



RED BEE MEDIA GENDER PAY GAP

APRIL 2021

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, colour, gender, disability 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. We continually aim to improve the gender mix at all levels of the company.

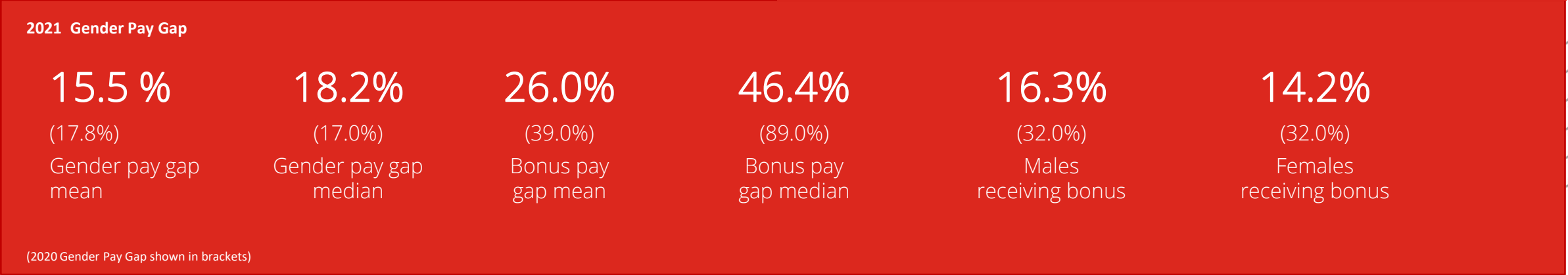
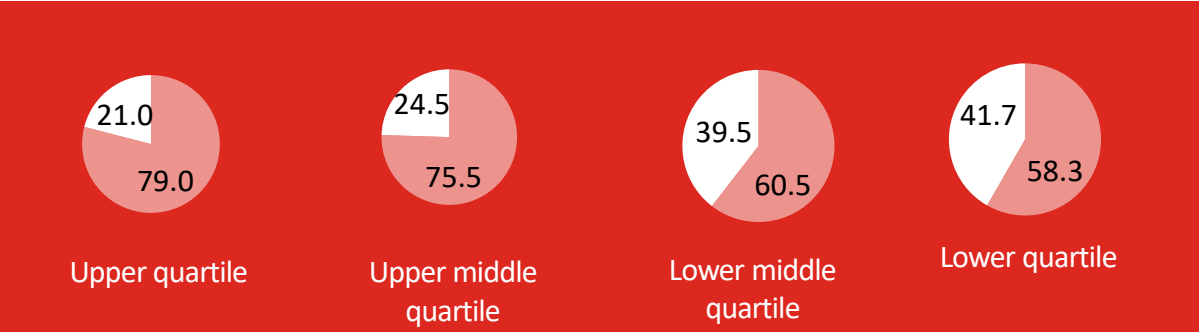


RED BEE MEDIA IN NUMBERS APRIL 2021



- Red Bee Media’s business is to provide high quality media experiences for our customers’ audiences.
- This data is relevant to April 2021 where in the UK 31.9% of our employees were female at this time.
- We continue to see improvements in closing our gender pay gap with a mean gap of 15.5% down from 17.8%. However, our median gap increased to 18.2% from 17%, reflective of a reduction of females in upper pay quartiles.
- The change in our target structure in 2020 has seen the bonus gender gap closing significantly with the mean gap of 26%, down from 39% and the median gap of 46.4%, reducing from 89%.
- The gender pay gap is reflective of the smaller proportion of women within the business and the continued focus required to increase the number of women in medium to senior roles and in Technology based roles.

■ Male
■ Female



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 women in medium to senior roles.

We continue to focus on ways in which to attract and retain women in Red Bee Media and developing into more senior roles, with the aim of increasing the number of women in our 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 communicated ongoing tasks and activities.
- A general focus on increasing diversity within our recruitment processes. For example, ensuring gender neutral language, female representation in recruitment pipelines and advertising vacancies in RISE; an organisation promoting gender diversity in broadcast, focusing on promoting women in technical roles.
- Recruitment of females graduates in Technology business areas.
- Increasing the number of female participants to c.50% on senior leadership training programmes.
- Established an extended Leadership Team increasing female representation from 30% to 37%.
- Ongoing mentor programme.
- We continue to closely review gender pay and make any adjustments where necessary if any inequity.

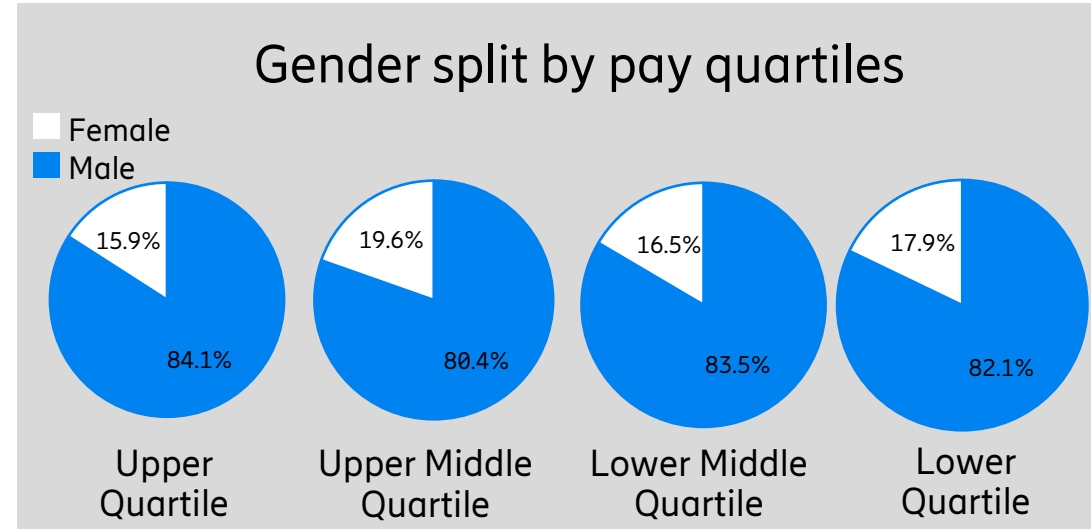
Our ambition is to continue to have an improved gender-balanced workforce at all levels in the organisation, continuing to reduce the gender pay gap. We continue to set targets to achieve this.

Ericsson in numbers to April 2021



Ericsson UK Ltd represents Ericsson's core network business in the UK, during 2020 to April 2021:

- We continue to see improvements in closing our gender pay gap with a mean gap of 0.2% down from 2.7% in 2020. With the median pay gap now in favour of our female employees at -4.0%.
- We have seen an increase in our bonus pay gaps from 2.5% to 5.2%. The median bonus gap also increases to 7.4% from -8.2% in 2020. The percentage of female employees in the upper pay quartile continues to improve increasing by 1.9% in 2020, from an increase of 1.1 in 2019.



2021 Gender Pay Gap

0.2%

(2.7%)

Gender pay gap mean

-4.0%

(1.6%)

Gender pay gap median

5.2%

(2.5%)

Bonus pay gap mean

7.4%

(-8.2%)

Bonus pay gap median

94.2%

(95.6%)

Males receiving bonus

89.6%

(92.9%)

Females receiving bonus

(2020 Gender Pay Gap shown in brackets)

We're committed to close the gap and keep it closed



Ericsson is committed to closing the gap in gender pay in the UK.

We have launched a wide program to address our gaps which has resulted in a strong improvements over the last 3 years.

We are placing a significant focus on attracting and retaining female talent with the aim of increasing our female workforce distribution at all levels in Ericsson UK.

Some of our UK initiatives

Continued focus on hiring women into vacant positions – 43% of hires in 2021 were women

Strong links with schools, colleges, and universities to promote technical and engineering careers

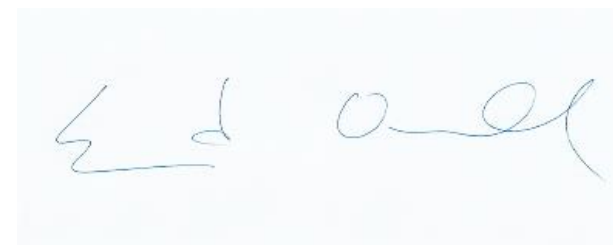
STEAM mentoring programme with college students

Review of policies around Leave – focus on Additional Leave options: antenatal care, IVF treatment, surrogacy, parental support leave and compassionate leave for still births and miscarriages

Approved by:



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