

# GENDER PAY GAP REPORT 2017

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**CISION**<sup>®</sup>

## INTRODUCTION

Cision is a leading global provider of software and services, serving the complete workflow of today's communication professionals. Offering the industry's most comprehensive PR, IR and social media software, rich analytics, content distribution, and influencer outreach. Cision enables clients to engage audiences, enhance campaigns and strengthen data-driven decision making. Cision solutions include the PR Newswire, Gorkana, PRWeb, Help a Reporter Out (HARO) and iContact brands.

Headquartered in Chicago, Cision serves over 100,000 customers in 170 countries and 40 languages worldwide, and maintains international offices in North America, Europe, Asia, Latin America and Australia.

## AIM OF THIS REPORT

The aim of this report is to communicate our overall UK gender pay gap figures and outline how we intend to address any pay disparity.

This report complies with the 2017 Government Regulations that stipulate companies in England, Scotland and Wales with 250 or more employees 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 Gorkana UK and PR Newswire UK (part of the Cision group), with a snapshot date of 5th April 2017. The data is compiled 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 male/female in hourly rate of pay quartiles (four bands)
- 6) Proportion of male/female in receipt of bonuses, in the 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 is 1st April 2016 to 5th April 2017.

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

## GENDER PAY GAP NUMBERS



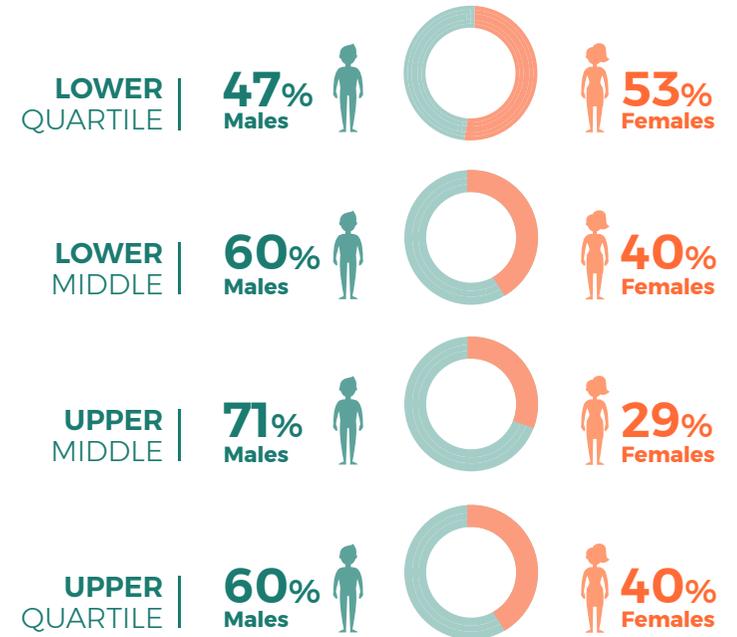
## BONUS PAY



Employers are required to report the proportion of male and female relevant employees who receive a bonus during the 12 month period up to the 5th April 2017. For ease of reference this figure is expressed as a percentage of the total number of all male and female employees respectively.

## QUARTILE PAY BANDS

We outline the number of male and female employees that fall into each of our four equal pay bands (ranging from lowest to highest salary levels).



## WHAT THE FIGURES SAY

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The UK average gender pay gap in 2017 is 18.1%\*. **We are pleased to report that our median figure is 8.2% which is well below this average. Our median figure compares even more favourably to the technology industry average where men earn 25% more than women.** Our mean figure at 23.8% is a little above the average of 17.4%.

There is no gender pay gap for the median bonus payments but the mean bonus gender pay gap is 34.5%.

Our results show that there is room for improvement and we are fully committed to reducing these pay gaps.

\*Office of National Statistics 2017

## EQUAL PAY

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Our analysis tells us that men and woman are paid the same overall when they are doing the same job, at the same level, so **this is not an equal pay issue.**



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

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There are 18% more men than women in the business and there is a higher proportion of men in the Lower Middle, Upper Middle and Upper Quartiles of the pay bands. 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 (especially at a senior management level) attracting higher salaries.

## NEXT STEPS TO CLOSE THE GAP

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The team at Cision are fully committed to improving the gender balance across all the senior levels in our company. This is the key step we need to take in order to eliminate our gender pay gap. We are investing in a range of initiatives to make this a reality.

- We are taking proactive steps to reducing the pay gap through regularly reviewing our HR policies and Learning and Development opportunities to support our female members of staff.
- We will continue to review our recruitment strategy and will analyse our application processes and focus on strategies to increase female representation – especially at senior levels.
- We will continue to ensure that diversity & inclusion training is completed by all hiring managers through our People Leaders Programme, which is a mandatory requirement for all people managers.
- We have recently launched “Empower”, a network which is principally focused on supporting and developing women in leadership and putting in place activities and content that promote equality across the business.
- We have appointed a global Diversity, Equality & Inclusion lead to focus on driving greater equality across the business.

The Cision values mean we are committed to creating a culture where we ensure that everyone enjoys the same opportunities to evolve and progress in their careers. Not only will this make sure we work in a balanced workplace, it will lead to us becoming a more competitive company. Research has proven that businesses with an equal gender split tend to out-perform the competition\*\*. We are working hard to make this a reality.

\*\* Delivering through diversity. McKinsey and Company. January 2018.

## 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**