



# RED BEE MEDIA GENDER PAY GAP

APRIL 2019

WOW. AND NEXT.

# OUR COMMITMENT TO ENSURING QUALITY



- Red Bee Media is part of the Ericsson Group
- At Ericsson we believe that diverse & inclusive teams drive performance and innovation, creating greater business value and we therefore consider and create diversity & inclusion in everything we do.
- We are committed to equal opportunity in employment, development, compensation and all other people actions without discrimination due to race, color, gender or sexual orientation.
- We strive for inclusion where we treasure diversity and build communities of engaged employees. As a key part of this strategy, we focus on supporting, mentoring and developing women to enter our industry. Those already with us, we continually aim to improve the gender mix at all levels of the company, the latest 2019 statistics are shown below:

**Ericsson  
Globally  
2019**

**25%**

Women in Ericsson  
Globally

**32%**

Women in  
Ericsson's Executive  
Leadership Team

**20%**

Women in Line  
Manager Positions

**25%**

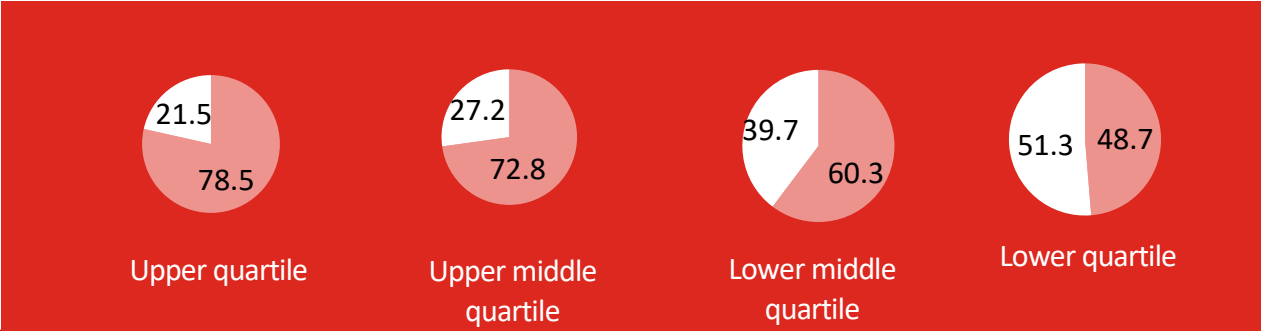
Women on  
Ericsson's Board

# RED BEE MEDIA IN NUMBERS APRIL 2019



- Red Bee Media’s business is to provide high quality media experiences for our audiences.
- This data is relevant to April 2019 where in the UK 35.3% of our employees were female at this time.
- During 2018 to April 2019 we have seen a marginal improvement in our Mean Gender Pay Gap, however, our median is marginally less favourable as shown below.
- Our bonus pay gaps have seen a significant increase of 12.9% for the mean and 26.4% for the median due to the structure of our targets. This has been addressed for 2020.
- Overall, we see a reduction in employees receiving bonuses for both males and females for 2019.

Male  
Female



## 2019 Gender Pay Gap

19.3 %

(19.9%)

Gender pay gap  
mean

20.8%

(20.4%)

Gender pay gap  
median

46%

(33.1%)

Bonus pay  
gap mean

55%

(28.6%)

Bonus pay  
gap median

19.5 %

(22%)

Males  
receiving bonus

10.9%

(11.4%)

Females  
receiving bonus

(2018 Gender Pay Gap shown in brackets)

# COMMITTED TO CLOSING THE PAY GAP



Red Bee Media continues to be wholly committed to increasing its female workforce within the UK and closing the gap in gender pay, particularly focusing on increasing the number of females in medium to senior roles.

We continue to focus on ways in which to attract and retain females in Red Bee Media and developing into more senior roles, with the aim of increasing our female workforce. We are implementing a series of ongoing initiatives such as:

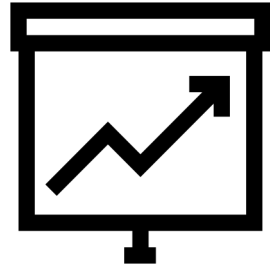
- We have in place an established Global Red Bee Media Diversity & Inclusion Forum where we have representatives by market area and organisation and have established and communicate ongoing tasks and activities
- Relaunched a new mentor programme in 2020, sharing our female mentor and mentee experience of our previous program, with the aim to encourage more females
- The 2020 bonus framework has been amended which we anticipate to improve the bonus GPG
- Sharing our female role model career paths and stories
- Focus continues on having more females in roles from JS6 upwards and leadership roles
- In 2019, an improved 43% of roles accepted in the UK were to female hires
- We closely review gender pay and make adjustments where necessary if any inequity
- We continue to regularly highlight and drive attendance of unconscious bias training
- Learning lunches and all leader meetings to promote the D&I forum and encourage awareness of unconscious bias and the targets we are striving for

Our ambition is to continue to have an improved gender-balanced workforce at all levels in the organisation, continuing to reduce the gender pay gap. We continue to set targets to achieve this over the next three years and beyond



# WORKING FOR THE FUTURE

Red Bee Media's ambition is to have a much better gender-balanced workforce at all levels in our UK organisation. We will continue to set targets to achieve this. Red Bee Media's 2020 gender diversity aim is for 40 percent of all employees to be female.



# 40%

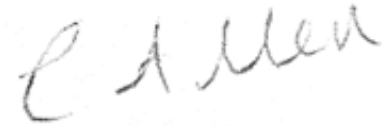
female employees  
globally by end of 2020



Approved by:



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