

Gender Pay Gap Report

2024



At Park Place Technologies (PPT), we recognise that diversity is a key driver of our success. We appreciate the distinct skills, experiences, and viewpoints that each team member brings, and we are dedicated to fostering an environment where everyone can thrive. Our mission is to cultivate a culture of inclusivity, ensuring that all employees feel empowered to do their best work and reach their highest potential.

Park Place Technologies is committed to maintaining a fair and equitable workplace. We are honoured to have been recognised twice as a Great Place to Work-Certified™ organisation, most recently in 2024, by Great Place to Work, a globally respected consultancy specialising in workplace culture, HR, and people management. Additionally, we have earned recognition as one of the UK's Best Workplaces and Best Workplaces in Tech—awards several times based on direct employee feedback. In these surveys, our employees have consistently, overwhelmingly confirmed that they are treated equitably, regardless of gender, reinforcing our dedication to gender equality within our workforce.

We take pride in the progress we have made in narrowing the gender pay gap at Park Place Technologies. Our commitment to fostering a diverse and inclusive workplace remains steadfast, and we are pleased to share this report, which highlights our achievements and outlines our ongoing efforts to further close the gap.

THE FIGURES

GENDER PAY GAP FOR HOURLY PAY

MEAN	
2021	38.9%
2022	33.89%
2023	20.82%
2024	18.73%

MEDIAN	
2021	29%
2022	24.11%
2023	23.14%
2024	22.08%

GENDER PAY GAP FOR BONUS PAY

MEAN	
2021	51%
2022	60%
2023	64.8%
2024	35.25%

MEDIAN	
2021	49%
2022	28%
2023	10.24%
2024	5.35%

PROPORTION IN EACH PAY QUARTILE

LOWER				
2021	Males	63.7%	Females	36.3%
	Females			
2022	Males	70.4%	Females	29.6%
	Females			
2023	Males	68.1%	Females	31.9%
	Females			
2024	Males	76.62%	Females	23.38%
	Females			

LOWER MIDDLE				
2021	Males	73.7%	Females	26.3%
	Females			
2022	Males	78.9%	Females	21.1%
	Females			
2023	Males	80.6%	Females	19.4%
	Females			
2024	Males	76.32%	Females	23.68%
	Females			

UPPER MIDDLE				
2021	Males	83.7%	Females	16.3%
	Females			
2022	Males	81.69%	Females	18.31%
	Females			
2023	Males	86.1%	Females	13.9%
	Females			
2024	Males	80.52%	Females	19.48%
	Females			

UPPER				
2021	Males	94.9%	Females	5.1%
	Females			
2022	Males	97.1%	Females	2.9%
	Females			
2023	Males	91.7%	Females	8.3%
	Females			
2024	Males	92.11%	Females	7.89%
	Females			

PERCENTAGE OF EMPLOYEES RECEIVING A BONUS

MALES	
2021	93%
2022	93%
2023	95%
2024	90.87%

FEMALES	
2021	80%
2022	87%
2023	94%
2024	84.21%

UNDERSTANDING THE FIGURES

This report marks year three of our journey with gender pay gap reporting. In the previous reports we identified three key contributors to our gender pay gap:

- A significant proportion of our employees' salaries had been inherited from acquired companies. We have been aiming to address disparities during our annual merit cycles, however as the company continues to make further acquisitions, this remains a contributor to our gender pay gap.
- Our senior leaders in the UK were predominantly male.
- Aside from our leadership team, the majority of our top quartile were in sales roles, where the largest part of their compensation is based on commission. The make-up of this team was also predominantly male.

These remain the key contributors to our pay gap in 2023/2024. However, we have been working towards addressing these points in order to close our gender pay gap and have seen improvement.

In the period covered by this 2023/2024 gender pay gap report, we completed further acquisitions of companies in which employees transferred to PPT. We have continued to directly address these disparities in pay, as explained in the section below.

In the section below we explain our efforts to continue to attract and develop women into senior leadership positions, accounting for a high percentage of the upper quartile. Although progress has been consistently made in this area, achieving a gender balance in the senior leadership team cannot be accomplished overnight, particularly given the male dominated IT industry. We are committed to continuing our efforts set out in this report in order to address this.

WHAT IS PARK PLACE DOING TO ADDRESS THIS?

Recruitment

This year, we have established and consistently maintained our commitment to eliminating unconscious bias in our recruitment processes. To achieve this, we ensure that the initial stages of recruitment are managed by an internal recruiter, who serves as the first point of contact for candidate review. Through a screening interview, the recruiter assesses applicants and forwards only those who are suitable for the position. This approach has helped reduce unconscious bias at the shortlisting stage. Previously, applications were sent directly to managers.

Interviewers are now required to complete an interview evaluation form, which is reviewed by our internal recruitment team to identify any discrepancies. As a result of these efforts, we successfully hired 200% more women in 2024 compared to 2023. However, our goal remains to continue increasing this number.

Entry level Sales roles continues to be the biggest source of hires for the EMEA region, typically we have a much larger quantity of male applications for these positions, which reflects in the hiring results. In 2024 we started to build out an Intern programme in EMEA based on a similar programme that has been highly successful in North America. The Intern programme will truly come to fruition in 2025 and we are optimistic that this Intern programme will allow us to get in front of universities, which have a much more diverse talent pool. By positioning ourselves to have more conversations with females and discuss the Intern & Sales Development Associate programmes, we are confident that we will continue to increase the percentage of female hires.

Career Progression

As part of our commitment to career development and fair progression, we have worked closely with departments undergoing restructures to develop new career pathways and job descriptions. This initiative ensures that roles are clearly defined, progression routes are transparent, and opportunities for advancement are accessible to all employees. While beneficial to everyone, this work is particularly impactful for women, who often face barriers to career progression. By providing clarity on job expectations and career growth, we help to break down gender biases, support women in advancing into senior roles, and ultimately contribute to closing the gender pay gap.

Furthering our commitment to increase the number of female leaders at PPT, in 2023/2024 7% of women and 2% of men were promoted into leadership positions in the UK.

Policies and Benefits

As part of our commitment to fostering an inclusive and equitable workplace, we reviewed and updated our UK Flexible Working Policy in response to the changes in flexible working legislation. To ensure effective implementation, we also provided training to our managers on these updates, equipping them with the knowledge and tools to support employees in accessing flexible work arrangements. This is particularly beneficial for women, who often take on a greater share of caregiving responsibilities. By enhancing flexibility and promoting a culture that values work-life balance, we aim to improve career progression opportunities for women, reduce barriers to advancement, and help close the gender pay gap.

To ensure all employees are fully informed about the benefits available to them, we rolled out benefit awareness sessions across the UK, providing education on existing offerings and gathering feedback on the benefits employees value most and would like to see introduced. This initiative is particularly beneficial for women, as greater awareness of benefits—such as enhanced parental leave, family benefits and healthcare provisions—can help them better balance work and personal responsibilities. Additionally, we focused on promoting webinars dedicated to women's health taking place later in the year, ensuring maximum attendance and engagement. By prioritising women's well-being, we aim to create a supportive environment that enables them to thrive in their careers and contribute fully to our organisation.

Culture

At PPT, we understand that creating an environment where women feel supported and motivated is key to attracting, developing, and retaining female talent in higher-paying roles. Our PPT Social Circle is an employee-led group dedicated to organising social events and activities that foster a dynamic, collaborative, and high-performing workplace culture while encouraging interaction across departments. With a diverse team at its core, the Social Circle ensures that the events and activities it plans are inclusive, engaging, and enjoyable for everyone.

Our marketing team played a key role in celebrating and promoting gender equality by publishing content for Women's History Month and highlighting women athletes excelling in sports. Additionally, we actively promoted International Women's Day celebrations on our internal news platform, *Wired*, ensuring widespread visibility and engagement across the organisation. By showcasing the achievements of women in various fields and fostering conversations about gender equality, we reinforce a culture that values and supports women's contributions. Increased awareness and visibility of women's successes help challenge stereotypes, inspire career progression, and encourage inclusive policies—key factors in closing the gender pay gap.

Directly Addressing Pay Disparity

In 2024, we have deepened our collaboration with a leading compensation consulting firm renowned for their expertise in compensation strategy, policy development, and internal pay equity analysis. This partnership supports our ongoing global review of roles, aiming to refine our pay structures to ensure they are both internally equitable and externally competitive. A key outcome of this initiative has been the establishment of comprehensive pay bands tailored to specific roles and geographies, providing a powerful framework to guarantee fair compensation throughout our organization.

Historically, we have addressed pay disparity through our annual salary audit and merit review processes, focusing on closing the salary gap between male and female employees. This commitment remains steadfast, with particular attention given to correcting pay inequities that have arisen from our acquisitions, of which there have been several more in the past year.

To complement the implementation of our new pay bands, we are conducting continuous salary benchmarking to stay aligned with market standards for various roles. These regular assessments allow us to promptly identify and address any gender-based pay discrepancies, especially following major pay increase cycles or promotions. By evaluating significant merit increases, we ensure that our compensation practices uphold equity and prevent the emergence of new disparities.

Additionally, we are committed to transparency and accountability in our compensation practices. Our enhanced reporting mechanisms ensure that all employees have a clear understanding of how pay decisions are made, fostering trust, and reinforcing our dedication to fairness. We believe that these efforts not only promote a more equitable workplace but also enhance our ability to attract and retain top talent in a competitive market.