Gender Pay Gap Statement – April 2025

At CCS Media, our focus is on ensuring transparency and equality throughout the organisation. This year, the median gender pay gap is 24.8%, demonstrating our ongoing dedication to creating a fair and inclusive workplace. The Gender Pay Gap Report presents our findings for April 2025, compares them with results from April 2024, and describes the steps we are taking to further encourage progress. We see this outcome as a positive reflection of our initiatives, and we remain committed to advancing these efforts in the future.

Workforce Profile and Pay Quartiles

Our workforce distribution continues to show differences in representation across pay quartiles.

Pay Quartile	Women	Men
Upper Quartile	29%	71%
Upper Middle Quartile	30%	70%
Lower Middle Quartile	32%	68%
Lower Quartile	51%	49%

Women remain underrepresented in the upper and upper middle quartiles, while being more strongly represented in the lower quartile. This structural distribution continues to be a key factor influencing our gender pay gap results.

Gender Pay Gap – 2024 vs 2025 (Hourly Pay)

Measure	April 2025	April 2024
Mean hourly pay gap	-1.0%	20.4%
Median hourly pay gap	24.8%	34.0%

In April 2025, CCS Media saw a significant improvement in the mean gender pay gap, which moved from 20.4% in 2024 to -1.0%. This indicates that, on average, women earned slightly more per hour than men during the snapshot period.

The median gender pay gap has also reduced, falling by 9.2 percentage points to 24.8%. While this remains in favour of men, the year-on-year reduction represents positive progress.

The difference between the mean and median results reflects the continued impact of workforce composition, particularly the concentration of men in higher paid roles.

Bonus Pay and Participation

Bonus Payments

Measure	April 2025	April 2024
Mean bonus gap	-2.33%	8.72%
Median bonus gap	-2.3%	14.6%

Both the mean and median bonus pay gaps improved in 2025, moving in favour of women. This reflects improved parity in bonus values for employees who received a bonus.

Bonus Participation

Measure	April 2025	April 2024
Men receiving a bonus	77.0%	80.1%
Women receiving a bonus	53.9%	59.4%
Participation gap	30.0%	25.9%

While bonus pay values have improved, the likelihood of receiving a bonus continues to favour men, and the participation gap widened in 2025. This reflects differences in role eligibility, seniority, and the continued underrepresentation of women in bonus eligible roles.

Summary and Outlook

Our 2025 results show clear progress in reducing both mean pay and bonus gaps, alongside a notable reduction in the median hourly pay gap compared to 2024.
However, the data also highlights that:

- Women remain underrepresented in higher paid and bonus eligible roles
- Workforce structure continues to drive the median gender pay gap
- Bonus participation remains an area requiring further focus

Our Commitment

We remain committed to addressing these challenges by:

- Maintaining transparent and consistent pay structures
- Strengthening career development and progression pathways
- Reviewing role architecture and succession planning
- Monitoring pay outcomes and workforce composition annually

Our existing tools, governance frameworks, and leadership oversight will continue to support our efforts to reduce disparities and promote pay equity across CCS Media.

Richard Vimpany
Chief Financial Officer
CCS Media