



RED BEE MEDIA GENDER PAY GAP REPORT

April 2017



15th MARCH 2018

Ensuring equality



At Ericsson, we work proactively to improve diversity and inclusion. Over the past few years, we have made steady progress in increasing the number of women at senior-level positions.

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

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.

*The gender pay gap differs from equal pay. Equal pay deals with the pay differences between men and women who carry out the same jobs, similar jobs or work of equal value. It is unlawful to pay people unequally because they are a man or a woman. The Gender Pay Gap shows the differences in the average pay between men and women. If a workplace has a particularly high gender pay gap, this can indicate that there may be a number of issues to deal with, and the individual calculations may help to identify what those issues are. In some cases, the gender pay gap may include unlawful inequality in pay but this is not necessarily the case.

Ericsson in 2017

31%

Women in Ericsson's Executive Leadership Team

27%

Women in top 200 most senior positions

48%

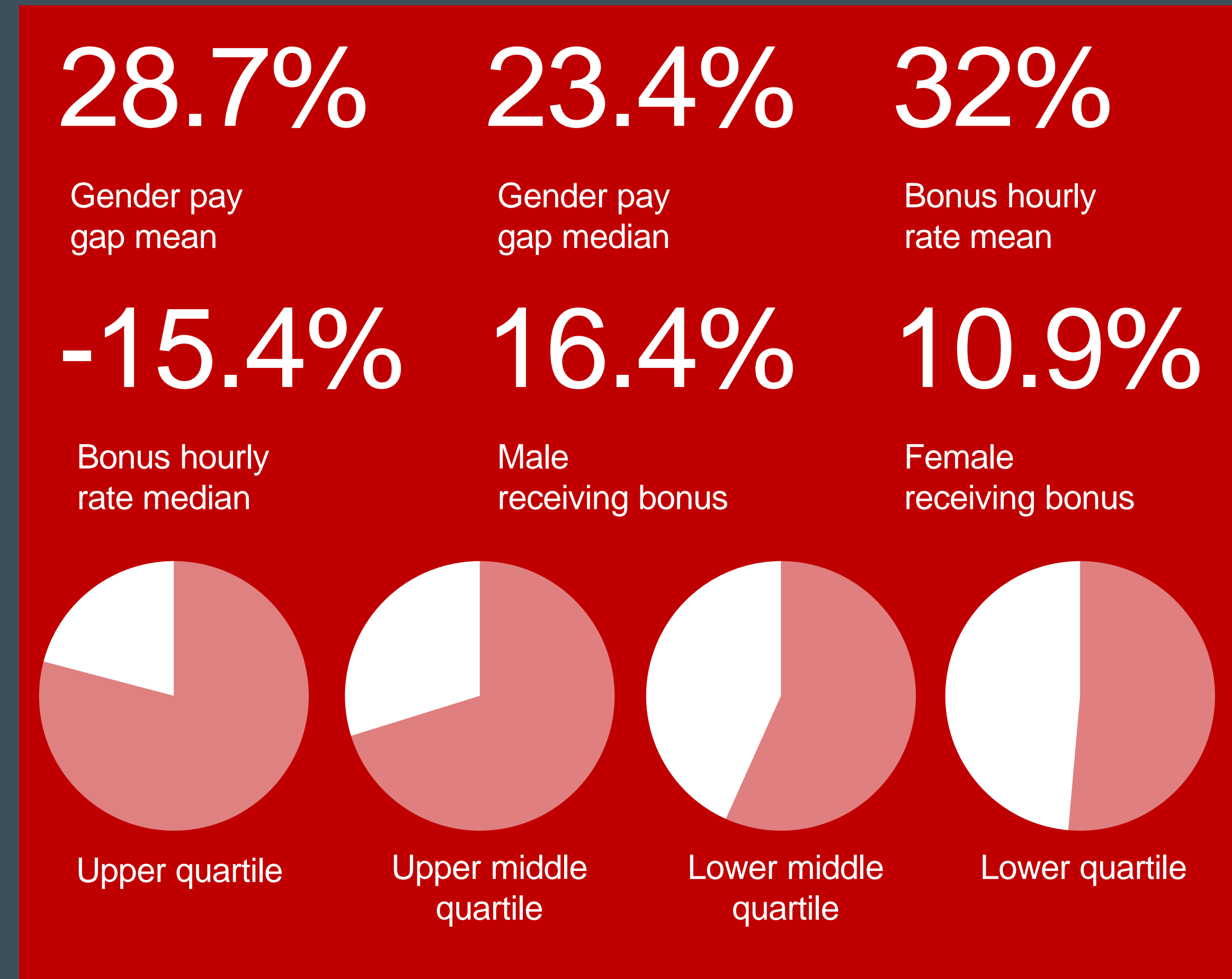
Women on Ericsson's Board

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 2017 in the UK. 35% of our employees were female at this time
- April 2017; Red Bee Media's Gender Pay Gap mean in the UK was 28.7% and the median was 23.4%
- We recognise there is still more work to be done to improve the gap and Red Bee Media is committed to achieve this



Men Women

COMMITTED TO CLOSING THE GAP



Red Bee Media is 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 have already been making improvements in bridging this gap and 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:

- Stronger links with schools, colleges and universities to increase the number of graduates and interns where possible, especially focusing on female hires
- More female role models across the business
- Mentoring of female staff, including high potential candidates
- Focus on having more females in roles especially those in mid to senior roles



Our ambition is to have an improved gender-balanced workforce at all levels in the organisation and we are setting targets to achieve this over the next three years and beyond

Providing a network



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 our Step into STEM programme, run in partnership with BT, O2, Vodafone and project leader, Girls Talk London. Ericsson also supports the UN Women [HeforShe](#) campaign.



Encouraging participation

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

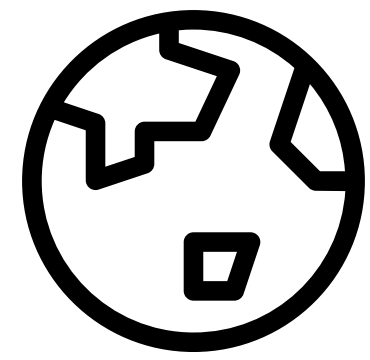
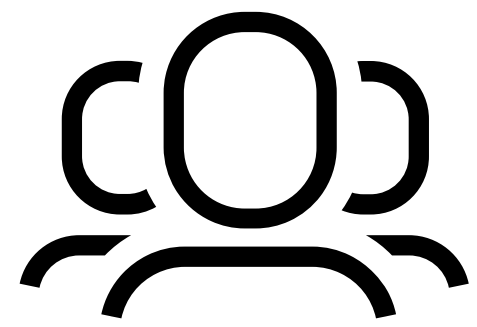


Programmes include:

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



Working for the future



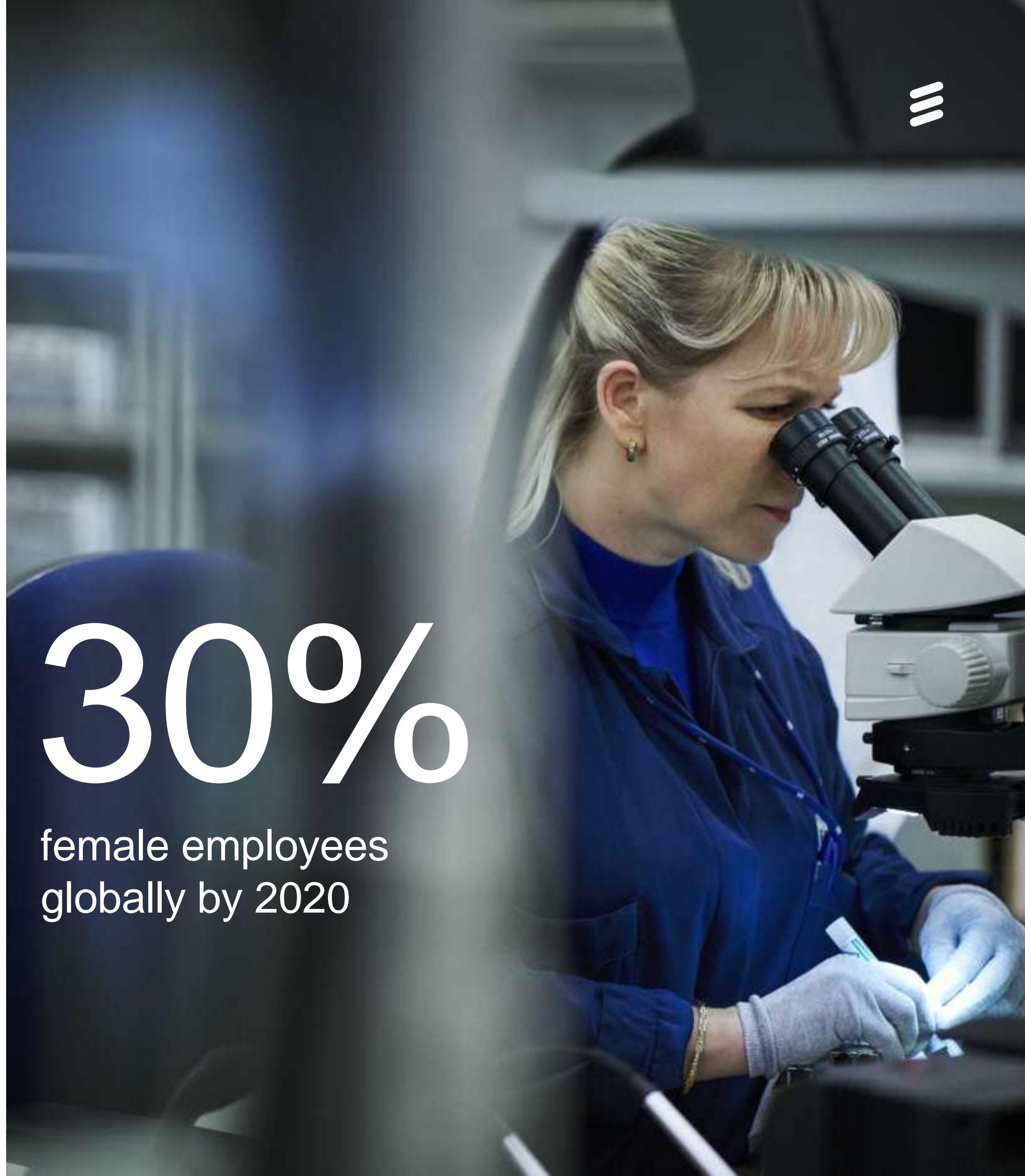
Our ambition is to have a much better gender-balanced workforce at all levels in our UK organisation. We will be setting targets to achieve this over the next five years.

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

*As at April 2017 35% of Red Bee Media's employees were female, our 2020 target is 40%



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