



# Gender Pay Gap Report

November 2025





# CEO Message

At CarTrawler, we believe that representation creates greater diversity of thought, fuelling innovation and sustainable business growth.

This year's report reflects meaningful progress in strengthening equity of opportunity and representation across the organisation, narrowing our gender pay gap.

**Our mean gender pay gap reduced significantly in 2025: from 21% to 7%**, a positive demonstration that our actions to enhance inclusion are delivering results. The median gap has also fallen from 18% in 2024 to 11%, in 2025. We will continue to focus on accelerating balanced progression across all career levels and functions by removing barriers to inclusion.

On an on-going basis we calibrate the structure of our business to support our evolving company strategy. These changes have enabled us to positively impact the mix of women in senior roles.

**Today, women represent 45% of our total workforce, and 43% of our Leadership Team and Director group.** This latter figure is up from 38% in the prior period. The growing presence of women in senior and technical roles is helping reshape our company's culture and leadership profile.



**Peter O'Donovan**  
Chief Executive, CarTrawler

This evolution underscores our collective commitment to equity - not just as a value, but as a performance driver.

As an organisation of 300+ people representing 30 nationalities, our diversity continues to power our success. We are proud of the progress made through our inclusive hiring practices, talent development programmes, and equitable policies - from enhanced parental support to flexible working and wellbeing initiatives.

But our journey doesn't end here. We will continue to remove barriers to inclusion and representation, challenge bias, and create pathways that allow every colleague to thrive. **Together, we are building a workplace where everyone can achieve their full potential.**



# Gender Pay Gap Overview

In line with the Gender Pay Gap Information Act 2021, organisations with over 50 employees must report annually on pay differentials and the steps being taken to reduce them.

**At CarTrawler, the 2025 mean gender pay gap is 7%, and the median gender pay gap is 11%.**

This improvement at the mean level reflects greater female representation in key functions and leadership roles.

The gender pay gap measures the difference in average hourly pay between men and women across the company — not the difference in pay for identical roles. We absolutely adhere to equal pay for equal work, ensuring compensation reflects experience, performance, and contribution.

Although a gender pay gap remains due to the concentration of men in certain technical and higher-paying roles, the initiatives we have underway are addressing this and we are seeing encouraging change across our business. The progress achieved this year shows that when recruitment, mentorship, and succession planning continue to be intentional and inclusive, they can drive meaningful, measurable change.

7%

Mean Gender Pay Gap

11%

Median Gender Pay Gap





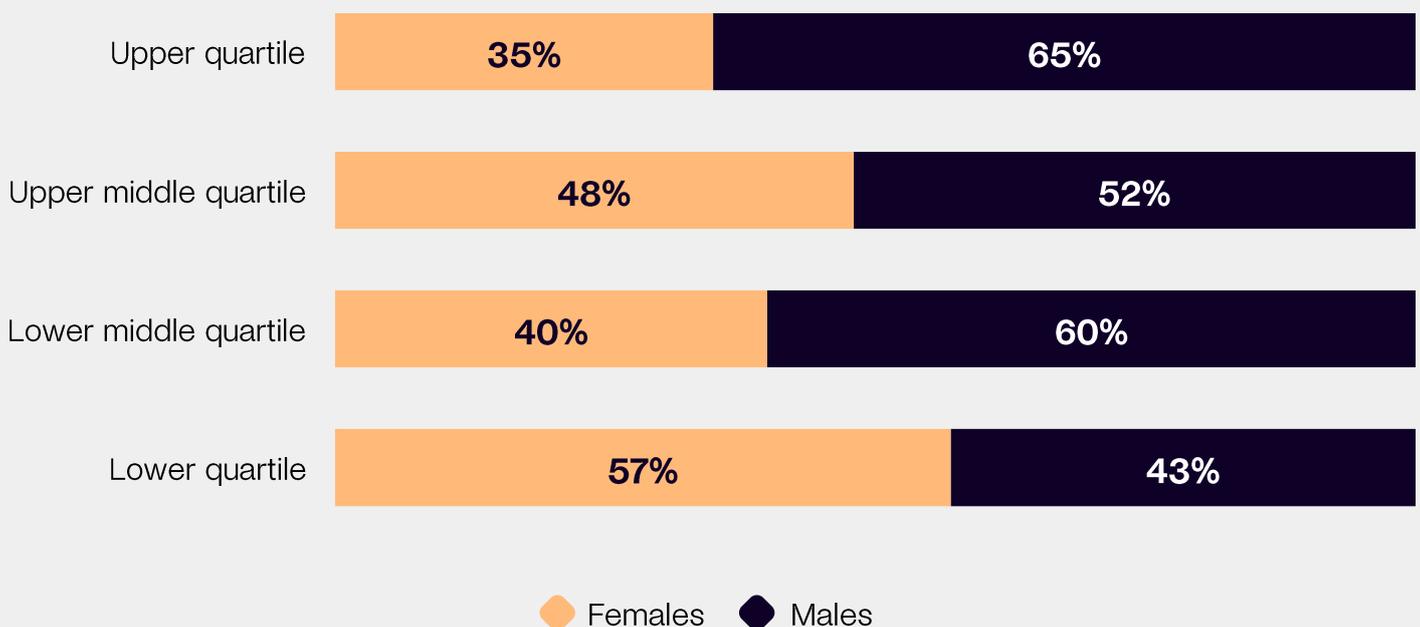
## Pay Quartiles by Gender

Pay quartiles illustrate how male and female employees are distributed across four pay bands, from the lowest to the highest earners.

**In 2025, female representation remains strongest in the lower quartile and continues to increase in middle and upper bands — an encouraging sign of career mobility.**

This distribution highlights that while women are progressing into more senior and higher-paying roles, continued attention is required to strengthen representation in the top quartile. Our focus remains on developing a sustainable talent pipeline that advances gender balance at every level.

Pay Quartiles by Gender





## Bonus & Benefits

**-285%**

Mean Bonus Gender Pay Gap

**0%**

Median Bonus Gender Pay Gap

Equitable recognition of performance lies at the heart of our “Shared Wins” value. In 2025, 93% of female employees received a bonus and 91% of male employees received a bonus. **The median gender bonus gap is 0%, demonstrating true parity in incentive outcomes.** CarTrawler’s bonus figures for this period primarily reflects sales commissions and vouchers.

The mean bonus gap is -285%, reflecting a year in which women received, on average, higher bonus payments than men.

Eligibility for benefits-in-kind (BIK), such as healthcare, also remains balanced, with 89% of female employees and 86% of male employees participating in the programme — an indicator of equal access to CarTrawler’s total reward offering.

Our continued investment in transparent reward structures ensures recognition is fair, data-driven, and inclusive.

**% Receiving Bonus**

**93%**

Females

**91%**

Males

**% Receiving BIK**

**89%**

Females

**86%**

Males





# Continuing to Close the Gap

As a proud **B Corp** and an **Investors in Diversity** accredited organisation, we continue to deepen our commitment to diversity and inclusion, ensuring they remain integral to our culture. We take great pride in the tangible progress achieved this year — not only in reducing our pay gap but in shaping a culture of accountability and equity.

Through actions like management training, updating our recruitment practices, succession planning and leadership development, we have been ensuring that inclusion is front of mind for employees and leaders and is embedded in our people practices.

This year's data confirms that our strategy which is focused on growing internal talent and supporting women to accelerate into higher-paying roles, is working, creating greater diversity in our applicants and internal talent pipelines.

CarTrawler's success depends on creating an environment where every individual can contribute meaningfully and thrive.

We will continue to measure, challenge, and evolve — ensuring that our progress towards greater gender balance at senior levels remains not just an annual milestone, but a defining feature of who we are.

## Our focus for the year ahead is clear:

- ◆ Continue to remove barriers to inclusion in senior technical and commercial roles.
- ◆ Expand mentorship and leadership pathways for women.
- ◆ Reinforce transparent pay and promotion processes.
- ◆ Ongoing partnership with external organisations that support inclusion such as Connecting Women in Technology (CWIT), 30% Club and the Irish Centre for Diversity.
- ◆ Take an intersectional approach to DEI to ensure women with multiple identities are considered and included (e.g. Neurodivergent or LGBTQ+ colleagues), including refreshing our Employee Resource Groups.
- ◆ Refresh our approach to tracking and monitoring workforce metrics around DEI, using the data to monitor diversity in key processes such as performance management and talent reviews to check for bias.
- ◆ Continue to communicate and promote our progressive policies to support female employees (e.g. menopause leave, menstrual leave).

