

# Gender Pay Gap

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April 2018 Report



# Introduction

Badoo has been the leading player in the social networking space for over a decade. Our products enable meaningful connections by their disruptive stance on promoting equality and kindness, re-writing archaic gender roles and challenging ageism and discrimination of every shade. We strive to create a workplace that is as diverse as our user base of hundreds of millions of people around the world, but we are not there yet.

A key part of my role is to ensure we proactively create an inclusive, fair and meritocratic work environment, and do not sit passively on the sidelines blaming 'the tech industry'. In 2018 we opened a business-wide dialogue about diversity & inclusion through training workshops, sponsoring women-led tech conferences and investing in significant overhaul of our parental policies.

What other tangible steps can we take to improve gender diversity in the workplace? Are we creating a healthy environment where everybody can thrive? These are the questions that as a management team we grapple with every day, as we continue to invest in solutions 2019 and beyond.



# Why we're publishing this report

Since 2017 the UK government requires organisations with over 250 staff to publish a snapshot of their gender pay gap – the difference between the average earnings of people who identify as men and women, across all roles and all teams within a business, regardless of position or seniority. Paying people who identify with different genders differently for the same job at the same level has long been illegal in the UK, we have a legal and ethical obligation to ensure equal pay for equal work.

So is comparing these absolute statistical averages not misleading and meaningless? No. Publishing the difference between the way men and women are paid overall intends to highlight and expose the economic effect of gender imbalance in seniority levels and between lower and higher paid functions. It makes companies publicly accountable for these structural gender-based disproportions in the labour market, compelling employers to fix them.



# We report on 6 statistics:



## MEAN PAY GAP

The difference in the average hourly rate of men's and women's pay in April 2018.



## MEAN BONUS GAP

The percentage difference in total bonus payments received by men and women from April 2017 to March 2018.



## PAY QUARTILES

The proportion of men and women in each of equally-sized pay quartiles in April 2018.



## MEDIAN PAY GAP

The difference between the midpoints in the ranges of men's and women's pay in April 2018.



## MEDIAN BONUS GAP

The percentage difference between medians of total bonus payments received by men and women from April 2017 to March 2018.



## THE PROPORTION OF MEN AND WOMEN RECEIVING A BONUS

The percentage difference between medians of total bonus payments received by men and women from April 2017 to March 2018.

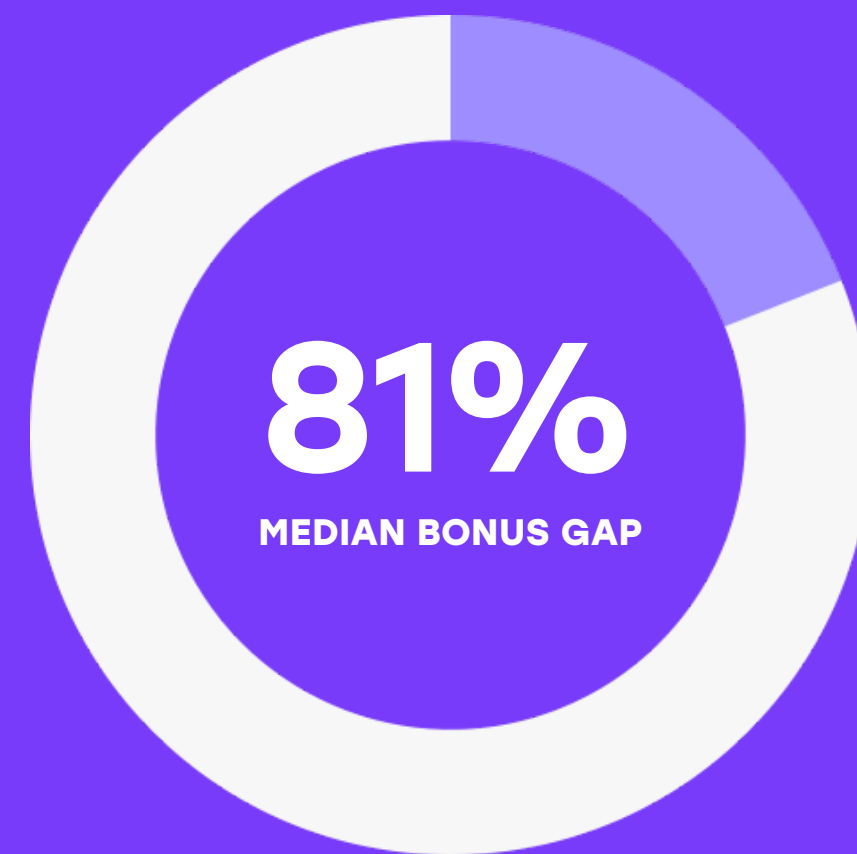
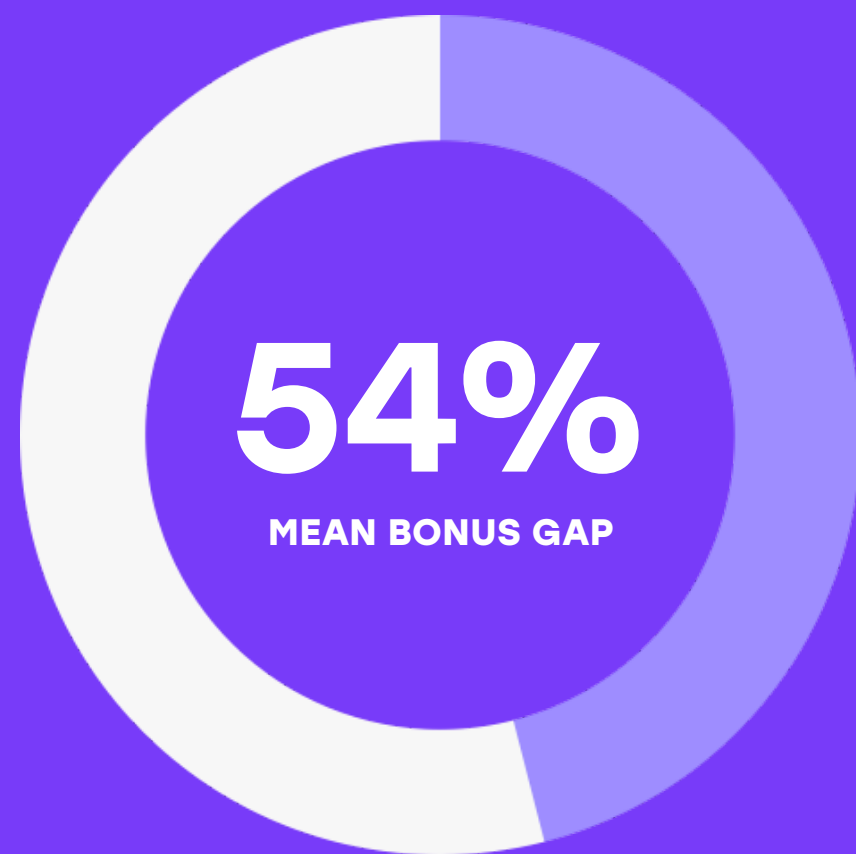
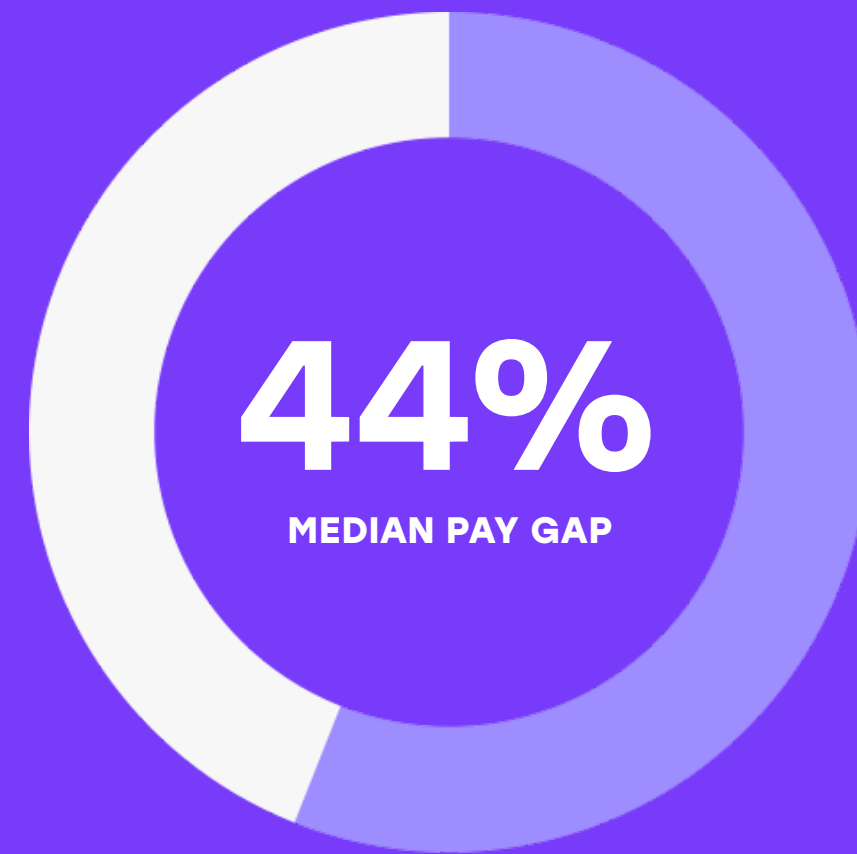
# Badoo's Gender Pay Gap Results

On 5 April 2018, Badoo's UK mean gender pay gap was 33%, and the median gender pay gap was 44%. This compares with the average mean pay gap within the tech industry of 25%. Pay is made up of monthly salaries and any bonuses paid in the month of April 2018.

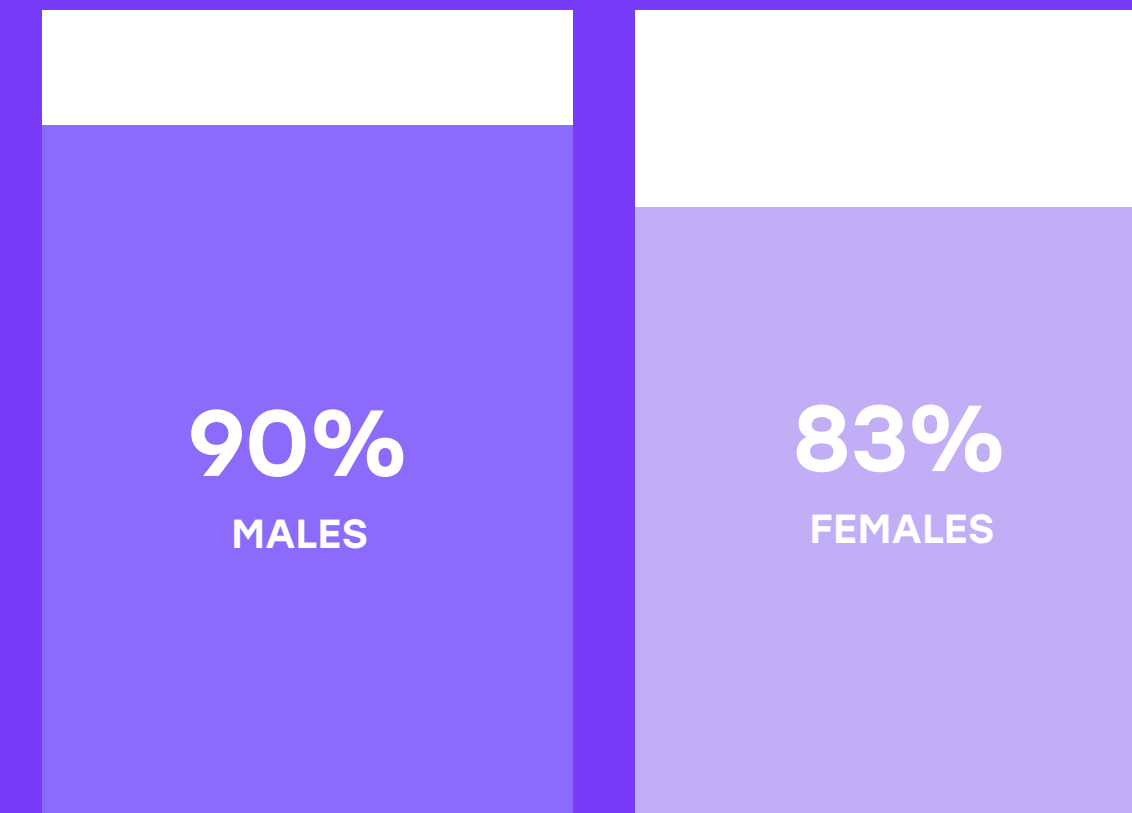
Badoo's mean bonus gap is 54%, and the median bonus gap is 81%. The mean and median bonus gap is made up of all bonuses that were paid from April 2017 to March 2018. Between April 2017 and March 2018, 90% of males received a bonus, and 83% of females received a bonus.

The pay quartiles are inclusive of monthly salary and any bonuses paid in April 2018.

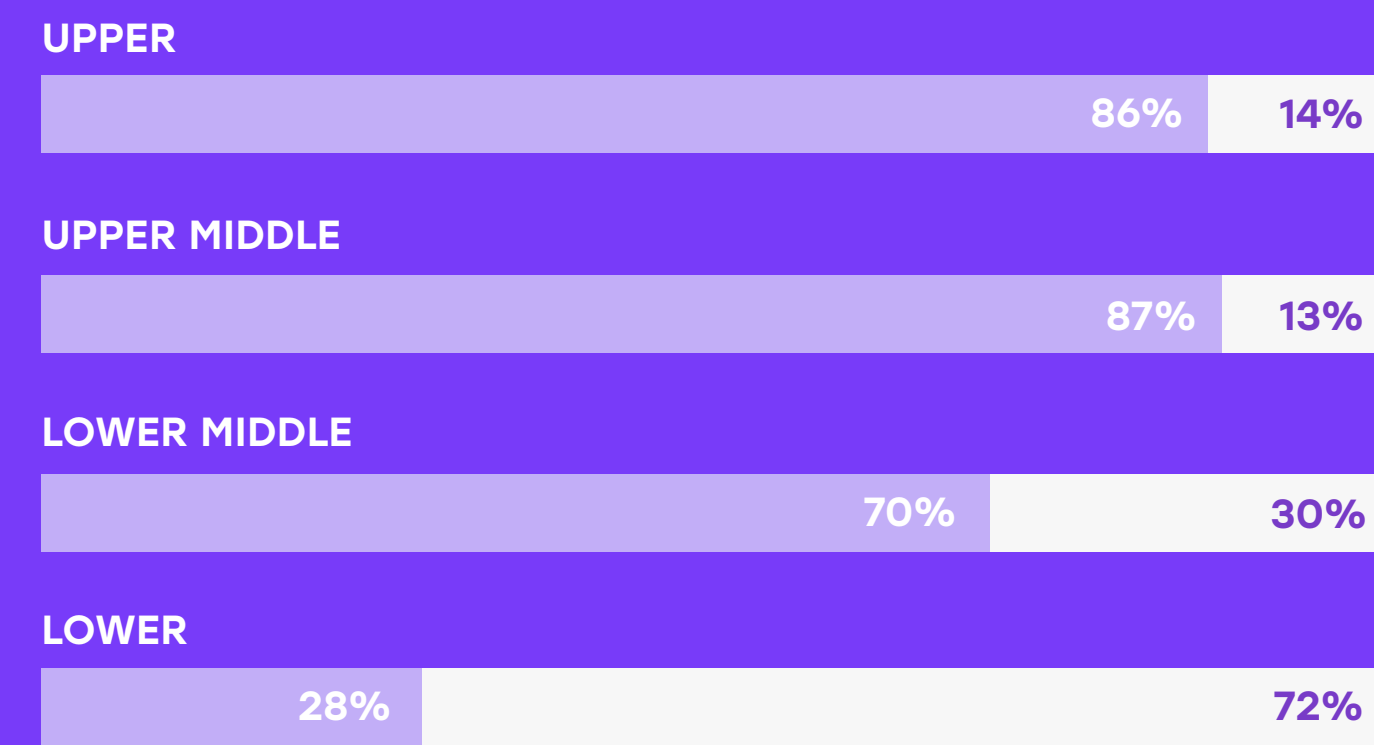




## THE PROPORTION OF MEN & WOMEN RECEIVING A BONUS



## PAY QUARTILES



■ MALE ■ FEMALE

# Closing the Gap

Like many employers in the tech industry, the primary reason for the gap is unequal representation of women in senior positions and in high-skilled technical roles that command higher salaries and typically attract higher bonus opportunities.

The upper pay quartile which represents our highest earners is 86% male and 14% female. There's even more significant difference in how many men and women are in the upper-middle pay quartile, which is where most of our engineering and high-skilled individual contributor roles sit. This reflects the gender distribution in our engineering department, which is 87% male and only 13% female. Here are some of the actions we will focus on in 2019 as a business to reduce the gap:

## **EXPANDING OUR FEMALE TALENT POOL**

We will continue building an attractive employer brand and participating in key female-focused tech conferences, like Women of Silicon Roundabout and Womenin-Tech job board to actively target female candidates into engineering roles and re-balance the gender distribution

in hiring shortlists. Language is a very powerful thing. We will also continue to use augmented language software to ensure our job specs and hiring materials are not using gendered language, tone of voice or phrases that have been proven to put off female applicants.

## **REMOVING DISCRETION IN HIRING & REWARD DECISIONS**

In 2018 we facilitated company-wide Diversity and Inclusion workshops for all Badooers. We will build on this in 2019 by introducing unconscious bias training modules for all employees and hiring managers. The peer-calibration of performance reviews already ensures fair assessment of capability, and since 2018 we run equal pay analyses prior to any compensation changes to ensure all reward decisions are checked against possible gender bias.

## **BUILDING AN INCLUSIVE CULTURE**

We will continue to nurture an open and inclusive work environment where all people feel safe to raise issues and concerns, however small, without fear of retribution and concerns, however small, without fear of retri-

bution or victimisation. We have taken strong steps on this for the past year and have seen the benefits of open dialogue and early mitigation already. Greater availability of information and inclusive education for all employees is our path to building the greatest workplace in the industry.

## **STATUTORY DECLARATION**

We confirm that the information and data provided in this report is accurate and in line with the requirements of the Gender Pay Gap reporting regulations.



**ANN ROBERTS**  
HR DIRECTOR

