



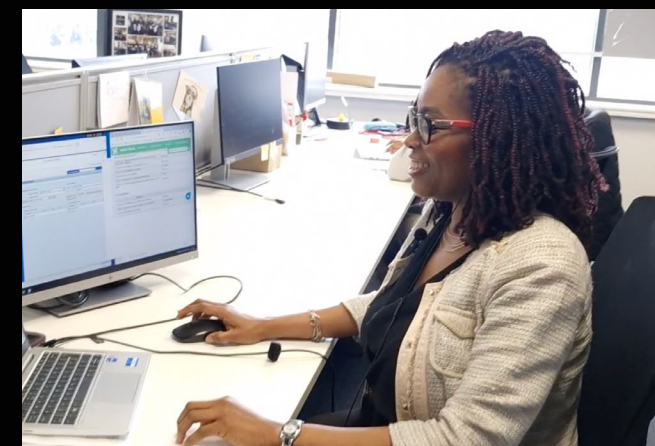
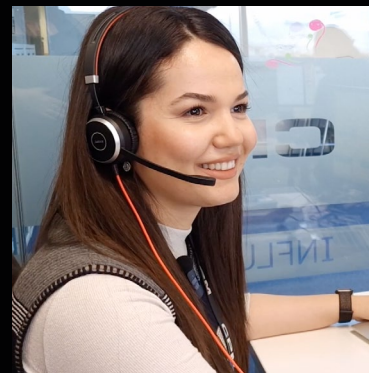
2024

GENDER PAY GAP REPORT



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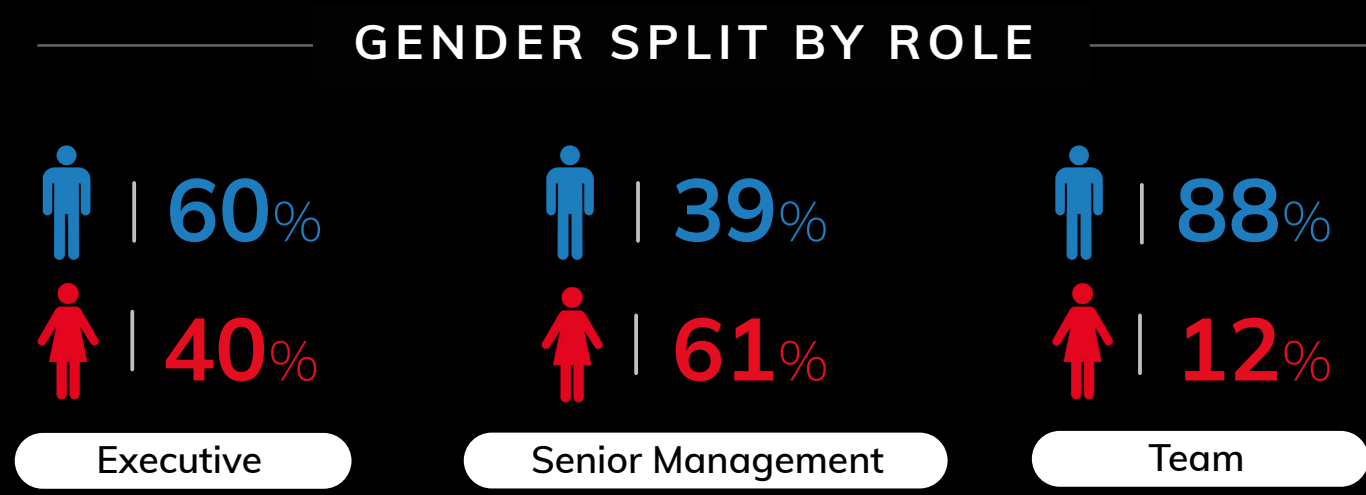


Introduction

At CPM we are dedicated to achieving gender equality in our workforce and ensuring that all employees receive fair and equitable compensation for their work. To uphold this commitment, CPM conducts an annual Gender Pay Gap analysis to assess our performance, pinpoint areas for improvement, and implement targeted actions and initiatives to address any disparities. This year marks CPM third publication of our Gender Pay Gap report, and we are proud to share another set of positive findings for 2023/2024

This year's report shows that CPM has achieved a negative pay gap of -2%, meaning that female employees are paid a more favourable hourly rate on average. This number decreased from -13% last year. Our Executive Leadership team currently has a 60/40 split regarding gender balance. Senior Management has 61% female representation. This number increased by 18% vs last year. While working proactively to ensure we maintain the balance, we have to take into consideration a number of Male employees outnumbering Female employees 6:1.

As part of the strategy, we are focusing on recruitment initiatives, learning experiences within the business and building psychological safety between our employees. This is an ongoing journey and CPM is committed to focusing on it in 2025.



DEI

CPM puts people at the centre of everything we do. Our company DNA is we are 'people people' and this is supported by our core values of:

- We Care,
- We Are Curious,
- We Achieve Together.

CPM is committed to promoting equality, accommodating diversity and ensuring that all employees feel included and valued by providing a workplace that is diverse, inclusive and safe.

What is Diversity at CPM?

At CPM we view Diversity as the details about ourselves that make us unique. The goal of CPM's Diversity, Equality and Inclusion policy is to ensure that every member of our team has the same experience in development, career opportunities and the working environment.

Why is Diversity & Inclusion Important?

As an organisation, we will only be successful if every member of our team has the same opportunity to come to work and share the same experience as their colleagues and peers.

Providing an inclusive work environment allows all of our team members to fully realise their potential and utilise their skills, which in turn gives CPM a competitive advantage – our people.

Overall we want to ensure that every employee in CPM Ireland has the same sense of 'belonging' and is encouraged to progress and develop their career with us.

Our Commitment

1. To lead by example
2. To make merit-based decisions.
3. Our Recruitment and Development opportunities are guided by policies that put merit and equity at the forefront.
4. To create a diverse workplace that is representative of the national diaspora and ensures Equality and Respect are at the forefront of decisions CPM will ensure all individuals are treated fairly and equally on all grounds but with particular reference to Race, Gender, Disability, Religion, Age, Family Status, Civil Status, Sexual Orientation and Membership of The Travelling Community.

In 2023/2024 we continue our journey with Employee Resource Groups. We have a very successful Women's Network that holds coffee catch-ups, sports activities and various subject presentations/ talks. Neurodiversity Group recently appointed their champion and is growing its allies.

In addition to having the Employee Assistance Programme for several years now we invested in building awareness about the benefits of the programme. VHI representatives presented at our annual roadshow venues to create an understanding of the programme and navigate the platform.



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. Introduced in Ireland in 2022. 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 is committed to promoting gender diversity and equality in our workforce and ensuring that all employees are paid fairly and equitably for their work.



Closing the Gender Gap

RECRUITMENT

We are continuing to ensure our recruitment practices are in line with our gender balance strategy. A team of highly skilled recruiters are working closely with the hiring managers to ensure they are fully trained in interview skills with an open mindset. Each individual is going through the exact same process while applying for the role. Managers and recruiters are consistently reviewing the hiring results. The team also uses a gender bias decoder to ensure ads are written accordingly for both male and female employees.

LEARNING & DEVELOPMENT

At CPM, we believe that fostering a culture of continuous learning and development is essential to closing the gender pay gap. Our commitment to gender equality is reflected in our core values, which prioritize fairness, inclusivity, and empowerment. We provide equal opportunities for professional growth and skill enhancement to all employees, ensuring that everyone has access to the resources and support needed to advance their careers. By investing in comprehensive training programs and leadership development initiatives, we aim to create a balanced and equitable workplace.

BENEFIT STATEMENT

At CPM, we recognize that addressing the gender pay gap is not only about fair compensation but also about providing comprehensive benefits that support all employees equally. Our benefits package is designed to promote work-life balance, health and well-being, ensuring that everyone has the resources they need to succeed both professionally and personally. We offer flexible working arrangements, parental leave, and wellness programs that cater to the diverse needs of our workforce. By fostering an inclusive environment and offering equitable benefits, we aim to empower all employees to achieve their full potential and contribute to our shared success.



Female Leads

Niamh Coffey

Client Service Manager

Niamh is an experienced leader with over 20 years in retail, grocery, and telecommunications. She is known for her passion and commitment to excellence and excels in building and growing high-performance teams that deliver results. A strong advocate for agility and customer-centric strategies, she has earned multiple accolades, including a Chairman’s Award, Retail Excellence awards and CCMA award for her contributions to business growth and customer satisfaction.



Annamarie Hogan

Client Service Manager

Annamarie has over 20 years’ experience in retail management working for Dunnes Stores, Centra, Lidl, and Smyths Toys. She joined CPM in 2023 - following a year abroad travelling across America - as Client Service Manager for a number of our FMCG clients. She has a real passion for retail and utilises her in depth knowledge to help clients bring their brands to life in-store while guiding her field team behind the scenes to deliver top class execution, creating the perfect store.



Orla Duff

Operations Manager

Orla is the Operations Manager for one of our largest accounts which she has worked on for 25 years and has been with CPM for 5 years. During that time she has managed and implemented a lot of change to the ways of working with technology now playing a vital role in gathering and recording data on a daily basis for my client. Orla’s role covers a diverse range of responsibilities from client liaison and data reporting to facilitating the field with any IT or systems issues.



Anne Kelly

New Business Manager

Anne has been with CPM for over 4 years now as our New Business Manager. Previously she worked for one of Ireland’s leading telecommunications companies for 18 years with responsibility for all corporate accounts. Anne has a proven track record in advancing revenue and growing sales. She brings her passion for people, sales and technology together to drive sales and innovation.

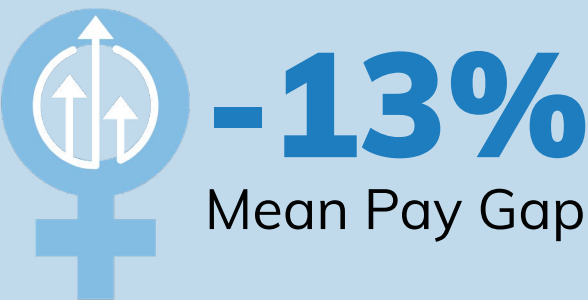


Mean & Median Gender Pay Gap Explained

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.

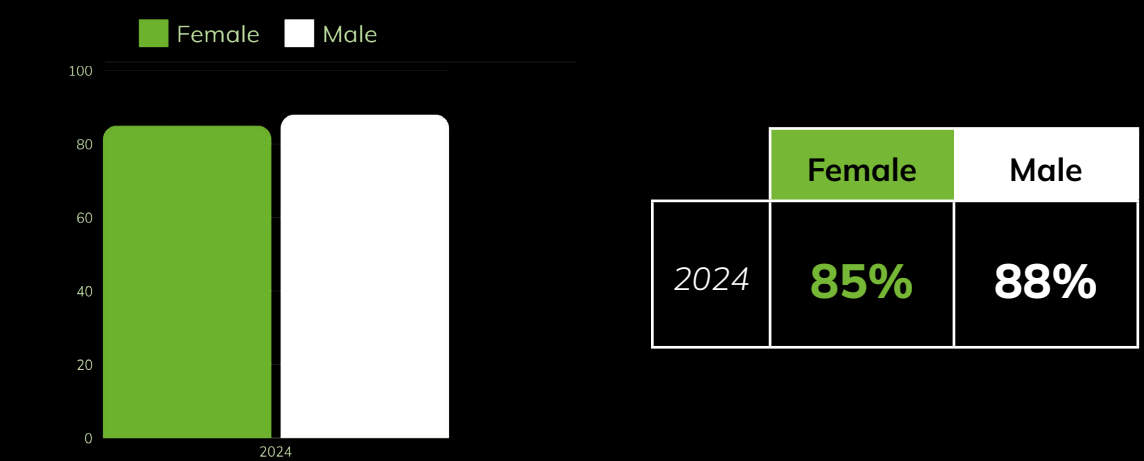
The median gender pay gap shows the difference in the midpoints of the ranges of hourly rates of pay for men and women by ordering individual rates of pay from lowest to highest and comparing the middle value. The median gender pay gap for CPM in 2023/2024 was 8%.

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.



Bonus & Benefit in Kind

The bonus eligibility gap shows the proportion of individuals receiving bonus entitlements by gender. In 2024 this increased significantly for female employees, up from 62% in 2023 to 85% in 2024. This compares to 88% of male employee in 2024.



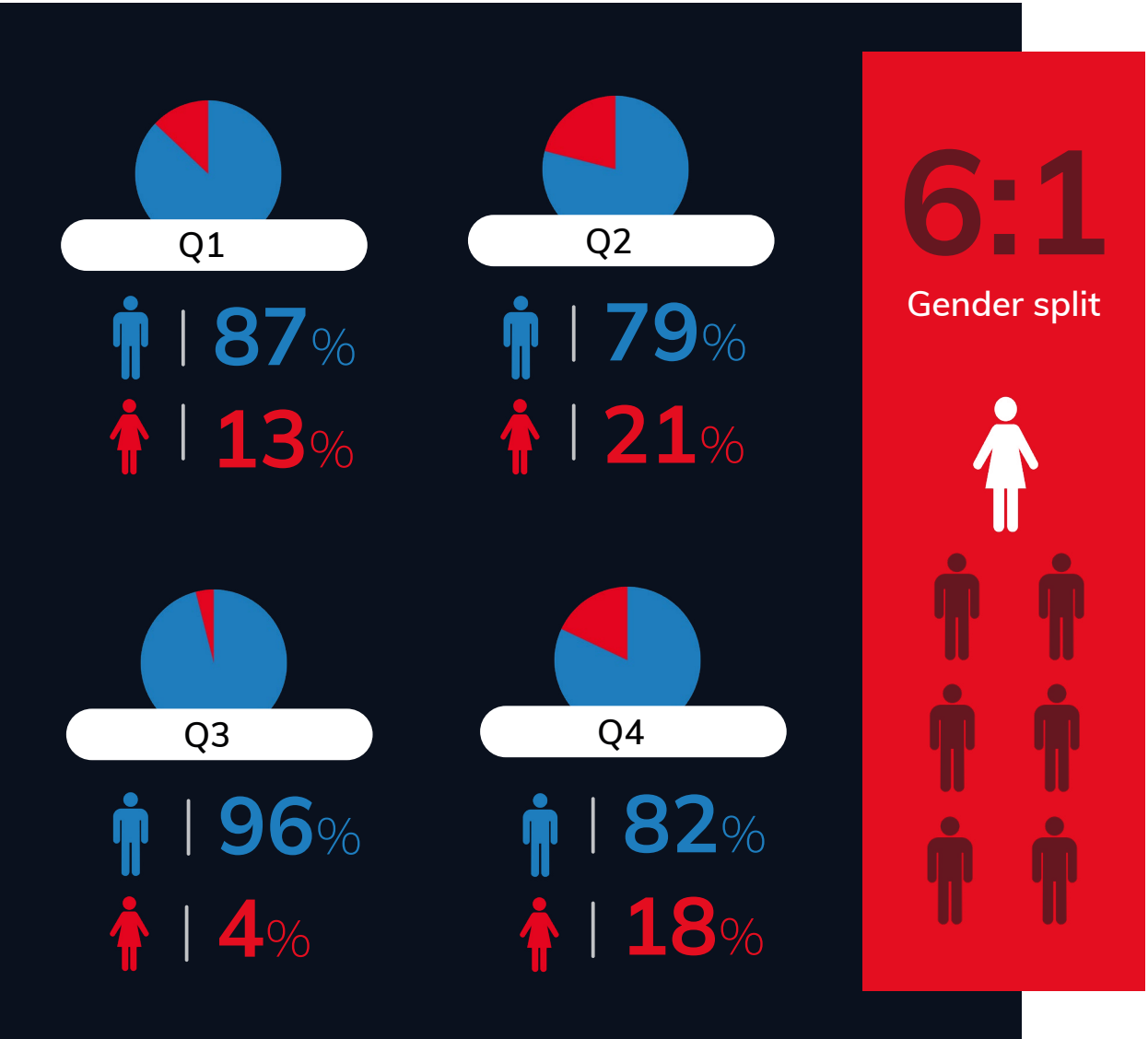
The BIK eligibility report shows the breakdown of the employees in receipt of BIK. This figure is relatively static in comparison to last year and reflects the high proportion of male employees in CPMs field teams that receive company vehicles, field allowances etc.



Gender Split & Quartile

Successful retention practices and the resulting long service of our largest teams results in a gender split that 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 2025 we plan to focus on listening to our CPM employees to review our current strategies and adapt news once when needed.

Employee Wellbeing

CPM implemented several DEI policies in the last 12 months. This initiative demonstrates our commitment and forward thinking with our employee's wellbeing in mind. HR Policies are communicated via a weekly newsletter and an internal online platform. The Human Resources Team is now part of the global projects where DEI and well-being are being discussed. Employees are using the 1People platform where monthly reviews are scheduled and honest conversations are happening, not only about performance but also about how we are representing CPM DNA "We Are Curious", "We Care" and "We Achieve Together".

Retention

The 1People platform is also helping our retention rates. Employee's overall feedback is they feel listened to and they are having conversations about how they feel not only about their measurable KPI's. Those conversations were happening in the past but the platform allowed them to be more efficient and consistent.

Digital Transformation

Part of our growth is to look at data available to us to include it in the Gender pay Gap strategy. The Human Resources Team in the last few months worked on efficiency improvement, to use our internal systems supporting all employees to move from manual processes to digital. This includes our recruitment, human resources & training insights.

We Care



We Are Curious



We Achieve Together



CPM

