

# Gender Pay Gap Report

December 2023





As a purpose-driven and values-oriented organisation, CarTrawler continues to place utmost significance on providing equal opportunities to all individuals, regardless of gender.

Nurturing a diverse workforce is integral to fulfilling our corporate purpose of “Driving Successful Partnerships”. With more than 400 employees, 49% women and 51% men from 37 countries, our workforce is a testament to our diversity.

Our efforts to remove obstacles for women within our organisation are ongoing. We are dedicated to breaking down barriers and facilitating equal participation for all.

This year, we undertook a new strategy designed to achieve a better gender mix across all levels of our business. The strategy centred on generating more diverse talent pools for internal promotions, as well as external hiring. As part of this, we launched multiple market-leading policies focused on providing support for women at every stage of their lives.

It is with great pride that I share the positive results of these initiatives.

In our second year of reporting, there has been a substantial reduction in our mean gender pay gap, decreasing to 18% in 2023 from 29% in 2022. Representation of females within senior management has also improved, increasing to 42% in 2023 from 28% in 2022.

This achievement underscores our steadfast commitment to fostering an inclusive environment where everyone, irrespective of gender, enjoys equal opportunities and recognition.

While we acknowledge and celebrate the strides we've made, our dedication to building a genuinely diverse and inclusive workplace is an enduring pledge. We recognise there is more work ahead and are committed to advancing further.

In addition to providing a detailed analysis of the numbers, this report transparently evaluates our advancements and outlines our commitment to cultivating a workplace where talent across all genders can thrive and prosper.

I'd like to thank everyone at CarTrawler who played a role in developing a more diverse and equitable workforce.

**Peter O'Donovan**

Chief Executive  
CarTrawler



➤ *Our dedication to building a genuinely diverse and inclusive workplace is an enduring pledge.*



## Key Initiatives Driving a Gender Pay Gap Reduction

Last year, we outlined how our gender pay gap was driven by a greater proportion of males at senior levels and within our engineering teams, roles which typically attract a high level of compensation.

At that time, we made a firm commitment to break down barriers for female progression and facilitate equal participation for all.

This commitment to female development has subsequently driven an increase in female representation in more senior positions, leading to a substantial reduction in the gender pay gap.

Our mean gender pay gap decreased to 18% in 2023 from 29% in 2022.

This is evidenced by females securing 44% of promotions, and an impressive 75% female representation in promotions to the Director level. The representation of women in the Leadership Team and Director levels increased from 28% in 2022 to 42% in 2023.

As a business, our focus is to achieve a better gender mix and create a level playing field across all levels of our business.

The strategy to deliver this is built upon four primary pillars:







1

## Develop

Female representation in the Leadership Team and Director roles

42%

2023

28%

2022

Our focus is to enable women to advance in their careers by creating a culture where everyone can thrive

We strive to empower employees of all genders to reach their career goals through targeted development initiatives. Our particular emphasis is on empowering women to achieve personal and professional growth.

We support our female leaders through our “Women in Leadership Programme”, offering mentorship, training and networking opportunities. We have also created a promotion policy, to improve fairness and transparency in our promotion process.

In addition to achieving a 75% female representation in promotions to Director level, females also earned 43% of promotions across other levels in the organisation.

We are committed to fostering a workplace environment that not only recognises diverse forms of career advancement but also actively encourages and supports women in exploring new opportunities within the organisation.

Through our initiatives, we achieved a 58% female representation in internal transfers to roles with similar seniority levels. These transfers not only enhance gender diversity across teams but also underscore our commitment to offering equal opportunities for career progression at all stages.

💡 *CarTrawler's has put focused, dedicated effort into understanding the challenges faced by women in achieving their career aspirations, so that we can level the playing field for both men and women.*

*This has created a culture built upon a firm belief in equity of opportunity, which is brought to life through our market-leading policies of inclusion and the removal of structural and operational barriers preventing women from pursuing their goals.*

*As a female Director, I have been supported at every stage in my career journey at CarTrawler by supportive male and female mentors, who encouraged me to 'lean in' to opportunities that allowed me to advance my career development and achieve my potential.*

**Laura Demery**

Director of Partnerships





2

## Attract & Grow

Proportion of female new hires

53%

2023

41%

2022

We aspire to attract, nurture, and engage diverse talent pools, thereby enhancing our reputation as the preferred and inclusive employer.

Our commitment is to cultivate a diverse workforce, reflecting our dedication to fostering an inclusive workplace.

We've introduced several initiatives with the goal of developing a strong pipeline of female talent for senior roles:

- ◆ Partnership with “Code First Girls” (CFG) to cultivate our own female tech talent pipeline, offering our female employees access to Coding Kickstart classes. Following this, a select number will complete a fully funded CFG Degree Programme, and will join our engineering teams as fully-fledged software engineers
- ◆ Collaboration with the “30% Club” and “Connecting Women in Tech” to boost female representation across C-Suite, management and Tech in Ireland
- ◆ Utilising gender-neutral language, tested by an AI tool, in job descriptions to appeal to applicants from all genders
- ◆ Gender-based reporting at the different stages of recruitment to ensure transparency and equity

These strategic talent acquisition efforts have shown positive outcomes, with the recruitment rate of female professionals rising from 41% of total new employees in 2022 to 53% in 2023.



## 3

# Support



We strive to retain and engage our female talent by offering support at every stage of their lives

We were delighted to launch a suite of new or enhanced, market-leading policies aimed at advancing gender equity within our organisation. These policies are crafted to break down taboos and promote open conversations, empowering all employees and managers to address the distinct challenges that women may face in both the workplace and their personal lives.

Our new policies targeted at supporting women are:

- ◆ Fertility leave and assisted reproduction leave policy
- ◆ Leave for early pregnancy loss, failed surrogacy, adoption or fertility treatment
- ◆ Surrogacy leave and enhanced adoptive leave policies
- ◆ Menopause and menstrual leaves

In addition to the aforementioned policies, we have implemented measures supporting all employees. These policies aim to contribute to the creation of a more equitable society and provide support beyond the boundaries of the workplace:

- ◆ Short-term carer's leave policy
- ◆ Enhanced compassionate leave policy
- ◆ Enhanced sick leave policy
- ◆ Early adoption of domestic violence leave
- ◆ Enhanced marriage and civil partnership leave

To better support employees returning from maternity leave, we introduced a phased return to work policy, where primary caregivers work reduced hours with full pay for a number of months. Since implementation, this policy has been adopted by all females returning from maternity leave.

◆ *The new phased return to work policy has been so beneficial for me; it has allowed me to figure out a balance that suits me and my family as I transition back to work. This can be an overwhelming experience, and knowing I could benefit from a phased return to work made the transition so much easier. I love being back at work, and this new policy allowed me to focus on the excitement of being back, with the additional support and flexibility I needed.*

**Deirdre Monaghan**

Head of Portfolio & Project Management



# 4

## Educate & Awareness

We advocate for gender equality and women's rights through awareness and education

To establish a more equitable workplace, we understood that the first step was to raise awareness about obstacles. We aimed to draw the attention of our employees, particularly people managers, to the unique challenges women may face in both the workplace and their personal lives.

To educate and raise awareness, we have introduced the following initiatives:

- ◆ The Leadership team successfully completed Inclusive Leadership training facilitated by the Irish Centre for Diversity. This programme will be cascaded to our people manager community in 2024, ensuring widespread adoption of inclusive leadership practices across all levels of our organisation
- ◆ 93% of the population completed Unconscious Bias training as of the reporting date. This programme will continue as a cornerstone of our annual compliance programme and as a dedicated module in our people manager training for the years to come
- ◆ We conducted a Diversity, Equity, Inclusion, and Belonging (DEIB) survey, with 82% of the workforce responding and 91% of respondents saying that they would recommend CarTrawler as an inclusive place to work. The outcomes of this survey will give us a better understanding of perspectives across the business and the insights gathered will play a pivotal role in shaping our future strategies, ensuring they are especially relevant to women and other diverse groups





# Gender Pay Gap Overview

The Gender Pay Gap legislation requires all employers in Ireland with 250 or more employees to publish their gender pay gap across a range of metrics. This report provides insight into the representation of women and men across the organisation.

It’s important to note that “gender pay” differs from “equal pay”, which involves paying men and women equally for performing the same job. At CarTrawler, we pay men and women equally for performing the same roles across the organisation.

The “gender pay gap” is calculated as the difference in average hourly pay between men and women across the entire workforce, irrespective of their roles. Pay includes basic pay, allowances, overtime and performance-related bonuses.

The 2023 mean (average) gender pay gap is 18%, representing an 11% reduction from the previous year.

The gender pay gap is driven by a higher representation of men in roles that typically attract a higher level of compensation. This pattern aligns with trends observed in other technology companies, especially within our product & technology team, where 72% of roles are occupied by males.

Mean Gender Gap	18%
Median Gender Pay Gap	19%





## Mean Pay Gap View by Level

Examining the gender pay gap by level reveals that when similar seniority levels are grouped, the gender pay gap is either null or negative.

### Leadership Team, Directors, 'Heads Of' & Equivalent

Examining the gender pay gap within our Leadership Team, Director and 'Heads Of' levels reveals that female pay surpasses male pay by 11%.

### Mid-level Managers & Senior Individual Contributors

In this category of mid-level managers and senior individual contributors, the gender pay gap is marginal, favouring women by 0.1%.

### First-level Managers & Individual Contributors

Within this grouping, women represent 55% of the population, and there is a gender pay gap of 0.3% in favour of women.

### Support Roles

The Support Roles cohort encompasses positions vital to the infrastructure supporting core business operations, predominantly composed of Customer Advisors, with a noteworthy 67% female representation. Within this group, the gender pay gap is 0.5%.

	Average Gender Pay Gap	Males %	Females %
Leadership Team, Directors, 'Heads Of' & Equivalent	<b>-11%</b>	<b>68%</b>	<b>32%</b>
Mid-level Managers & Senior Individual Contributors	<b>-0.1%</b>	<b>59%</b>	<b>41%</b>
First-level Managers & Individual Contributors	<b>-0.3%</b>	<b>45%</b>	<b>55%</b>
Support Roles	<b>0.5%</b>	<b>33%</b>	<b>67%</b>

A negative gap indicates that female salaries are higher than males.



Part-Time  
and Temporary Employees

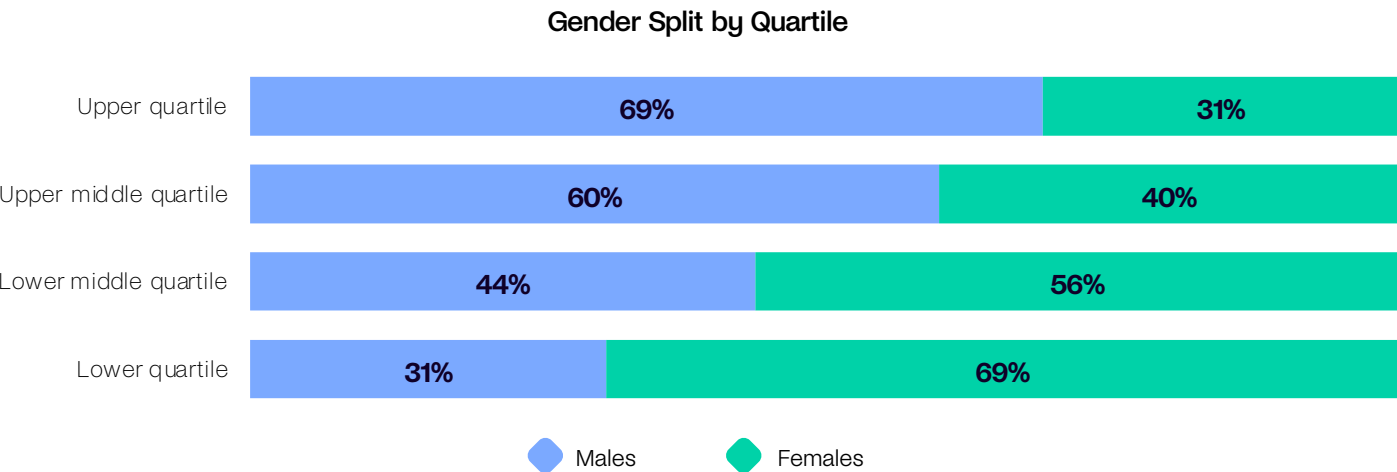
Given the small number of people on part-time or temporary contracts, individual salary differences can have a significant impact on this cohort. Overall, there is a negative mean gap across both groups, indicating that females, who represent 88% of this cohort, have higher average salaries.

	Part-Time Employees	Temporary Employees
Mean Gender Gap	-3%	-70%
Median Gender Pay Gap	19%	-57%

Pay Quartiles by Gender

Pay quartiles by gender refer to the distribution of male and female employees across four distinct groups based on their respective hourly rates.

This analysis involves ranking all employees by their hourly rates and then dividing the workforce into four groups, with the lower quartile representing the 25% lowest salaries, and the upper quartile representing the 25% highest salaries. The percentage of male participation vs female participation is calculated for each of these groups.







Bonus & Benefits

One of CarTrawler's core values is 'Shared Wins', which is reflected in our bonus and benefits eligibility structure. All employees have the opportunity to participate in our equity and bonus schemes, with health insurance fully subsidised for all.

The gender bonus gap is the difference in incentive pay received by men and women in the 12-month reporting period. 86% of females and 89% of males received bonuses between June '22 and June '23.

The lower receipt of bonus among females is a result of a greater number of women joining the company in the latter months of the financial year and becoming eligible to receive a bonus in the following year.

The mean gender bonus gap is 21%, representing a 9% reduction from last year. Our bonus gap is driven by the higher proportion of males in senior positions. As our gender pay gap reduces and female representation in more senior roles increases, it will naturally drive a lower bonus gap in future years.

Mean Bonus Gender Pay Gap	21%
Median Bonus Gender Pay Gap	22%

Bonus Receivership  
All employees

86%

89%

Females

Males

Benefits in Kind Receivership  
All employees

82%

86%

Females

Males





The reduction in our gender pay gap is a tangible outcome of our commitment to fostering diversity and inclusion in the workplace. We've implemented specific measures to address key issues, and these initiatives are yielding positive results at CarTrawler.

**We take great pride in our progress and remain committed to continuous measurement and advancement, ensuring that CarTrawler consistently progresses toward becoming a leading, equitable workplace for all.**





