



# AIMING FOR BALANCE

Gender pay gap report 2024



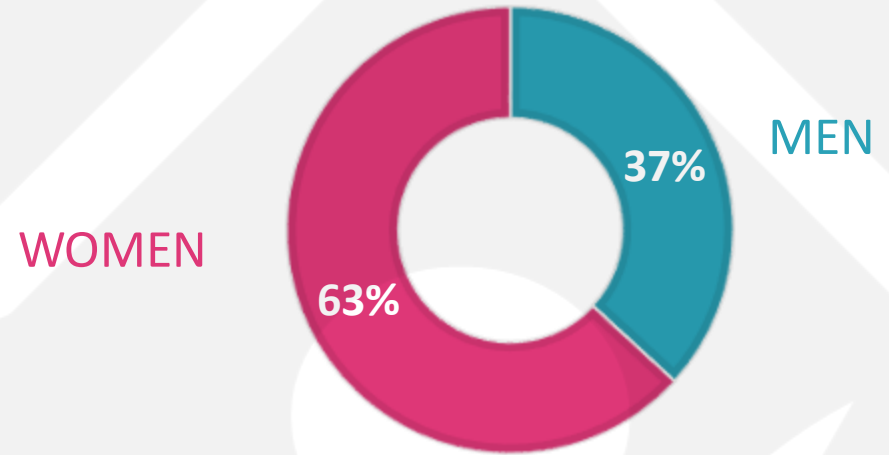
## What's the Gender Pay Gap?

Unlike equal pay, which refers to paying a man and a woman the same amount for the same/similar work (it's the law and all employers must observe it), the gender pay gap is the difference in average pay between men and women in an organisation. It's the result of gender imbalance — having more women in junior roles or fewer women in senior roles — relative to men. This means having a pay gap is likely to persist until organisations have fair representation of men and women at every level.

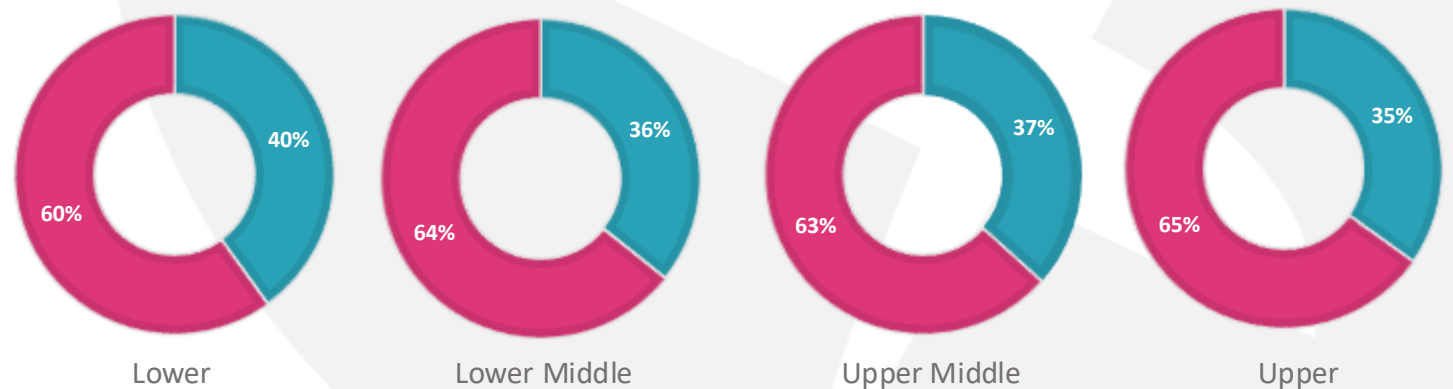
## What's Sensée Ltd's Gender Pay Gap?

	PAY GAP	BONUS GAP
Mean	7.74%	4.58%
Median	0.00%	-0.83%

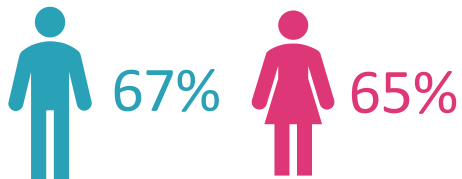
## EMPLOYEES BY GENDER



## PROPORTION OF MEN AND WOMEN IN EACH PAY QUARTILE



## EMPLOYEES WITH BONUS PAY





## At the UK average and want to do much more

Based on the calculation guidelines provided by the Government, our mean gender pay gap is 7.7% in 2024, which is the same than in 2023 and down from 19.4% in 2022. Our median gender pay gap is 0%. So, the good news is that we've maintained improvements made in 2023 and we are aligned with the 2024 UK average of 7%.

## What have we done to improve so far

We've hired more women in middle and senior positions, including in IT and R&D which are notoriously male orientated.

This approach, combined with a cultural change which means that more men are joining us as home-based advisors to benefit from the flexibility and work-life balance we offer, has help with closing the mean, median and bonus gender pay gaps.

However we still have a mean gender pay gap due to the higher concentration of men at the senior management level (particularly among Chiefs and Senior Leadership roles).

Interestingly, the number of women employees in our Upper Quartile is matching our company average of 63%.

## How we'll improve further

To improve further we will continue to work on making our most senior roles more appealing to women. We aim to bring in senior roles more women as the business expands.

It may take us another few years to completely close the gender pay gap, but as part of our continued commitment to improvement, we'll continue to work hard and focus on it.

We confirm that the data in this report is correct.

**Brigitte Gratton**  
Chief People Officer

**Steve Mosser**  
Group Chief Executive Officer