



**GENDER
PAY GAP** **REPORT**
2018

CISION®

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 4,000 employees with offices in 19 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 that arises.

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 5th April 2018 are required to carry out mandatory Gender Pay Gap Reporting. This will need to be published annually showing the difference between the median and average pay of male and female employees.

The data presented in this report represents the gender pay data for Cision Group Limited (formerly Gorkana Group Limited) with a snapshot date of **April 5th 2018** using our HR and payroll records.

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 April 1st **2017** to April 5th **2018**.

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

17.9%

GENDER PAY GAP-2018
UK MEDIAN

-0.1%

GENDER PAY GAP-2018
CISION MEDIAN

6.5%

GENDER PAY GAP-2018
CISION MEAN

+18%

BETTER THAN
UK MEDIAN

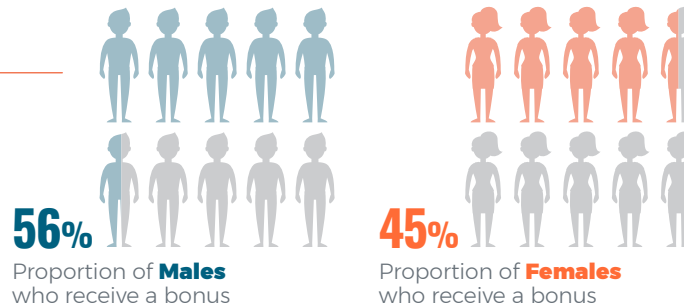
BONUS PAY

0.1%

BONUS PAY GAP
CISION MEDIAN

25.4%

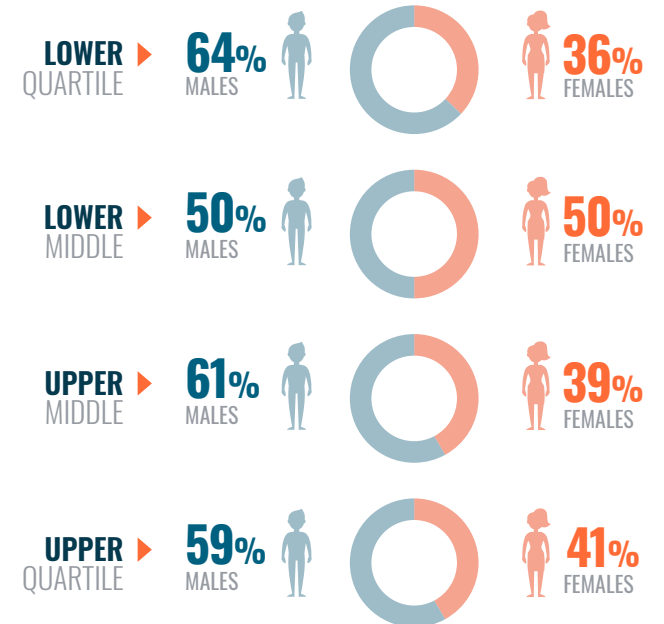
BONUS PAY GAP
CISION MEAN



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.

BONUS PAY

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 of National Statistics is currently 17.9%. We are pleased to report that our pay gap figure as of the snap shot date 05 April 2018 is -0.1 % which means women are paid better than men.

The mean pay gap is 6.5% in favour of men. There is no gender pay gap for the median bonus payment which currently stands at 0.1%. But the mean bonus gender pay gap is 25.4%.

Even though our results are positive, there is still room for improvement and we will continually strive to make a difference.

WHAT HAS MADE A DIFFERENCE TO THE GAP IN 2018?

Cision Group Limited has undergone a number of organisational changes since the publication of the report in April 2017 and this has contributed to reducing the pay gap. There is now parity between men and women's median pay.

OUR NEXT STEPS

There have been a number of steps that Cision committed to take as a result of last year's survey and we are pleased to be continuing the journey to aid a positive outcome.

- The launch and success of Empower; our all-inclusive employee resource group that advocates women's leadership, diversity, and equity through career development, networking, and growth opportunities. This has been a huge success in the UK and other offices globally are launching their own Empower groups.
- The launch of Cision's mentoring programme which is helping to nurture the next generation of leaders across our business.
- Mandatory training to tackle unconscious bias was launched in 2018. All employees must complete this course every year.
- All of our hiring and people managers must complete diversity and inclusion training every year.
- Cision has recently enhanced its maternity benefits to support women and men in the workplace. We are committed to ensuring we have family friendly policies that foster a flexible working environment where individuals can develop and grow their careers.
- Our VP of Global Diversity, Equity & Inclusion is responsible for supporting Cision's commitment to building an organization that embraces our similarities as well as our differences.



Cision's goal is to continue to create an environment that meets the changing needs of our people – a place where we can all be our true, authentic selves and, as a result, leverage the power of our diversity to become a more competitive and profitable company. **Valerie Lopez, VP of Global Diversity, Equity & Inclusion.**



ACCURACY STATEMENT

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

