

# Gender Pay Gap Report and Statutory Declaration

3 April 2024

We are pleased to present our latest UK Gender Pay Gap report, showcasing considerable advancements in addressing gender pay disparities within our organisation.

## Our Progress in Closing the Gender Pay Gap

We are now three years on from a comprehensive overhaul of our compensation policies and practices, which we continue to refine, and investment in specialist tools and technology. This has involved establishing proactive annual Pay Equity Audits, which ensure our steadfast commitment to fair compensation across our global workforce and ensure that we are upholding our commitment to equity in practice. The results we are reporting today reflect significant progress and demonstrate that these efforts are translating into positive outcomes.

## Outperforming Technology sector average

Tribal occupy a sector which saw the highest year on year decrease in the gender pay gap. Tribal reflect this trend, but we are significantly 'outperforming' peers in our sector. In the current reporting period, both our mean and median pay gaps reduced well above the 1.9% sector average decrease. Our mean pay gap for 2024 is 8.8%, reflecting a **3.1% decrease from 2023** and our 2024 median pay gap is 14.7%, which represents a **decrease of 4.9%** from last year. This progress underscores our concerted efforts to address gender imbalances in our compensation practices.

## Long term commitment to diversity

At Tribal, like most UK companies, we know our gender pay gap is primarily because there are fewer females in higher paid roles. Tribal's female representation in the upper quartile of 32.5% has improved from 30.1% last year (industry average: 23.5%) and we are making progress in ensuring our net hiring rate of female talent, at all levels of the organisation is increasing. Increasing diversity is a long-term commitment, but one that is good for society and good for business. Previously, we announced a number of progressive actions to enhance our attraction and retention strategies to ensure that we are positively enabling the career progression of females in the workforce, this included a significant enhancement to paid parental leave. We continue to take proactive steps to create an

## Statutory Declaration

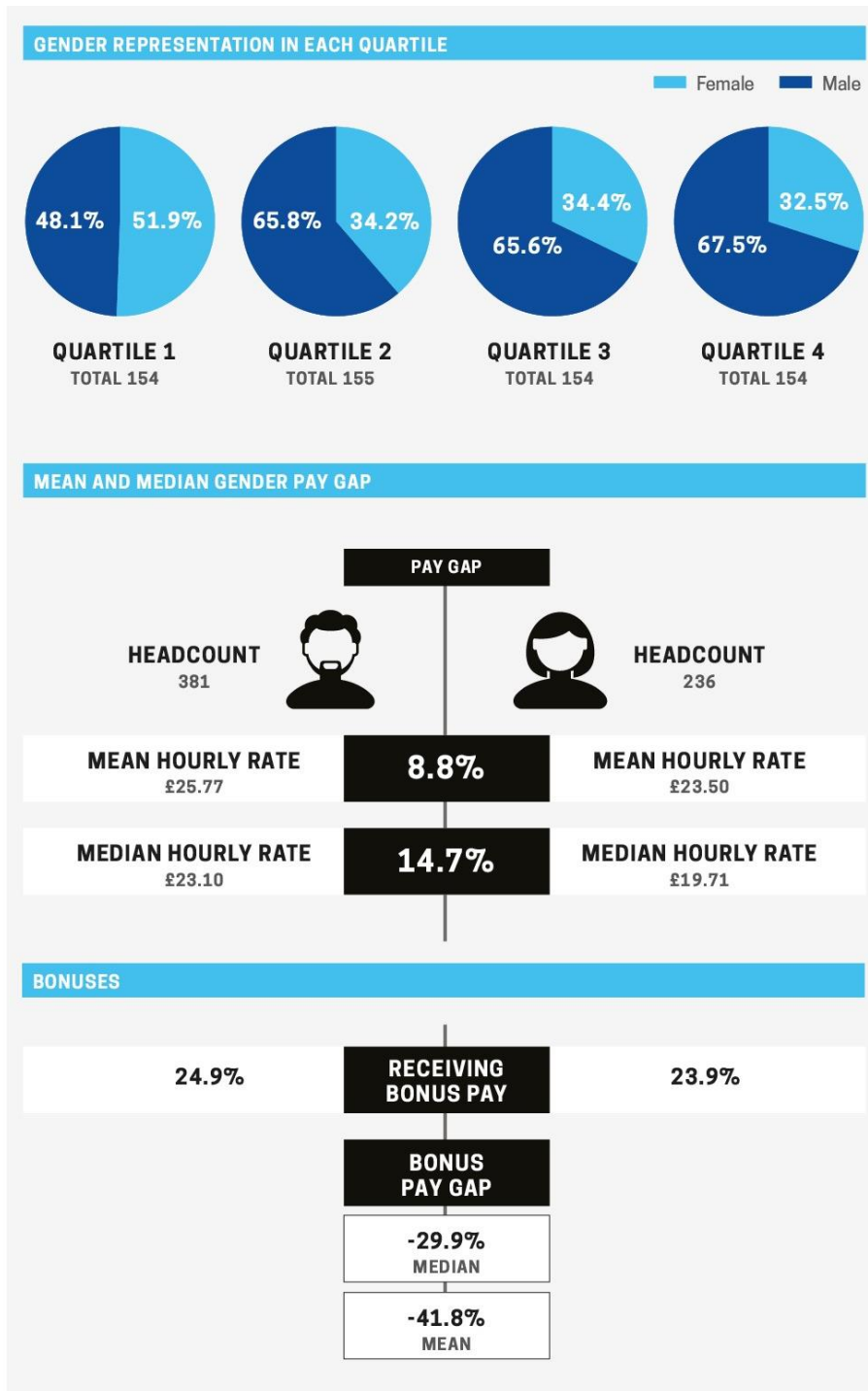
We confirm that the data presented in the infographic below is accurate and meet the requirements of the UK Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.



**Chloe Payne**  
People & Transformation Director



**Mark Pickett**  
CEO



- Notes: All data reported up to 5 April 2023. Bonus data is volatile due to phasing of payments due to scheme structure, mean is the most reliable constant comparison.
- Our Gender Pay Gap analysis adheres to UK legislation, which measures the difference between the average pay of men and women (excluding overtime) across an organisation, irrespective of the type of work they do. This is not the same as an equal pay comparison, which directly compares individuals performing the same role, or different work of equal or comparable value.