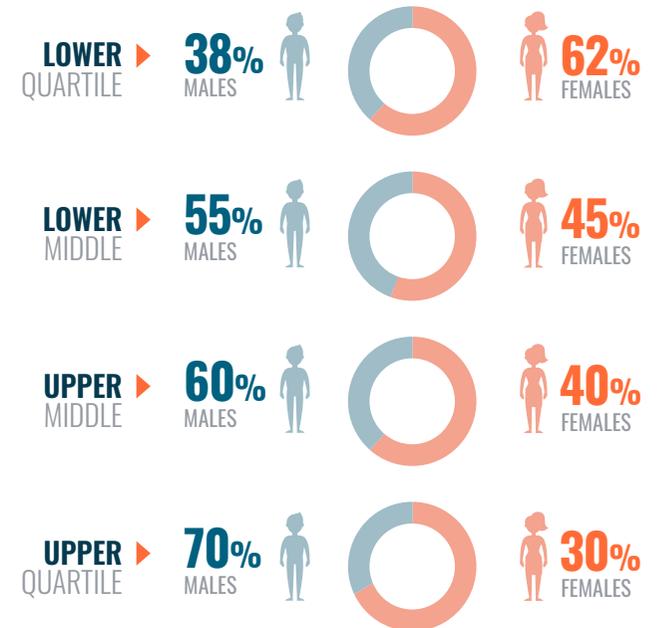
BONUS PAY GAP  
**CISION MEAN**



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

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The UK average gender pay gap according to the Office of National Statistics is currently 17.3%. The pay gap figure as of the snap shot date 05 April 2019 is 7.9 % which is 9.4% lower than the UK average. The mean pay gap is 25.3% in favour of men.

The gender pay gap for the median bonus payment stands at 14.5% with the mean bonus pay gap being 12.7% , which is a 50% reduction on the 2018 figure. Even though the median gender pay gap is well below the UK average figure, there is still work to be done to reduce this gap further.

## WHAT DO WE THINK IS CAUSING THE GENDER PAY GAP?

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There are 12% more men than women in the business and there is a higher proportion of men in the lower middle, upper middle and the largest percentage being in the upper quartile of the pay band.

There is also a larger representation of women in the lower quartile attracting lower salaries. As a consequence there are more men in senior roles, attracting higher salaries specifically at a senior management level.

## OUR NEXT STEPS

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

This also includes reviewing our recruitment strategy and focusing on how best to attract more female talent into roles that are highly represented by men.

Cisions culture is to recruit the right members of staff for each position in the Company regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.



At Cision, we believe that diversity, inclusion and gender balance is critical for success. Breaking down the barriers that prevent our best people from advancing is a key priority, not only for the business, but for me personally. Having a diverse perspective and embracing different ideas and ways of working leads to a happier and better performing company.

**Nicole Guillot, President EMEA, Canada & LatAm**



# ACCURACY STATEMENT

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

**Lorna Mattis | VP Human Resources EMIA**

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