



Gender Pay Gap Report

December 2024





As a purpose-driven, values-based organisation, CarTrawler remains deeply committed to **fostering equal opportunities for everyone, irrespective of gender.**

We believe that cultivating a diverse workforce is essential to achieving our corporate purpose of “Driving Successful Partnerships”. With approx. 350 employees, 49% females and 51% males from 35 nationalities, our team reflects the diversity we strive to champion.

Removing Barriers

We recognise the importance of promoting opportunities for women within our organisation and work to ensure equal opportunities for all. This year, we continued to implement a targeted strategy to promote a more balanced gender representation across all levels of our business. Central to this effort is building more diverse talent pipelines for internal promotions and external recruitment.

In 2023, we introduced several industry-leading policies aimed at supporting women through every stage of their lives. I am proud to share the positive impact these initiatives have achieved in 2024.

Steadfast Commitment

We are happy to report a positive shift in the median gender pay gap which improved from 19% in 2023 to 18% in 2024. Also notable is female representation in our Leadership, Directors & Heads of cohort, which has grown significantly from 32% in 2023 to 39% in 2024.

These outcomes underscore the positive impact of our initiatives focused on building more diverse talent pipelines and reflect our steadfast commitment to fostering an inclusive environment.

The mean gender pay gap has however increased from 18% in 2023 to 21% in 2024. This was driven by a larger proportion of males promoted into senior, higher paying roles within our Product & Technology function. This underscores a key opportunity to further strengthen our efforts in achieving a better gender balance in these engineering roles.

While we celebrate the progress made, we remain acutely aware that there is more to do. We remain deeply committed to building a workplace where everyone, regardless of gender, has access to equal opportunities and recognition.

This report not only provides a transparent analysis of our performance but also our commitment to equitable opportunities, which is reflected in our employee engagement survey results. Our ‘Equitable Opportunity’ score is 4 points above the Global Top 10% of companies, underscoring our dedication to providing equal opportunities for all employees.

I extend my sincere gratitude to everyone at CarTrawler who has contributed to making our workforce more diverse, equitable, and inclusive. Together, we are driving meaningful change.



Peter O'Donovan

Chief Executive, CarTrawler



Gender Pay Gap Overview

In line with the Gender Pay Gap Information Act 2021, employers of over 150 employees are required to report their gender pay gap annually, and the measures that are being taken to eliminate or reduce the gap.

“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, allowing for legitimate differences based on factors such as experience or performance.

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.

Employers are required to take a snapshot of data from June 2024, with the calculations to be based on those employees' remuneration for the 12-month period that precedes the snapshot date.

At CarTrawler the 2024 mean gender pay gap is 21% and the median gender pay gap is 18%.

The gender pay gap is primarily influenced by the greater representation of men in roles that typically command higher compensation. This dynamic is consistent with patterns seen across other technology companies, in particular within our Product & Technology team, where males account for 72% of the workforce. Also, a higher proportion of females subscribe to flexible leave & working opportunities.

Mean Gender Pay Gap	21%
Median Gender Pay Gap	18%





Key Initiatives Driving Gender Pay Parity

Our mean gender pay gap saw an increase from 18% in 2023 to 21% in 2024. Inversely we saw a positive change in the median gender pay gap, which decreased from 19% to 18% over the same period. This latter shift indicates a reduction in the number of women earning less than men. Female representation in senior roles (Leadership Team, Directors & Heads of) improved, rising from 32% in 2023 to 39% in 2024.

The pay difference is primarily driven by a higher proportion of males in product, technology & revenue generation roles (65% male). These roles generally command higher salaries.

While progress has been made in leadership representation and the median pay gap, we remain committed to a more balanced gender representation and fostering a level playing field across all levels of our organisation.

Female representation in the Leadership Team, Director and Head of roles

32%

2023

39%

2024

The strategy to deliver a Gender Pay parity is built upon four primary pillars:





1

Develop

Our goal is to empower everyone to progress in their careers by fostering a supportive culture where everyone can succeed

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.

Through partnering with the '30% Club' and our involvement with the 'Connecting Women in Tech' community, we support our female leaders, offering mentorship, leadership development and networking opportunities.

Through our initiatives, over the period we achieved a 50% female representation in lateral moves to roles with similar seniority levels. These moves not only enhance gender diversity across teams but also underscore our commitment to offering equal opportunities for career progression at all stages.

30% Club Senior Women in Technology Programme Reflection:

◆ *Through the 30% Club Senior Women in Technology programme, I've had the chance to connect with an amazing group of women and allies, sharing experiences, challenges, and successes.*

The friendships and support I've gained have already had a real impact beyond the programme, helping me grow both professionally and personally. I've also had the privilege of engaging with CEOs and tech leaders, learning from their journeys, and gaining new perspectives on leadership and the tech industry.

The programme included masterclasses and modules on exciting topics like global leadership, personal purpose, and values, building a high-performance mindset, and expanding our networks. We also focused on building resilience in our teams and stepping into a C-suite mindset. These insights have inspired me to lead with greater confidence and empathy, and I'm excited to bring these into my work and beyond.

Niamh Tucker

Director of Trading



2

Attract & Grow



We aim to attract, develop, and retain diverse talent, reinforcing our position as a preferred and inclusive employer committed to fostering a workplace that values diversity.

CarTrawler has launched several initiatives to promote diversity and inclusion, particularly for women in technology. In partnership with **'Code First Girls'**, we funded an Introduction to Coding program for 15 female CarTrawler employees and awarded CFG degree scholarships to 2, who subsequently went on to join our technology team as software engineers in 2024.

We also joined **'Connecting Women in Technology'** (CWIT) Ireland to support women in the technology sector, hosting events and participating in initiatives like 'Digital Futures' and 'Teen Turn'.

Additionally, we achieved the **'Investors in Diversity'** Bronze and Silver Awards, reflecting our commitment to fostering an inclusive workplace. These awards are based on employee feedback and a comprehensive independent assessment of diversity and inclusion practices against national and sector-specific benchmarks.

Proportion of new hires

69%

Female

31%

Male





3

Support



We are committed to supporting and engaging female talent throughout all stages of their lives.

We have a suite of 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. These policies include Fertility & Assisted Reproduction Leave, Menstrual & Menopause Leave.

These policies have been utilized by 29% of our female employees in 2024, reflecting their importance and impact.

◆ *The phased return to work after my maternity leave has been an invaluable support for me and my family. It allowed us to adjust to our new routine and gave me the necessary time to mentally transition back into work. This benefit has made the balance between work and home much more manageable during this transition.*

Fiona Harrington

Director of Tax & Treasury



4

Educate & Awareness

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

In 2024 we partnered with the Irish Centre for Diversity (ICD), a leading provider of Diversity & Inclusion training, accreditation and consultancy.

Through this partnership we achieved & delivered:

- Inclusive leadership training for our Leadership Team.
- An extensive review of policies & practices resulting in an Investors in Diversity Bronze award (awarded by ICD).
- Nomination at the annual Investors in Diversity 2024 national awards for our equitable policies - Advancing Gender Equality category.
- Further investment this space saw us secure the Investors in Diversity Silver award with a 85.9% inclusion score (11% above national benchmark).
- 100% of our employees completed unconscious bias training.



We also partnered with **Connecting Women in Tech (CWIT)**, a network of over 20 Irish based Tech companies whose mission is to achieve a 50/50 female workforce and 40% women in management roles in Tech. Through this community of female professionals, we are focused on running educational programs to encourage more young females to consider roles in tech.

Initiatives include 'Teen Turn', focused on educating teenage girls on Tech, as well as running educational programs such as 'Accelerate with AI' and the development of a new leadership framework.

Our plan will be to continue to leverage and strengthen these partnership into 2025.

◆◆ *Our involvement with the Connecting Women in Tech Community has been an incredible rewarding one allowing us to garner best practice from other like-minded Tech companies when it comes to attracting, developing and promoting strong female talent. I particularly enjoyed the 'Accelerate with AI' session workshops and the networking event we hosted on gender equality in CarTrawler which was attended by over 15 companies including BT, Vodafone, IBM and Workday. "*

Sarah Jayne Brady,

Head of Marketing at CarTrawler



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 pay gap across both groups, indicating that females, who represent 93% of this cohort, have higher average salaries.

-27%

Mean Gender Pay Gap

-23%

Median Gender Pay Gap



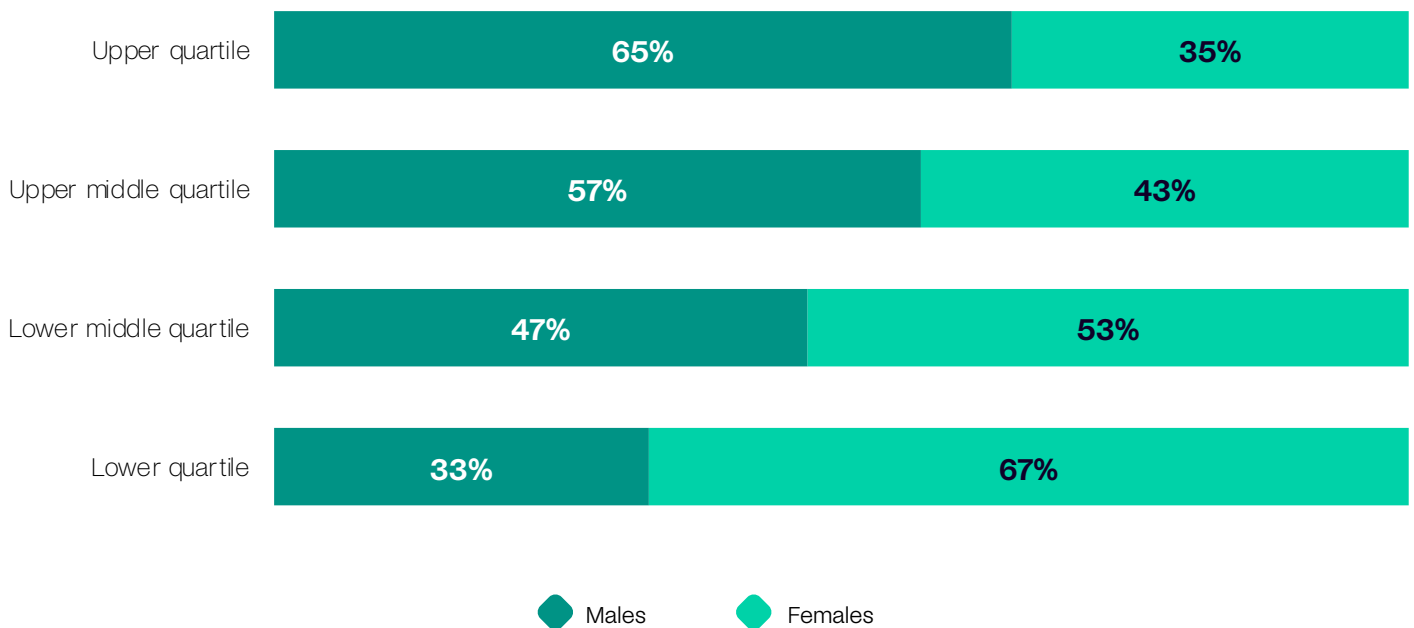


Pay Quartiles by Gender

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

Gender Split by Quartile





Bonus & Benefits

One of CarTrawler's core values is 'Shared Wins', which is reflected in our bonus and benefits eligibility structure.

The gender bonus gap is the difference in incentive pay received by men and women in the 12-month reporting period. In 2024 99% of females received a bonus compared to 86% of females in 2023 and in 2024 99% of males received a bonus compared to 89% of males received bonuses in 2023.

In 2024, the mean gender bonus pay gap is 23% and the median gender bonus pay gap is 23%. As female representation in more senior roles increases, it will naturally drive a lower bonus gap in future years. In 2024, the proportion of men and women receiving a BIK payment is 85% Female (increase of 3% from 2023) compared to 91% Males (increase of 7% from 2023). The differences observed in benefits that attract BIK are influenced by their optional nature reflect personal choices.

23%

Mean Bonus Gender Pay Gap

23%

Median Bonus Gender Pay Gap

Bonus Receivership

All employees

99%

Females

99%

Males

Benefits in Kind Receivership

All employees

85%

Females

91%

Males





Continue to close the gap

We believe diverse and inclusive practices are a business imperative and drive growth for both the company, our people and the communities we serve. As part of our recruitment practices, we are using inclusive candidate slates to ensure that diversity and gender balance is present on candidate slates when we hire for eligible open roles.

We have market-leading policies aimed at advancing gender equity within our organisation. These policies provide additional options and flexibility for our employees, which helps us attract and retain diverse talent.

Our succession planning and annual salary review process play a crucial role in monitoring the gender pay gap by ensuring equitable approaches to career advancement and compensation.

Our deliberate actions aim to support the long-term representation of women at all levels and across all functions in CarTrawler. We are committed to ensuring that CarTrawler continues to be a place where anyone can thrive.

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.**



