



Gender Pay Gap 2024



Introduction



Donna Murray Vilhelmsen, CPeO



Dave Williams, CTO
Sponsor for Gender Equality

At Trustpilot, we believe that a diverse workforce is a huge advantage and our success is achieved through the collaboration and innovation of our Trustees. Variety of thought, experience and background leads to better outcomes and better represents consumers and customers, meaning that we understand and can serve them better.

This is our third year of reporting Trustpilot's gender pay data and we, Donna Murray Vilhelmsen, Chief People Officer, and Dave Williams, executive sponsor for gender equality - are pleased to share it with you.

Of our total population of 987 people, 45% are women. The report highlights that whilst we are making some good progress, we have room for improvement when it comes to closing the imbalance of men and women across our leadership levels, including our executive team which has seen a number of changes in the last year.

In our Gender Pay Gap reports we share both the UK statutory data and our own global gender pay gap data. Encouragingly, we have seen some positive movement in our figures:

- In the UK we have seen a 6% increase of women within our upper pay quartile
- In Denmark we have seen a 10.3% decrease in overall pay gap

At a functional level our Commercial and Product and Technology teams are seeing year-on-year increased representation of women in senior leadership, however this is not consistent across all levels and all functions.

We have increased our visibility of gender data throughout the recruitment process as well as monitoring attrition and engagement scores to identify where there are opportunities for continued improvement.

Although the gender pay gap regulations only require reporting on men and women, we wholeheartedly and actively support non-binary and gender-fluid Trustees working at Trustpilot and we promote gender diversity in all forms through our DE&I strategy and Employee Resource Groups.

We confirm that the data contained within this report is accurate and meets the requirements of the gender pay gap reporting regulations.

Donna Murray Vilhelmsen
Chief People Officer

A handwritten signature in black ink, appearing to read 'D. Murray Vilhelmsen'.

Dave Williams
Chief Technology Officer
Executive sponsor for Gender Equality

A handwritten signature in black ink, appearing to read 'Dave Williams'.

Trustpilot's UK Gender Pay Gap

The UK gender pay gap measures the **difference** in **mean** (average) and **median** (middle) **hourly earnings** between all women and all men working at an organisation, regardless of role or job level. This is not the same as equal pay.



UK Gender Pay Gap at Trustpilot

Pay and bonus

Mean pay gap and median pay gaps continue to fall*

We have seen a slight decrease in mean pay gap (down 0.2%) and median pay (down 1.9%) in the UK.

Mean bonus pay gap has increased

There has been a 7% increase in our mean bonus pay. One contributing reason for this is that our new CEO is now based in the UK and receiving a company bonus.

The pay gap is caused by an imbalance of gender representation

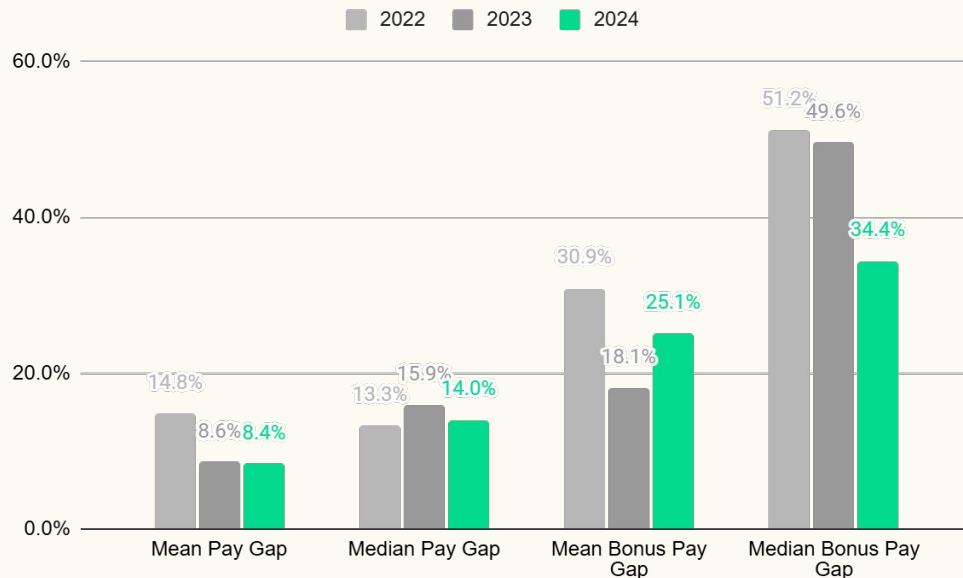
A gender imbalance across the top two pay quartiles continues to drive a pay gap.

Trustees continue to be eligible to participate in the company bonus

In 2024 100% of those eligible received a bonus payment, which was 84% women and 86.8% men in the UK. The percentages reflect eligibility based on joining date.

**mean measures average rate of pay for men and women, median measures the middle rate of pay from lowest to highest for men and women*

UK mean and median pay and bonus pay gaps



UK Gender Pay Gap at Trustpilot cont.

Pay quartiles

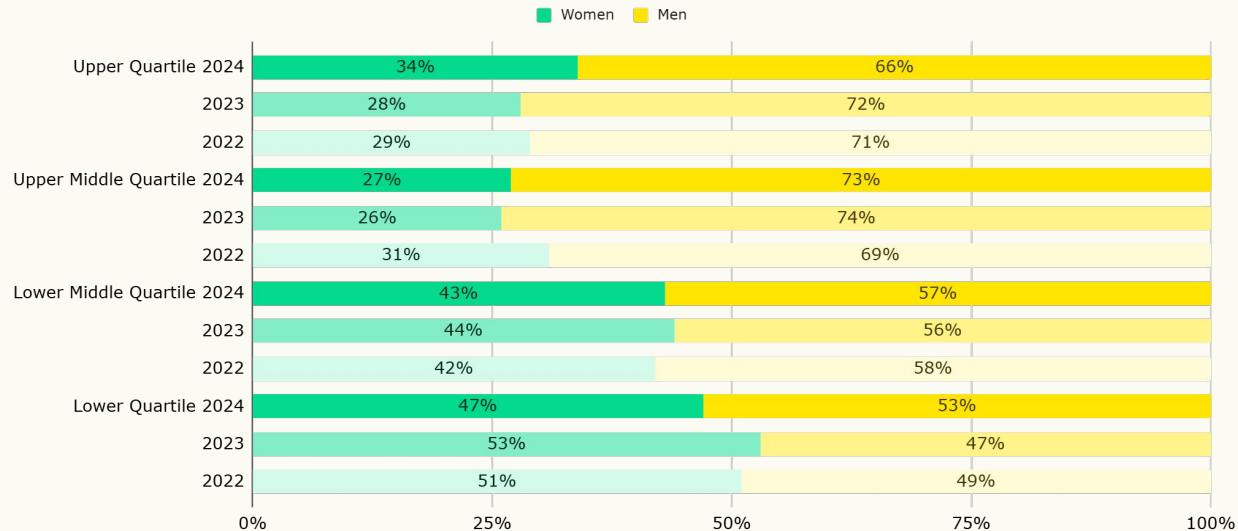
Representation of women in upper pay quartile rose 6%

Women now represent 34% of the top quartile hourly pay split, compared to 28% in 2023. We are encouraged by the improvement in the senior leadership imbalance, but there is more to be done to close the gap.

In 2024 more men than women were in the lower quartile for the first time since reporting began

There are now 6% more men than women in the lower quartile compared to 2023. Though overall the lower middle and lower quartiles are within a fairly balanced range.

Hourly pay quartile split between women and men



Trustpilot's Global perspective on gender pay gap

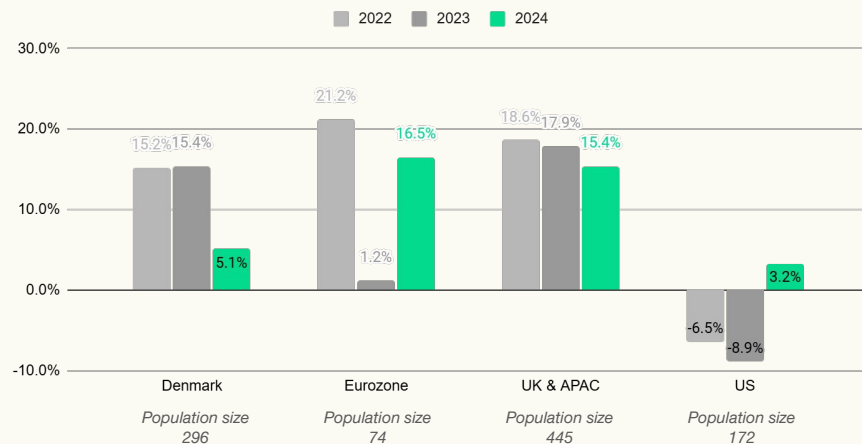
Our global analysis uses **different methodology** to the UK statutory approach and focuses on the difference in annual compensation between all women and men, broken down by region. We believe this is more meaningful.



Global perspective

Looking at gender pay gaps across our regions

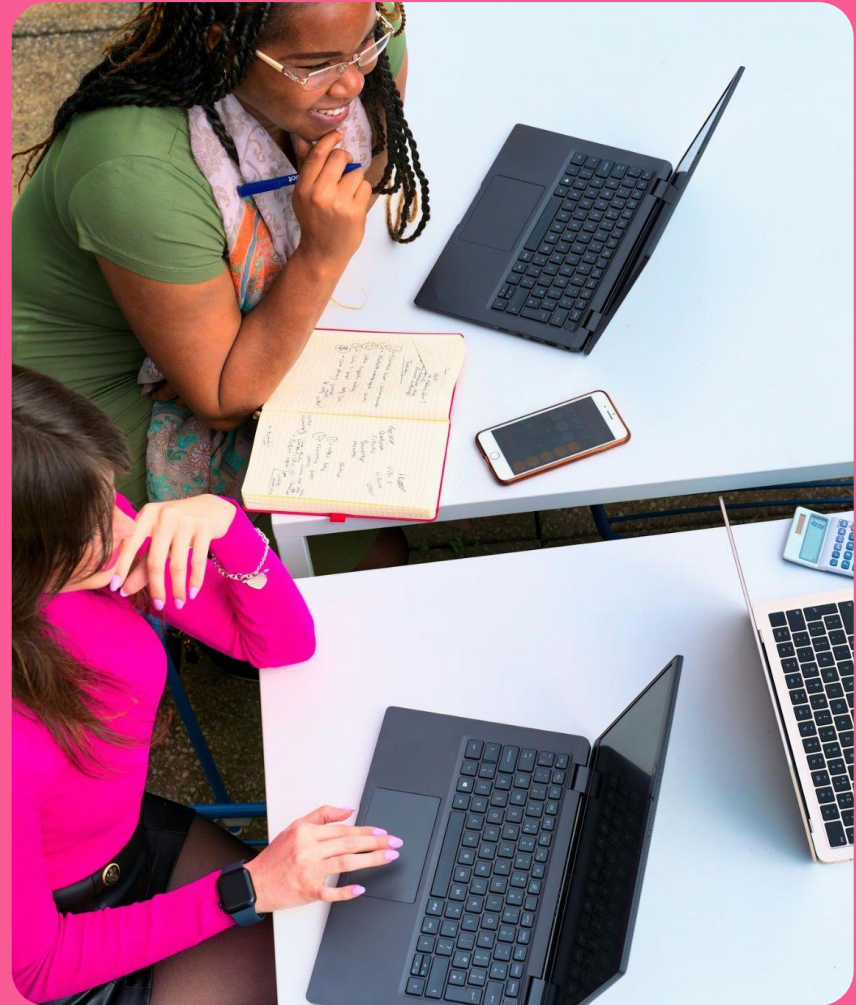
Our global perspective looks at annual compensation rather than hourly pay. We feel this provides a clearer picture of the gender pay gap at Trustpilot as it includes annual salary, on-target commission and on-target company bonus rather than hourly pay. Hourly pay calculations in UK statutory reporting include volatile pay elements such as salary sacrifice deductions, and include Trustpilot's Non-Exec Directors pay. These factors can significantly skew the data year on year which can be misleading.



A positive pay gap percentage is where men have a higher total pay than women, a negative pay gap is when more women have a higher total pay than men. The drivers for the pay gap changes across our different regions are as follows;

- In **Denmark** there has been a reduction in pay gap due to a small number of women being hired at very senior levels and the departure of our previous CEO who was based in this region.
- Within **Eurozone**, which accounts for 74 people, the gap widened due to a small number of women leaving the organisation without backfilling their roles and now the highest paid roles are occupied by men.
- For the **UK & APAC** there are 9.6% more men in middle management roles in the UK which is contributing to the gap here, however we have seen a higher number of men in the lower pay quartile in 2024 and an increase in women into the higher pay quartile which has meant an overall reduction in the pay gap.
- In the **US**, the gap has historically been in favour of women, however in 2024 the average on-target-earnings for men increased by 12.6% leading to the gap now in favour of men.

Progress and next steps



What progress are we making?

In 2024 we achieved gender balanced hiring for leadership

We introduced gender balanced shortlists for our senior roles in 2023 and we are pleased to see the impact of this in 2024. We achieved 50/50 gender balance across all senior management hires which has meant a 1% increase in the representation of women within this population. Our Global Leadership Group (GLG) which includes our senior managers, directors, VPs and executive leadership team is now at 43% women*.

We are pleased that overall we are seeing the representation of women increase at every stage of the hiring journey from initial application (36% women) to hires (46%).

**As of November 2024*

We enhanced our parental leave

Every year we aim to make Trustpilot a more family-friendly workplace. In 2023 we enhanced our parental leave so that Trusties in the UK and US are able to take 20 weeks full pay maternity leave and 4 weeks full pay paternity leave.

In 2023 and 2024 our Trustie Families and Carers ERG began building a community of working families, organising family friendly social events and “bring your children to work days”. Towards the end of 2024 they had also launched a global “Mini Trustie Pen Pal” initiative to connect the children of our Trusties together, all across the world.

We enable flexible working

Flexible working at Trustpilot means you work in a way that enables you to deliver your best work. We believe in trusting you to manage your time in a way that works for you and not against you.

In 2024 parents at Trustpilot scored amongst the highest for inclusion (8.7) in our workforce engagement survey with our approach to flexible working rated as one of the reasons why our Trusties love working here.

Looking ahead...

Investing in our talent

We have self-paced learning alongside structured development programmes at Trustpilot. In 2025 we will introduce a centralised mentoring program which will be open to all Trusties to opt into as and when they wish. This year we will also be establishing an early careers programme and social mobility approach will see us introduce apprenticeships from 2026.

Achieving greater gender balance

We believe in having a workforce that represents and speaks to the experiences and challenges faced by our diverse communities. This is achieved by truly understanding what those experiences and challenges are. We will empower all leaders with the tools and education to lead inclusively and make inclusive decisions. We will continue to create opportunities for all Trusties and candidates by developing our internal talent pipeline, investing in the growth of our Trusties, and ensuring our hiring processes remain inclusive of everyone.

Driving greater inclusion

As part of our holistic approach to creating a strong sense of inclusion and belonging at Trustpilot for everyone, we understand that in tech there's work to do to improve the gender balance in this industry. We are therefore committed to building a sustainable, diverse pipeline of future candidates in tech roles as well as creating an inclusive and high-growth environment for all of our existing talent so that everyone feels empowered at Trustpilot.

