



GENDER PAY GAP REPORT

Since April 2017, all UK companies with more than 250 employees have been required to publish calculations showing the pay gap between their male and female employees. The report allows companies to understand the size and cause of their gender pay gap and to address any areas of concern. A gender pay gap (GPG) can be present for many reasons: for example, if an organization has more males in senior roles than females.

Inspired supports the UK government's leadership in gender equity, and the requirement for companies to publish their data. We will continue to work with the government and best practices guidance to monitor and devise initiatives with the goal of narrowing the gender pay gap within Inspired.

Inspired's 2022 GPG submission is reporting data from a snapshot taken in April 2021. At that point we had combined the companies we acquired in 2019: Gamestec, BellFruit and Astra (Bellfruit and Astra not having previously reported their GPG, given employees were less than 250). At that point, however, we had not combined Playnation (please see the separate Playnation report) into the larger company; that happened in October, after the snapshot date of April 2021. An increase in Inspired's pay gap can be attributed to the inclusion of BellFruit, Gamestec and Astra, which had predominantly male management teams, who by the nature of their roles were higher paid employees.

On the snapshot date in April 2021, 76% of our employees were furloughed and not on full pay, so they fall outside the scope of this report.

With all this in mind, this snapshot is not a clear indication of Inspired's gender pay gap and we are looking forward to analysing our full and combined reports in 2023 from the snapshot data we will take in April 2022, which will provide a complete picture of the combined Inspired business.

What is a gender pay gap and how is it calculated?

The gender pay gap is the difference in the average hourly rate of pay between all men and all women in a company. It is important to note that gender pay gap is different from "equal pay," which refers to the difference in pay between men and women who carry out the same or comparable jobs. We want to be very clear that at Inspired, women and men in like-for-like roles are remunerated equally.

The "median" is the "middle" value in the list of numbers. If all company colleagues lined up in a female line and a male line, in order of pay from highest to lowest, we would compare the pay of the female in the middle of their line and the pay of the middle man to identify the gender pay gap. "Median" should not be confused with the "mean" or "average," whereby you add up all the numbers and then divide by the number of people.

Inspired's Workforce

A greater proportion of men than women have traditionally pursued careers in the technology and gaming sectors, and this trend continues today. As a result, women currently represent just under a third of Inspired's workforce (27%) and the business has a greater number of men than women in senior and technical and engineering roles. This has resulted in a gender pay gap.

Gender pay gap

The Office for National Statistics reported the UK national gender pay gap as 15.4% in 2021. (Gender pay gap in the UK - Office for National Statistics (ons.gov.uk)). The 2022 data has not yet been reported.

	MEDIAN/MIDDLE		MEAN/AVERAGE	
INSPIRED'S GENDER PAY GAP	2021 (BASED ON 2020 DATA)	2022 (BASED ON 2021 DATA)	2021 (BASED ON 2020 DATA)	2022 (BASED ON 2021 DATA)
	12%	20%	13%	16%

Broadly, the main reason for our organization's gender pay gap is an imbalance of male and female colleagues across the organisation and a smaller proportion of women than men in senior and higher paid technical roles. Within scales, different roles require different technical skills and knowledge, so there will always be some differences in levels of pay. Again, the increase in Inspired's pay gap can be attributed to the inclusion of BellFruit, Gamestec and Astra, which had predominantly male management teams, who by the nature of their roles were higher paid employees.

What is Inspired doing to improve its Gender Pay Gap?

The gap in our mean pay shows that we have more work to do. And while we don't have an equal pay issue across Inspired, we did take steps to reduce our pay gap and encourage female representation at senior management level. For example, in 2019, when we reported the data from 2018, the gender balance on the Inspired Executive Management Team was 100% male and is now 30% female. We strive to create a work environment where people feel respected and valued, and where they are free to be themselves. We remain committed to attracting and retaining the very best talent and ensuring that gender is never a factor in decisions, including pay. In particular, we have recently launched a series of enhanced family orientated policies, that regardless of gender, support our people in managing their family and work commitments, also during the course of this year our learning and development agenda will focus on aspects of inclusive leadership.

Bonuses

The bonus gap is relevant and is greater than the overall gender pay gap, because this was the first major Restricted Stock Units (RSU) vesting that fell within the scope of this report. RSUs are awarded to the Office of the Executive Chairman, executive management team, and senior managers, who are mainly male. Of our senior management team, 79% are male and 21% are female.

	Mean Average	Median Middle
Gender Bonus Gap	33%	83%

8.19% of men and 6.56% of women received a bonus during the measurement period (12 months prior to April 2021). The volume of people furloughed affected bonus percentages.

Our continued commitment

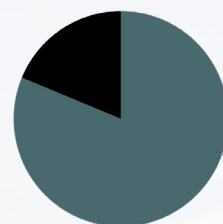
We look to encourage better gender balance throughout our organization through our HR processes, as well as our social responsibility to advocate for greater gender equality in our marketplaces and wider society. Inspired recognises the positive impact of taking proactive steps to supporting greater gender balance throughout our operations and the communities where we operate.

Pay Quartiles

These graphs illustrate the percentage of males and females in each pay quartile band is:

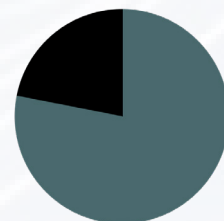
Employees with standard hourly rates in the upper quartile

Male: 81%
Female: 19%



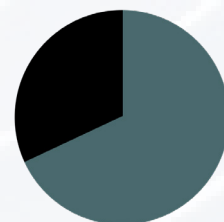
Employees with standard hourly rates in the upper middle quartile

Male: 78%
Female: 22%



Employees with standard hourly rates in the lower middle quartile

Male: 68%
Female: 32%



Employees with standard hourly rates in the lower quartile

Male: 69%
Female: 31%

