

Gender Pay Gap Report

Bauer Media Audio Ireland
2025

Introduction

This marks the second year that Bauer Media Audio Ireland is statutorily required to report on the Gender Pay Gap. The following are the Key Findings of Gender Pay Gap Reporting in BMAI.

Reporting Date: 30th June 2025.

BMAI has 368 employees within scope for this report vs 333 in 2024. This is an increase year on year due to the acquisition of a regional radio station in August 2024 and growth through digital transformation in line with our Strategy. 49% of these employees were women and 51% men vs 47% women and 53% men in 2024.

We are seeing a decrease in both the mean and median pay gaps over the last year. The mean gender pay gap for this period was 14% versus 15.2% in 2024 (in favour of men), with the median being 11.6% vs 14% in 2024 (in favour of men).

Some of the factors that continue to identify the gender pay gap, and the variance between the mean and the median, include:

- A higher proportion of men in the higher paid, senior management roles in the Group during the reference period. This contributed to the mean gap in favour of men.

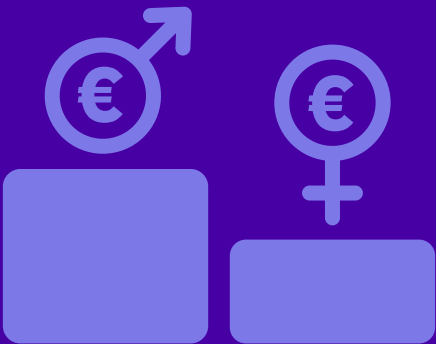
It is important to note that the data required as part of this reporting is limited to male and female and is not representative of all the gender identities that we welcome and support within Bauer Media Audio Ireland.

BMAI is fully committed to being a diverse and inclusive workforce and improving gender balance and representation, we are satisfied with the actions taken over the last 12 months, to address this gap and remain committed to continuing to address the gap.

This report has been prepared in line with the Gender Pay Gap Information Act 2021, with reference to the guidelines and additional information provided by the Department of Children, Equality, Disability, Integration and Youth.

What is the gender pay gap?

A gender pay gap report measures the differences between the average pay (including base pay, bonuses, and commission) of all male and all female employees, irrespective of their job role or seniority. So that includes everyone from the CEO to the most junior roles in BMAI.



The hourly rate for each role held by female employees is added up and then divided by the number of female employees to get the average hourly rate paid to female employees, and same for hourly pay for males.

Gender Pay v Equal Pay

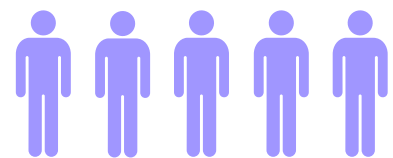
It is important to highlight that Gender Pay is different to equal pay, because equal pay means comparing the pay between a man and a woman doing the same role, but the gender pay gap looks at the average pay of all men and all women within the company, regardless of their role.

What is the mean and median?

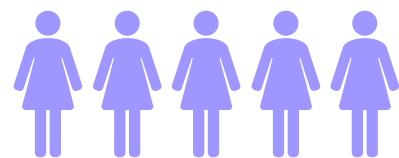
Throughout this report we refer to the mean and median gender pay gap.

The mean and median are two different ways of calculating the average or middle value. Understanding how they are calculated can help to be able to interpret the results better.

The mean is the result when a sum of values is divided by the number of values (what we would usually refer to as the average).

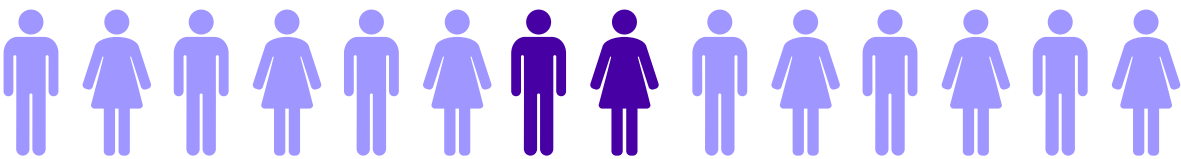


Average



Average

The median is the middle value when a set of values are ordered from lowest to highest.



Lowest

Median

Highest

Very high or very low values can have more of an impact on the mean than on the median.



Our gender pay gap data - 2025

Gender Representation by Quartile

		2024		2025	
		% of Men	% of Women	% of Men	% of Women
Quartile 1	Lower	43%	57%	60%	40%
Quartile 2	Lower Middle	52%	48%	52%	48%
Quartile 3	Upper Middle	56%	44%	42%	58%
Quartile 4	Upper	60%	40%	43%	57%
		53%	47%	49%	51%

		2024	2025
Mean hourly pay of Male & Female	All Staff	15.2%	14% - in favour of men
Mean hourly pay of Male & Female	Full time Staff	12.4%	7.7% - in favour of men
Mean hourly pay of Male & Female	Part time Staff	2.8%	-8.4% - in favour of women

Bonus Recipients

		2024	2025
Gender	Percentage	Percentage	
Men	32%	29%	
Women	39%	34%	
Mean Bonus Pay Gap		21%	8% - in favour of men
Median Bonus Pay Gap		18%	-9% - in favour of women

BIK Recipients

		2024	2025
Gender	Percentage	Percentage	
Men	19%	16%	
Women	19%	12%	

What progress have we made and what are our plans for 2026?

Our Commitment to reducing the Gender Pay Gap in BMAI

While we are happy to see the gender pay gap reduce in the last 12 months, we remain committed to continuing our journey to reduce the pay gap. The last year has shown a significant investment in organisational Culture and GEDI across the business, especially within our Senior Leadership team.

With support from the Bauer Group, we were able to significantly enhance our benefits offering a Group Pension scheme, Webdoctor, Death In Service and Employee Assistance Programme.

We have improved our recruitment practices to include:

- ▷ Clarity on gender balance on interview panels
- ▷ Structured scoring
- ▷ Recording of feedback for all candidates.

Plans for 2026

- ▶ Coordination of our internal Gender Equity Diversity and Inclusion (GEDI) Champions across our network and locations in Ireland to work towards developing a long-term strategy to further enhance our commitment to address the Pay Gap
- ▶ Continue to partner with key organisations like Learning Waves and the Irish Centre for Diversity to participate in the sector wide GEDI Strategy and to support sector wide Gender Pay & EDI Strategies

- ▶ Introduce 'Learning Rooms' a new online learning platform that offers access for management and all staff, to training across the EDI spectrum including:
 - ▷ Gender and Sexuality Awareness in the Workplace
 - ▷ Supporting Women Experiencing Menopause in the Workplace
 - ▷ Unconscious Bias in the Workplace
- ▶ Using our newly developed Competency Framework we will continue to better support the personal and professional development of our managers and teams, ultimately impacting a culture of transparency and equal access to continuous learning, opportunity and development
- ▶ Develop framework to support Internship and College Placements to ensure gender balanced talent pipelines are coming through the business
- ▶ Work with the internal business and Bauer Media Europe to develop clear reporting practices and mechanisms to support the EU Pay Transparency Directive, to include utilising the results of our 2025 salary and benefits benchmarking review to develop salary ranges and advertise publicly on all job adverts, demonstrating our commitment to pay transparency as a mechanism to support pay equality
- ▶ Monthly reporting to Senior Leadership team, and into the wider business on key People & Culture KPI's including gender balance and annual Gender Pay Gap data
- ▶ Issue an updated and fully reviewed Employee Handbook with new policies and procedures that have been developed and introduced to support and promote and attract more females to our business, including at senior levels, to include:
 - ▷ Menopause Policy and related training
 - ▷ Flexible and family friendly policies to allow female employee's access to both personal and professional success
 - ▷ Equal opportunity policies to include Disability and reasonable accommodation policies



**Bauer
Media
Group**

Bauer Media Audio Ireland

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