



RED BEE MEDIA GENDER PAY GAP

April 2018



MARCH 2019

ENSURING EQUALITY



Red Bee Media is part of the Ericsson Group.

At Ericsson, we work proactively to improve diversity and inclusion.

Our goal is to encourage a gender-intelligent organization which recognizes and values the differences that both men and women bring to the business.

Over the past few years, Ericsson has made steady progress in increasing the number of women at senior-level positions.

Ericsson in 2018

31% 27% 48%

Women in Ericsson's Executive Leadership Team

Women in top 200 most senior positions

Women on Ericsson's Board (up from 27% in 2012)

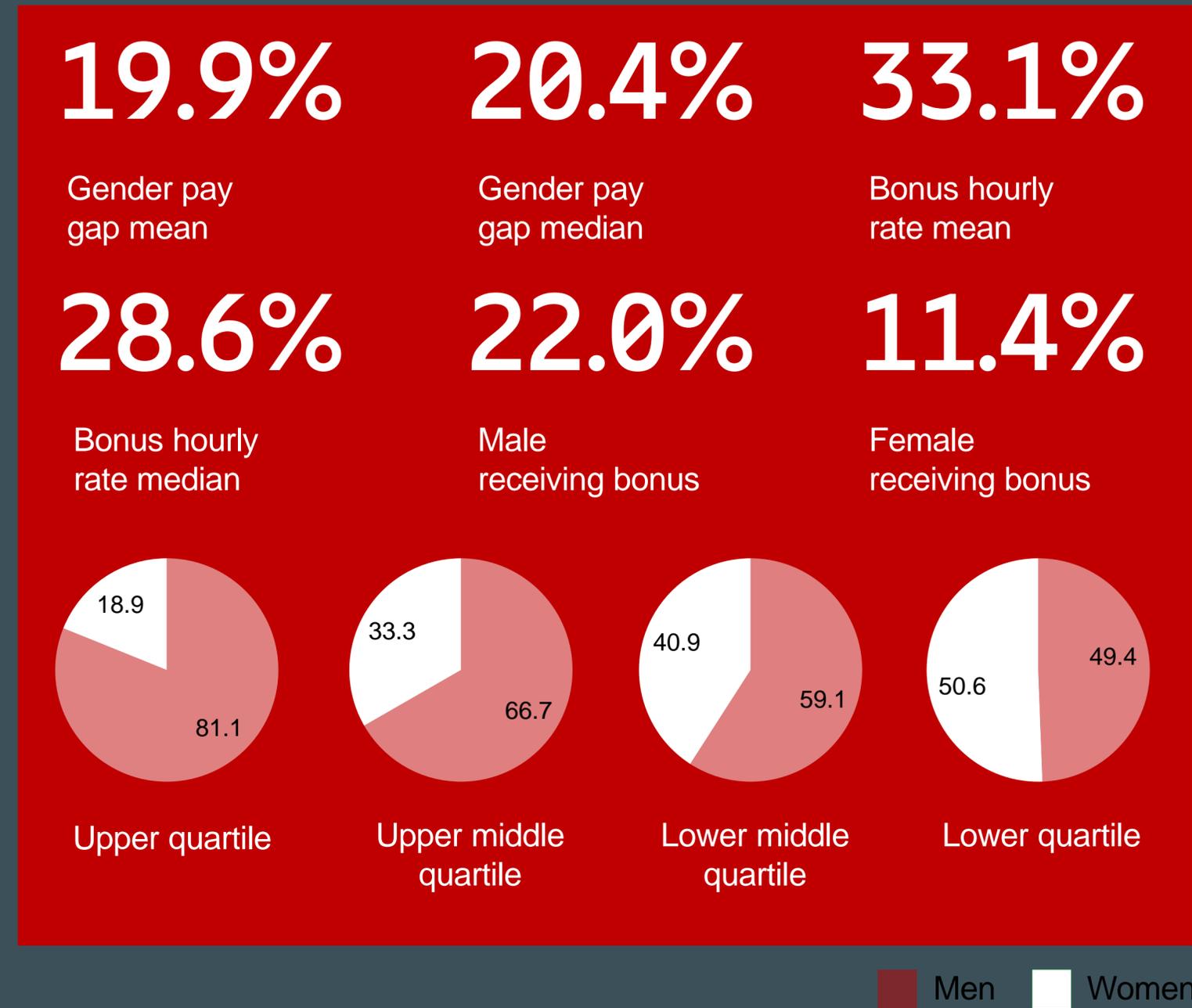
We welcome the introduction of [new legislation by the UK Government](#) that requires all companies in the UK with 250 or more employees to publish their gender pay gap data.

RED BEE MEDIA IN NUMBERS



Going Forward

- Red Bee Media's business is to provide high quality media experiences for our audiences
- This data is relevant to April 2018 in the UK. **35.9%** of our employees were female at this time
- April 2018; Red Bee Media's Gender Pay Gap mean in the UK was **19.9%** and the Median was **20.4%**
- This is an improvement from April 2017 although we recognise there is still more work to be done to improve the gap and Red Bee Media is committed to continue to achieve this



COMMITTED TO CLOSING THE GAP



Red Bee Media continues to be wholly committed to increasing its female workforce within the UK and closing the gap in gender pay, particularly focusing on increasing the number of females in medium to senior roles. We can see we have made improvements since April 2017 and we continue working on programmes to address this.

We are placing focus on ways in which to attract and retain females in Red Bee Media and developing into more senior roles, with the aim of increasing our female workforce. We are implementing a series of ongoing initiatives such as:

- During 2018 we established a Global Red Bee Media Diversity & Inclusion Forum where we:
 - have representatives by market area and organisation
 - have established and communicated a Red Bee Media D&I Framework
 - have clear taskforce groups identified and communicated actions to improve our D&I
- Established a mentor programme whereby 50% of mentees are women, this will continue
- Working with female role models across the business to share their career success stories
- Focus continues on having more females in roles from JS6 upwards and leadership roles
- In 2018, 40% of roles accepted in the UK were to female hires, we will continue to drive improvement in 2019
- We closely review gender pay and make adjustments where necessary if any inequity
- We continue to regularly highlight and drive attendance of unconscious bias training
- Learning lunches run to promote the D&I forum and encourage awareness of unconscious bias



Our ambition is to continue to have an improved gender-balanced workforce at all levels in the organisation, continuing to reduce the gender pay gap. We continue to set targets to achieve this over the next three years and beyond

PROVIDING A NETWORK

Additionally, Ericsson will put an increased focus on and provide greater support to our existing Ericsson UK Women's Network and female mentoring scheme.

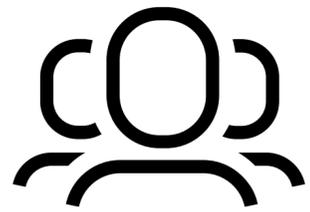
This includes Ericsson's Step into STEM programme which we run in partnership with BT, O2, Vodafone and programme leader, Girls Talk London.

Ericsson also supports the UN Women [HeforShe](#) campaign, which focuses on what men can do to address the inequalities and discrimination faced by women.

At Ericsson, we implement various [initiatives](#) to further advance our organizational diversity and inclusion agenda through engagement, collaboration and partnership. Programmes include:

- Connect To Learn
- Girls' in ICT Day
- International Women's Day
- Women Up
- Techno Girls
- TechWomen
- Watermark

Working for the future



Our ambition is to have a much better gender-balanced workforce at all levels in our UK organisation. We will be setting targets to achieve this over the next five years.

Globally, our 2020 gender diversity aim is for 30 percent of all employees to be female, including leaders and executives.

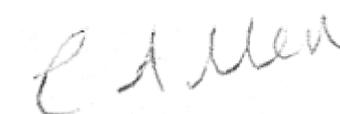
30%

female employees globally by 2020

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