



RED BEE MEDIA GENDER PAY GAP

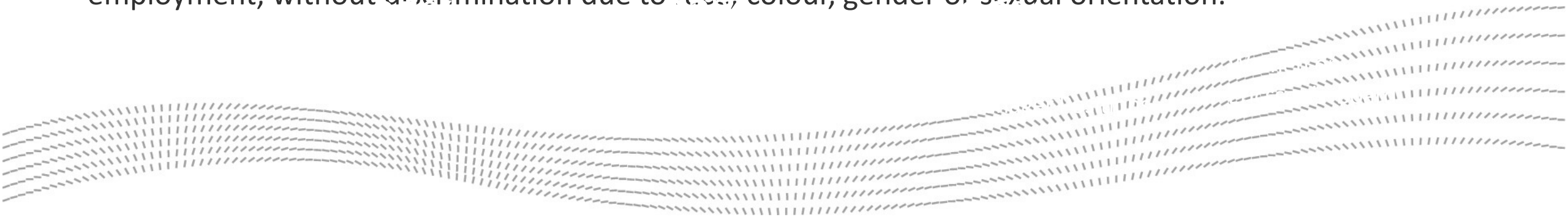
APRIL 2025

WOW. AND NEXT.

OUR COMMITMENT TO ENSURING QUALITY



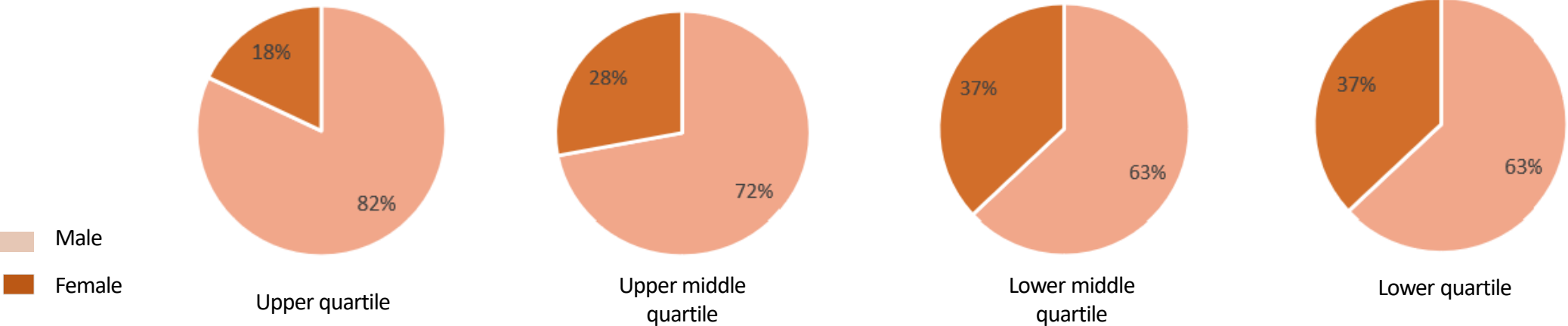
- Red Bee Media is part of the Ericsson Group.
- We believe that diverse and inclusive teams are stronger, more capable and deliver higher levels of performance and innovation, creating greater business value. They also secure higher levels of employee engagement and satisfaction. We therefore consider and target diversity & inclusion in everything we do.
- We strive for inclusion, diversity and to build communities of engaged employees. As a key part of this strategy we focus on supporting, mentoring and developing women. We continually aim to improve the gender mix at all levels of the Company.
- We are committed to equal opportunity in employment, development, compensation in all aspects of employment, without discrimination due to race, colour, gender or sexual orientation.



RED BEE MEDIA IN NUMBERS APRIL 2025



- Red Bee Media’s objective is to be Europe’s leading video services experts.
- This data is relevant to April 2025 where in the UK, **30%** of our employees were female at this time.
- We have seen a slight widening in our mean gender pay gap to **14.8%**, from 13.7% in 2024. However, our median gender pay gap of 13% shows an improvement from **17%** in 2024. Overall, this was driven by females receiving a higher 2025 average bonus than males.
- Our mean bonus gap has closed to **-22%** from 5% in 2024 whilst our median bonus pay gap improved to 13.9% from 24%. This was due to a significantly higher proportion of females receiving a bonus, but at a lower value.



Male
Female

14.8 % (13.7%) Gender pay gap mean	13% (17%) Gender pay gap median	-22% (5%) Bonus pay gap mean	13.9% (24%) Bonus pay gap median	50% (47%) Males receiving bonus	49% (38%) Females receiving bonus
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(2024 Gender Pay Gap shown in brackets)

COMMITTED TO CLOSING THE PAY GAP



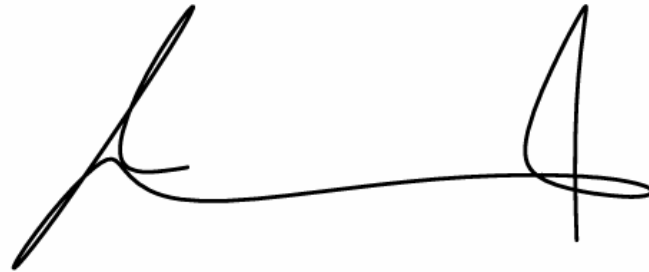
Red Bee Media continues to be committed to increasing its female workforce within the UK and closing the gap in gender pay, particularly focusing on increasing the number of women in medium to senior roles.

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 continuing with ongoing initiatives such as:

- ❑ Refocusing the Global Red Bee Media Diversity & Inclusion Forum, with representatives from across the business and organisation
- ❑ Inclusive recruitment pools with the aim of attracting more women and diverse candidates;
- ❑ A Mentoring Programme with the aim of encouraging female participation;
- ❑ Continuing to increase the proportion of women going through leadership training;
- ❑ Continued sponsorship of RISE, supporting gender diversity across the media technology sector, and encouraging female staff to join the RISE Mentoring scheme; and
- ❑ We continue to closely monitor gender pay for inequity, and make adjustments where necessary.

Our objective is to continue to improve the gender balance in our workforce at all levels in the organisation and continue to address the gender pay gap.

Approved by:

A handwritten signature in black ink, appearing to read 'James Arnold', written on a light gray background.

James Arnold
CEO
Red Bee Media



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