



Brandwatch

UK Gender Pay Gap Report

Brandwatch UK | 2021 - 2022

The background features a large green geometric shape on the right side, composed of several overlapping triangles and quadrilaterals in various shades of green, creating a modern, abstract design.

- **UK Gender Pay Gap Statement & Definitions**

UK Gender Pay Gap

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 05 April 2022, are required to carry out mandatory Gender Pay Gap Reporting.

- The data presented in this report represents the gender pay gap at Runtime Collective Ltd.
- Snapshot date of 5 April 2022 using our HR & payroll records.
- The median represents the middle value within the data set.
- The mean represents the average value within the data set.
- Bonus period for the purposes of the bonus calculations: 06 April 2021 to 05 April 2022.
Represents actual pay received, not target pay.
- Shows the difference between the average pay of all male and female employees - across all jobs and levels.
Does not take into account employees' specific roles or seniority, or how these impact pay.
- This report DOES NOT include pay equity analysis and DOES NOT represent the difference in pay between men and women who do the same job.
- The calculation is based on hourly pay in the snapshot period, in alignment with the UK government requirements. Hourly pay is calculated as a sum of base pay after salary sacrifice, bonus, commission and any allowances, paid in the snapshot period.

Definitions

- **Gender Pay Gap:** This is shown as the percent difference between the average hourly pay of women and men. A positive percentage indicates that men have a higher average compensation than women, while a negative percentage indicates that women have a higher average compensation than men. The target percentage here is 0%, as this would indicate that average hourly pay is equal across genders.
- **Bonus Gap:** This is calculated and measured in the same way as the Gender Pay Gap, but only takes bonus/commission compensation into account.
- **Mean:** Another word for “average.” The mean is calculated by adding all individual hourly compensation, and then dividing that total by the number of individuals. This is a standard measurement, however, it is susceptible to being skewed if there are outliers that fall on the extreme ends (high or low) of the data set.
- **Median:** The median is another way of analyzing large data sets. This is calculated by ordering each individual hourly compensation numerically, and the number that is in the middle is the median. This attempts to show the true middle of a large data set, and is less susceptible to being skewed by outliers, though may be less representative of the entire population.
- **Quartile:** This is calculated by ordering each individual hourly compensation numerically, and splitting the data into four equal quadrants. The 1st quartile represents the lowest end of compensation, while the 4th quartile represents the highest end. This is in reference to Brandwatch’s compensation only, and does not consider outside compensation data.

Gender Identity

Gender identity is often assumed from the sex assigned at birth. However, gender is more complex than 'men' and 'women'. There are many people who don't fit into these binary categories, for example people who are non-binary or intersex. We also recognise that a person's sex or gender does not always align with the sex and or gender they were assigned at birth.

We have to follow the current statutory requirements for gender pay gap reporting, so gender must be reported in a binary way, identifying the pay gap between men and women. As a result, our report doesn't differentiate pay data for colleagues with other gender identities.

The data we've used for the calculation comes from right to work documentation, for all our colleagues, which would normally be either a passport or birth certificate. We acknowledge this might not provide an accurate record for those who don't identify in the way they have been categorised in these documents.

Taken as a whole, the data shows the pay disparities that exist between men and women at Brandwatch. We use the words men and women in this report, while acknowledging this isn't a satisfactory description for some of the colleagues categorised in this way for the purpose of the analysis.

Our 2022 UK Gender Pay Gap Numbers

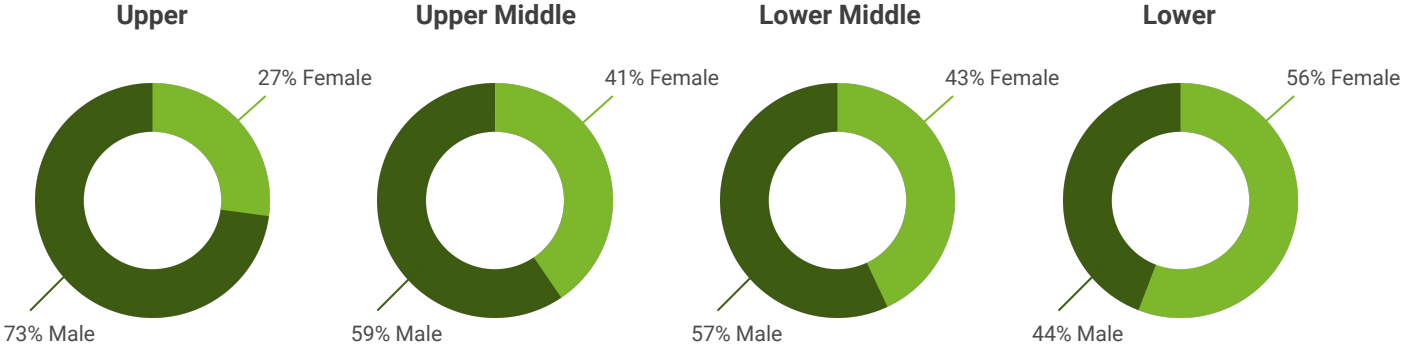
	Median	Mean
Gender Pay Gap	15.9%	15.8%
Gender Bonus Gap	19.4%	28.2%



- Ratio "Female & Male": 42% : 58%
- 47% of women and 47% of men received bonus/commission payments.

Quartiles

● Female ● Male



UK Gender Pay Gap – Year-over-year Changes

	2020		2021		2022		2021 vs 2022
Mean Pay Gap	14.9%		22.3%		15.8%		6.5% ↓
Median Pay Gap	20.2%		18.9%		15.9%		3.0% ↓
Mean Bonus Gap	-7.5%		51.7%		28.2%		23.5% ↓
Median Bonus Gap	-50.5%		31.6%		19.4%		12.2% ↓
Received Bonus	31.8% of Women	22.2% of Men	39% of Women	31% of Men	47% of Women	47% of Men	

What the figures say

The Brandwatch figure for mean gender pay gap for hourly earnings, at the snapshot date 05 April 2022, **is 15.8%, which shows a decrease of the gap by 6.5 percentage points**. This gap is mainly influenced by the ratio of men vs women in the upper quartile, i.e. 73%:27%. The median gender pay gap **improved by 3 percentage points, decreasing from 18.9% to 15.9%**. The gap is predominantly influenced by the same reason, ratio of men vs women in the upper middle and lower middle quartiles.

The median bonus pay gap stands at 19.4% meaning women earn £0.81 for every £1 that men earn when comparing median bonus pay. This gap has **decreased by 12.2 percentage points** comparing to the previous year's result. The mean bonus gap is 28.2% in favour of men, showing **an improvement of 23.5 percentage points** compared to the previous reporting period. The bonus gap is driven by a higher proportion of men occupying executive levels in commission earning roles and a number of share options that were paid out in the relevant reporting period.

In addition, Brandwatch has undergone a couple of mergers and acquisitions during the past years and these changes have had an impact on our gender pay gap. Without these, we wouldn't have expected such YoY swings but rather consistent improvement.

Our perspective

At Brandwatch, we are passionate about building a diverse and inclusive environment for all our employees, customers and partners. We believe that diverse, inclusive teams are essential to innovation and high performance. The creation of diverse and belonging environment is at the heart of our core values and company culture. We act with care.

We believe that when people feel appreciated and included, they can be more creative, innovative and successful. We want every Brandwatcher to feel they have fair compensation and opportunity, and we invest in analysis and transparency to demonstrate that commitment.

During this reporting period (6th April 2021 - 5th April 2022), overall representation of **women** at Brandwatch in the UK **increased by 5 percentage points**. Women represent 42 per cent of Brandwatch UK employees. **52 per cent of our new hires during this reporting period are women**. We have more women in leadership roles, increasing from **34 per cent to 37 per cent**. We have also increased representation of women under 35 among our leadership team, from 0 per cent to 26 per cent since the previous reporting period.

Although we are still on a journey, we are pleased that we are starting to make progress in closing the gender pay gap at our organisation. As we adapt to new ways of working, we remain committed to our efforts and longstanding commitment to ensure we retain, promote and hire more women. You can see more about our commitments on pages 11-15 of this report.

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- **Our commitment**

Our Commitment

Brandwatch is committed to continue reducing the gender pay gap and the gender bonus gap by supporting internal talent mobility by providing flexibility and support during the whole process.

We are working on providing more opportunities for more female employees to develop vertically or horizontally, within or outside of their department.

As part of our efforts, we focus on commissionable and tech roles where the women representation is still lower than the men.



Pay equity & pay parity

Pay equity refers to paying people fairly and consistently without discrimination based on protected categories while considering factors such as education, experience, and tenure. Pay parity requires employers to show there is no pay gap across the workforce between men and women or other minorities.

We remain committed to pay equity, ensuring that individuals who do similar work with comparable experience and performance earn the same. We have implemented a process for gender pay gap analysis for each internal move or new hire. Our People team performs internal and external benchmark analysis for all promotions and supports the leadership team in taking the right decisions related to pay equity.

We know that there is work left to do, and that significant change takes time. We will continue our efforts to improve the representation of women at all levels of the company and hold ourselves accountable for driving progress.

In addition, as part of our Total rewards strategy, we have initiated an internal job leveling exercise to ensure full transparency and fair pay bands structure. Final Job architecture is expected to be launched by Q1 2024.

Hiring

We have redesigned our job descriptions to be more inclusive for women. We care how we present our jobs to encourage women to apply. As per various market researches, among which one from Harvard Business Review, women are more likely to disregard a job opening if they feel they don't match all requirements. We pay high attention on our job descriptions and our aim is to ensure lack of unconscious bias and proper advertisement, so that women feel Brandwatch is the right place to apply and work.

We're building more diverse interview panels and candidate slates to ensure that diversity is reflected at every stage of the hiring process and candidates are being assessed fairly. We are rolling out internal trainings to our hiring managers to ensure unbiased recruitment processes and best practices are in place. This will start in Q2 2023.

We will continue to partner with women focused organisations such as 'Women Hack' to ensure we are reaching a diverse group of applicants.

In addition, the introduction of our Flexible and Remote working policy brings us higher ability to open up roles for more women who may have previously discounted our open roles due to location constraints.

Retention & Leadership

We're holding ourselves accountable for ensuring that Brandwatch is a place where all employees feel empowered and supported to do their best work. This includes improving our performance review process to comprise inclusion behaviours at all levels. We are launching internal trainings to our managers on bias and gender pay gap, and objective reasons for pay disparities, starting in Q2 2023.

In our biggest functions, GTM & R&D, we have a specific focus on promotions of women to a leadership level. Our Leadership team is engaged and committed to support our talent development and to provide opportunities for internal growth.

In addition, we have launched our Flexible & Remote Working policy, which provides much better opportunities for work-life balance for our employees and for us, as a company, to hire and retain our valuable employees.

As per [the report, launched by "Women in The Workplace"](#), in 2022, only 1 in 10 women want to work mostly on-site, and many women point to remote and hybrid work options as one of their top reasons for joining or staying with an organization. We have an eye for the market trends and drivers, and we are pleased that our Flexible & Remote Working Policy has been of great value for all our employees.

Wellness and ESG strategy.

Support, retain and provide growth opportunities for women

We launched several wellness initiatives to ensure better work-life balance along with mental health support:

- Wellness days - global company shut down
- Company paid premium subscription to a mental health app
- Employee assistance program - available for everybody at any time
- Volunteer days off & company donation matching programs
- Company paid enhanced maternity policy with fully paid “Keep in touch” days.

We will continue adding more initiatives to enhance our Wellness and ESG strategy.

This is just the beginning.



Nabilah Irshad

Chief People & Legal Officer

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At Brandwatch we are committed to creating a diverse and inclusive environment. Our 2022 Gender Pay Gap Report proves that our strategy is working, and we are taking on the right initiatives and programs to ensure pay equity, narrowing the gap in our organization, offering a steady work-life balance for our employees.

We recognize that we still have work to do to improve the women representation, especially in the leadership level as well as in our sales org. We will continue to focus on our commitment and will continue working on encouraging more women to take on more management and executive roles.

I confirm the gender pay gap data contained in this report is accurate and has been produced in accordance with the regulations.

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