



CPM



GENDER PAY GAP REPORT

2023

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GOOD
PASTA
GOOD
TIMES

INTRODUCTION

At CPM we are committed to promoting gender diversity and equality in our workforce and to ensure that all employees are paid fairly and equitably for their work. As part of this commitment, CPM Ireland conducts an annual Gender Pay Gap analysis to measure and monitor its performance, identify areas for improvement and implement actions & initiatives to address any gaps and challenges. This is CPM Ireland's second year of publishing its Gender Pay Gap report and we are proud to announce another positive set of findings for 2022/2023.

This year's report shows that CPM Ireland has achieved a negative pay gap of -13%, meaning that female employees are paid a more favourable hourly rate on average and maintained a gender-balanced leadership team with 50% of our Executive Leadership and 43% of senior managers are female. While this is a positive position to find ourselves in, we still face an ongoing challenge with our overall Gender split as the report also identifies that Male employees outnumber Female employees 6:1 - a challenge that offers us a number

of opportunities for improving the gender diversity and equality within the company. The team at CPM Ireland are proud of our achievements in reducing the gender pay gap and maintaining a gender-balanced leadership team. However, the company recognises there is still room for improvement and ongoing challenges to ensure the gender diversity and equality across our workforce. CPM is committed to addressing these challenges on an ongoing basis and implementing initiatives to create a more diverse, inclusive and equal workplace for all our employees.

We will continue in 2024 with a further expansion of our diversity activities as well as the development of a new employee insights function to inform the business of our diversity and equality journey.

Mark O'Connor

Head of HR at CPM Ireland



GENDER SPLIT BY ROLE

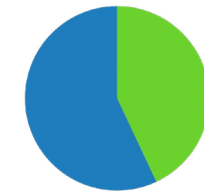
EXECUTIVE



50%

50%

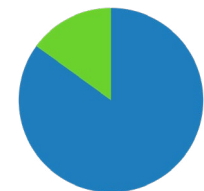
SENIOR MANAGEMENT



57%

43%

TEAM



85%

15%

WHAT IS THE GENDER PAY GAP?

The Gender Pay Gap is the difference between the average hourly earnings of men and women across an organisation or the labour market. It is expressed as a percentage of men's earnings. A positive pay gap indicates that men earn more than women, while a negative pay gap indicates that women earn more than men. The Gender Pay Gap is influenced by various factors, such as the representation of women and men in different roles, sectors,

and levels of seniority, as well as the impact of sectoral norms and retention levels.

CPM Ireland is committed to promoting gender diversity and equality in our workforce and to ensure that all employees are paid fairly and equitably for their work.

Some of the steps taken to close the gender gap:

RECRUITMENT

In late 2022 CPM undertook a review of our recruitment activities with a view to introducing a more gender balanced workforce while maintaining the strengths that existed within our business. As part of this review we engaged a consultancy firm specialising in Diversity and EW Group to assess our recruitment practices and support us in delivering companywide bias training - including a bespoke manager recruitment training course.

As a result, all managers were retrained on interview and recruitment skills to ensure consistency in interview activities. We also developed important relationships with agencies including Open-Door Initiative, Intreo and Business in the Community to develop our access to candidates from diverse backgrounds.

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- ✓ GREAT BENEFITS
- ✓ FLEXIBLE WORK

SCAN HERE FOR MORE DETAILS

CPM
DIAGEO

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In 2022 and 2023, CPM also launched a range of new programs to support our commitment of ensuring a more diverse workforce. The introduction of Employee Resource Groups has ensured that employees have another way to express their true selves with new policies designed to ensure employees have additional supports at a time in their life when they need them i.e. Menopause or IVF.

In addition, we continue to expand our Mental Health support programs via our Mental Health First Responder initiative and new relationship with VHI to support our Employee Assistance Program.

BENEFITS STATEMENT

In 2023 CPM redesigned a benefits structure offering a range of flexible and family-friendly options, to support the work-life balance and wellbeing of our employees, with an emphasis on women.

We introduced paid maternity, paternity and adoption leave as well as enhanced annual leave for colleagues undergoing IVF treatment. Furthermore, to ensure our remuneration packages are fair and gender neutral, our core pay structures use metrics to assess and recognise

capability to reward performance within our teams. This allows us to pay employees based on how well they perform and not based on gender identity.

We use objective and transparent criteria to evaluate and reward our employees' skills, abilities, and achievements. We believe that this approach promotes equality and diversity in our workplace.

CPM FEMALE LEADS



Maria Conway
Financial Director

Maria has over 20 years' experience in Finance and has been with CPM since 2004. She is responsible for the Client Commercial, Compliance, Audit and Financial reporting functions within CPM Ireland. Maria also manages the relationship with our Shared Service teams, located in the UK and India. In addition, Maria leads the Procurement function for CPM Ireland.



Donna Leonard
Marketing Manager

Donna has over 25 years' experience in marketing, sales and commercial roles across agency, B2B and client sides of the business. She joined CPM in 2022 and is highly adept at cultivating collaborative environments with key stakeholders and colleagues to enhance efficiencies and deliver on key objectives. She is dedicated to cultivating the CPM brand to clients, businesses and all target parties.



Marie Wolloughby
Client Service Manager

With 24 years' experience in Sales management, Marie is responsible for all aspects of contract delivery, from strategy to execution. Marie believes trust to be at the heart of great Client Service Management and combines this with an ethos of quality and continuous improvement to drive performance excellence, exemplary customer experience and client satisfaction.



Monika Florczyk
Learning & Development Manager

Monika is a learning and development professional with over 20 years' experience. Joining CPM in 2022 she has a proven track record of creating innovative learning solutions that drive business results and improve employee performance. She is passionate about helping individuals and organisations reach their full potential through continuous learning and development. She is currently finalising her master's degree in Learning & Development.

MEAN & MEDIAN GENDER PAY GAP EXPLAINED

The mean gender pay gap is the difference in average hourly rates of pay that male and female employees receive. This gives an overall indication of the gender pay gap by taking all hourly rates of pay and dividing by the total number of people in scope. At CPM our mean gender pay gap is -13%, this means overall female employees are paid at a rate more favourable than male employees.

The median gender pay gap shows the difference in the midpoints of the ranges of hourly rates of pay for men and women by ordering individual rates of pay from lowest to highest and comparing the middle value. The median gender pay gap for CPM in 2022/2023 was 7%.

As our hourly paid employees are in receipt of a fixed rate of pay, there is no Mean or Median pay gap for hourly paid employees.



-13%

Female positive pay gap



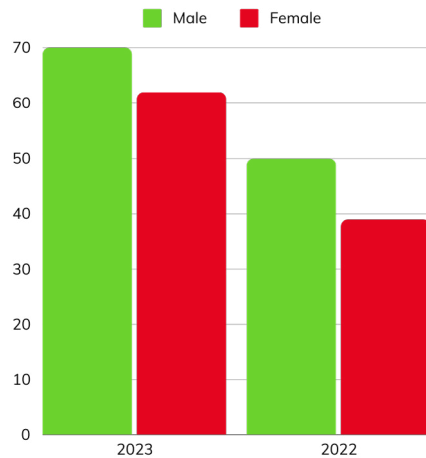
7%

Median pay gap



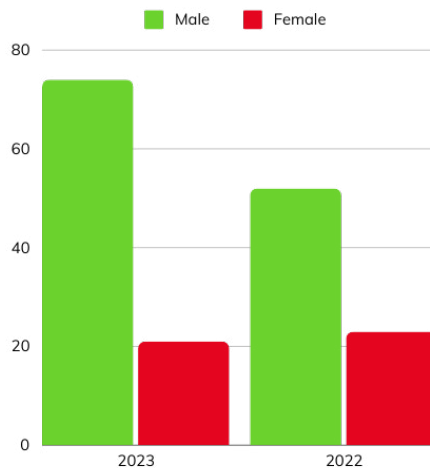
Equal
Hourly pay

BONUS



	Male	Female
2023	70%	62%
2022	50%	39%

BIK



	Male	Female
2023	74%	21%
2022	52%	23%

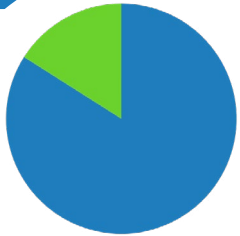
BONUS & BENEFIT IN KIND

The bonus eligibility gap shows the proportion of individuals receiving bonus entitlements by gender. In 2023 this increased significantly for female employees, up to 62% this year in comparison to 39% in 2022. This is in comparison to 70% of male employee for the same period.

The mean gap for this group is -61% in favour of female employees. This is a striking figure, but it is important to consider the overall number of individuals involved with male employees outnumbering female employees 6:1 as well as the proportion of female employees in Senior Management positions.

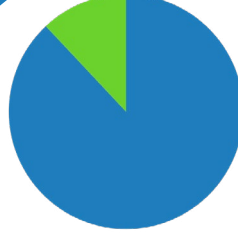
The BIK eligibility report shows the breakdown of the employees in receipt of BIK. This figure is relatively static in comparison to last year and reflects the high proportion of male employees in CPMs field teams that receive company vehicles, field allowances etc.

Q1



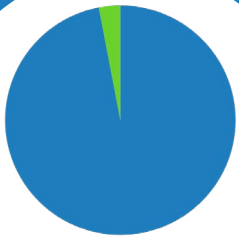
84% 16%

Q2



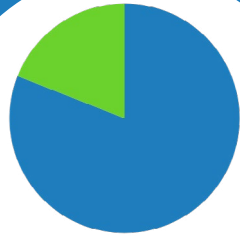
88% 12%

Q3



97% 3%

Q4



81% 19%

GENDER SPLIT & QUARTILE

Successful retention practices and the resulting long service of our largest teams mean that our gender split is not at the level that we would like to see, and while this is something we recognise as a positive challenge it does have a significant impact on how gender balance is represented in CPM. In the reporting period Male employees outnumber Female employees 6:1.

As part of the reporting requirements, we also report on the pay quartiles which show the proportion of male and female employees in each quartile of the business. It ranks the hourly pay of both genders from Quartile 1, which has the lowest pay, to Quartile 4, which has the highest pay.



LOOKING FORWARD

In 2023 CPM established a new Diversity initiative that will continue to look for alternative ways of working that will support our team and move us forward on our journey to create a gender balanced and diverse workforce.

In 2024 we will keep supporting our employees and help amplify their voice in our organisation. In 2024, we are launching Employee Representation Groups in support of this. These are groups of employees who share common interests or needs, such as Female Employees, international colleagues, people who identify as LGBTQ+, and our neurodivergent team members. CPM will listen to their feedback and suggestions on how to improve our work environment and culture.

We will also be introducing new supports for victims of Domestic Abuse, and introducing our new Engagement Forum, 1 People, to ensure that every employee can provide feedback on how we performing and ensure that we are living our DNA of 'We Care, We're Curious & We Achieve Together'.

