

# OUR GENDER PAY GAP REPORT

Keywords International Ltd. (Dublin Studio)  
December 2022



# Our Gender Pay Gap - Overview

This report covers the 2021-2022 reporting cycle, using a snapshot date of 30<sup>th</sup> June 2022. This is Keywords International's (Ireland) first gender pay gap analysis. Keywords Studios Ireland consists of three separate entities: Keywords International Limited, Keywords Studios Limited & Xcelerator Machine Translations Limited. Of these, Keywords International is at present the only entity with an employee base of 250+ and it is important to note that this report pertains to data for this branch of the business only (with our remaining Irish entities each employing less than 30 people respectively on the snapshot date).

Keywords International Dublin primarily provides testing and localization services in up to 50 languages to a range of blue-chips clients in the gaming industry globally. Our Dublin studio also employs IT, Marketing and HR Admin support employees.

Encouraging more females<sup>1</sup> to pursue a career in the gaming sector has traditionally been a challenge and our experience in this is in line with industry norms. We are pleased, however, to report that our current overall mean and median gender pay gap stands at 2.8% (against an EU average of 13%) with the overall representation between male and female employees standing at a ratio of 56:44. We are on the right trajectory, acting to address our gap through the continuation of wider policies and activities that are fair, inclusive, and equitable to all and this will remain a core component of the culture we are continuing to build at Keywords.

On the snapshot date, Keywords International employed a total of 274 employees of which 150 are male and 120 female. 4 employees stated their gender as non-binary or did not disclose this information. This report is therefore an analysis of the data for 270 people in total.

## Important Note:

- It is possible to have a gender pay gap & still pay men and women equally. At Keywords we are fully confident that our employees are paid equally for equal work.
- Gender pay gap reporting, as distinct from Equal Pay, reflects the difference in the average hourly rate of pay between men and women in the organization, regardless of their seniority or role.
- The mean gender pay gap is established by adding the rate of pay for each gender and dividing it by the number of employees with the pay gap being reported as a percentage.
- The median gender pay is calculated by ranking the hourly pay rate by gender from lowest to highest, with the middle number being taken for both and the difference calculated.

<sup>1</sup> Here we refer to sex, as opposed to gender, as the Gender Pay Gap Information Act 2021 (based on Ireland's Employment Equality Acts 1998 to 2021) stipulates that gender pay gap metrics are to be calculated based on male and female categorization.



# Overview continued

From June 2022, the Gender Pay Gap Information Act 2021 requires organisations in Ireland to report on their hourly gender pay gap across a range of metrics, falling broadly into the below reporting requirements:

- The mean and median pay gap in hourly pay between male and female employees
- The mean and median pay gap in hourly pay between part-time male and female employees
- The mean and median pay gap in hourly pay between temporary male and female employees
- The mean and median bonus pay gap between male and female employees
- The percentage of male and female employees who received bonus pay
- The percentage of male and female employees who received benefit in kind
- The percentage of male and female employees in each of four pay band quartiles

The below data is an analysis of the required data in detail



We welcome annual gender pay gap reporting as an opportunity to track the success of our HR & Culture strategies and identify opportunities for improvement in our aim to continue to foster a diverse and inclusive workforce. We use the gender pay gap analysis process to explore whether there are gender imbalances in certain roles or levels; differences in development and promotion trajectories; differences in high paid vs low paid roles; and differences in salaries and benefits. We then design interventions to tackle these differences.



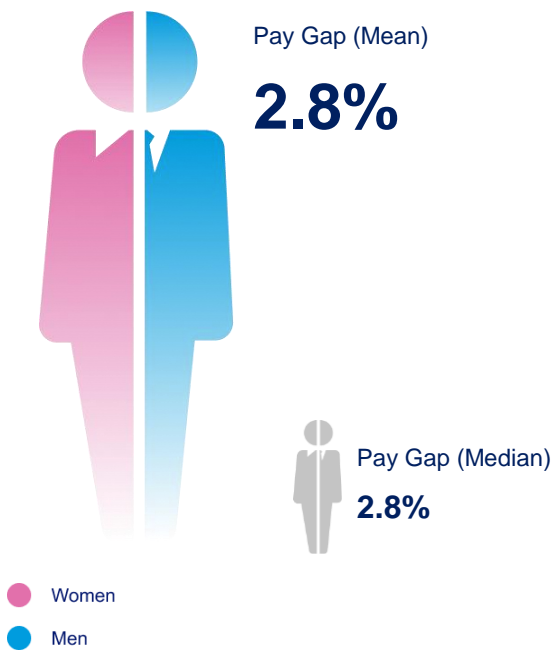
# Our Overall Pay Gap at a Glance

As mentioned above, the gaming sector has traditionally attracted a predominantly male workforce<sup>2</sup> and the pay distribution variance as we progress through the quartiles is evidence of this, with a greater representation of males in mid-senior leadership roles, which generally command a higher salary. Those in the upper quartiles will typically also be quite tenured employees and are representative of those who have progressed through the ranks and/or have received incremental pay increases at a time when females were attracted to the industry in lesser numbers. The gender representation ratio overall at Keywords Dublin on the snapshot date of 30<sup>th</sup> June 2022 was 56:44 in favour of males. By comparison, in mid-2017, our ratio was 63:37 in favour of males, evidence that the dial is moving towards greater gender parity. Notwithstanding, this will take some time to reflect in our pay quartiles, as we work to attract and - equally importantly - retain and develop more female employees. Similarly, the bonus gap of 10% is reflective of the higher proportion of males occupying higher level roles, which carry a bonus element to the overall package. Health Insurance is the main benefit that incurs benefit-in-kind (BIK) and the gap here is 2%. Health insurance is a voluntary benefit and the uptake generally in the company, is relatively low, largely driven by demographics (a combination of age-related factors and a work population consisting of a large proportion of transient employees).

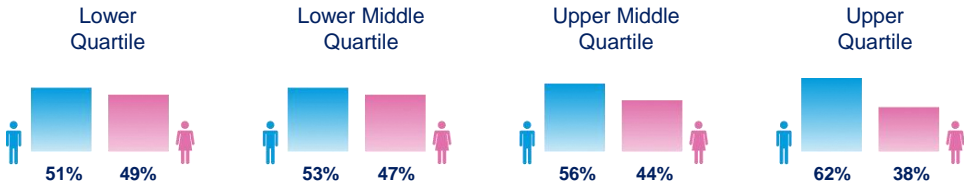


<sup>2</sup> 2020 European Video Games Industry Insights Report - [https://www.egdf.eu/wp-content/uploads/2022/09/ISFE\\_EGDF-report2022\\_V08-05092022\\_45FIXED.pdf](https://www.egdf.eu/wp-content/uploads/2022/09/ISFE_EGDF-report2022_V08-05092022_45FIXED.pdf)

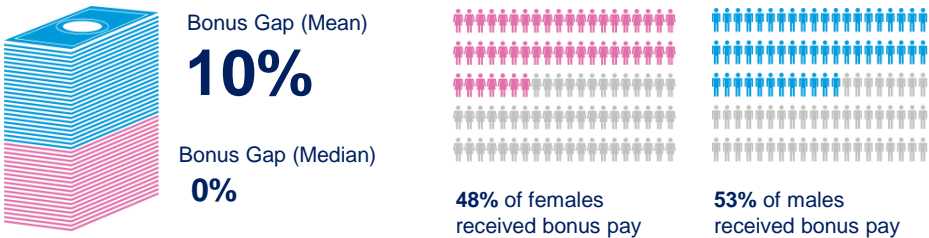
# Our Overall Pay Gap at a Glance



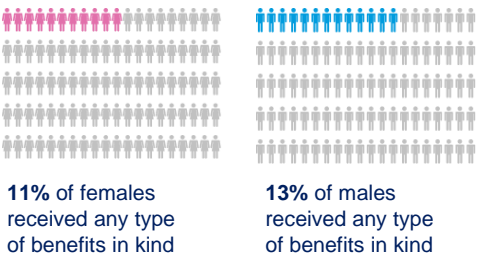
## Gender Distribution Per Pay Quartile



## Bonus



## Benefits in kind



## Total Gender Distribution

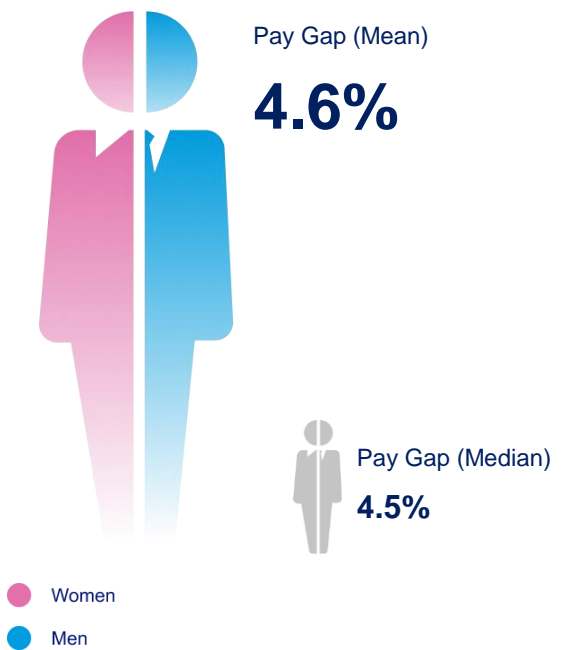


# Our Full-Time Employee Pay Gap

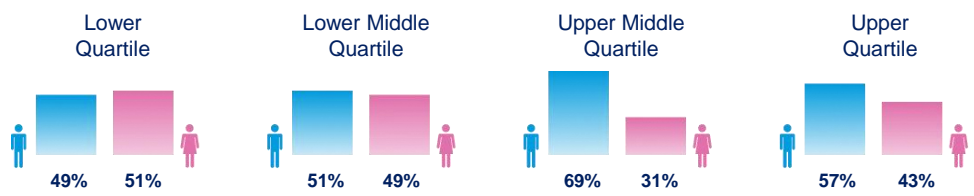
Our Full-Time employee pay gap indicates both a mean and a median pay gap of 4.6% & 4.5% respectively, and a total gender distribution ratio of 56:44 in favour of males. Here the legacy issues are more prominent in the variance between the quartiles, given our full-time employees tend to be amongst our most tenured, with similar trends in the bonus and BIK gaps in evidence for the same reasons



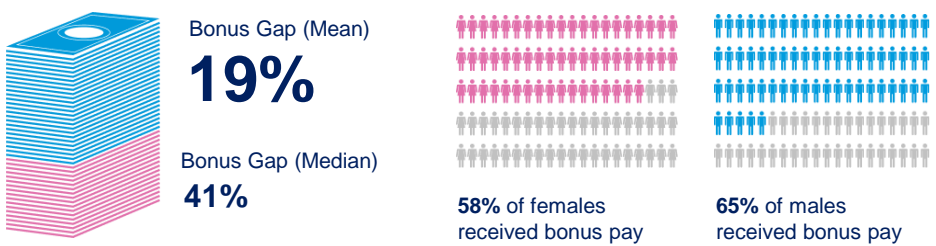
# Our Full-Time Pay Gap at a glance



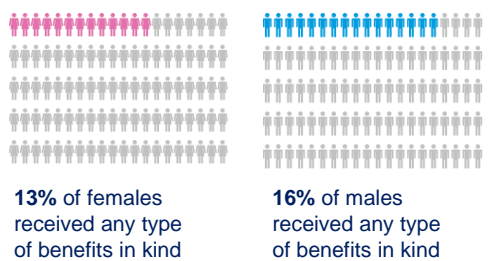
## Gender Distribution Per Pay Quartile



## Bonus



## Benefits in kind



## Total Gender Distribution





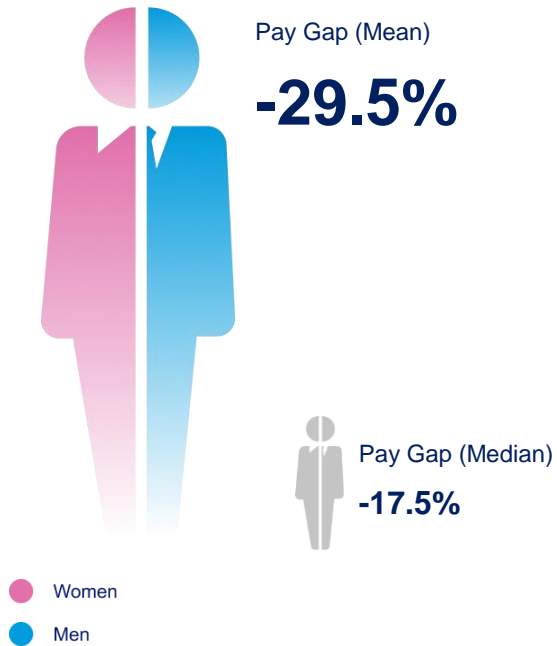
# Our Temporary Employee Pay Gap

In this employee category, the pay gap switches to negative, with a -29.5% mean and a -17.5% pay gap – the negative pay gap indicating that, on average female's gross annual hourly earnings in this category are higher than her male counterparts. This data represents a very small portion of the workforce – just 11 people, comprising 6 males and 5 females. The gap is representative of a small number of females who, on the snapshot date, happened to occupy more senior roles, which command a higher salary. There are justifiable reasons for the temporary nature of these roles, and we consider this data set to be atypical however we will continue to closely monitor this category to ensure fairness and equity.

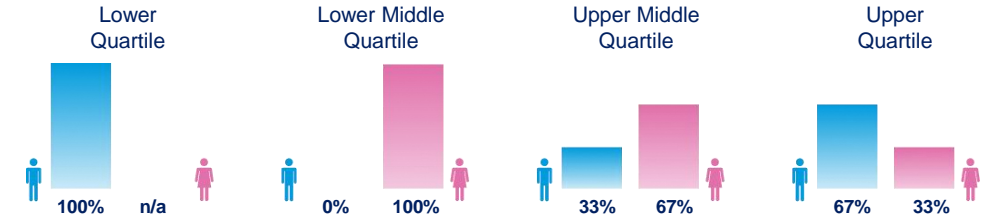




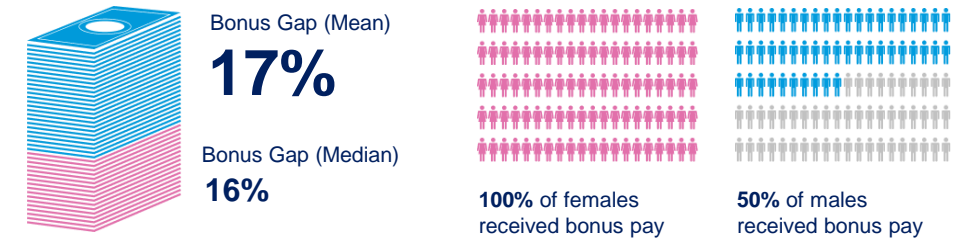
# Our Temporary Pay Gap at a glance



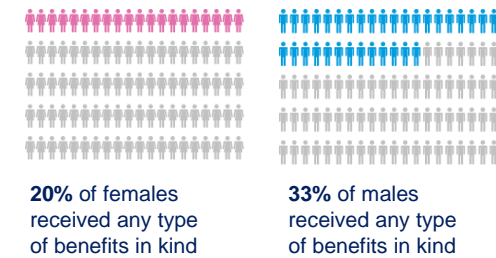
## Gender Distribution Per Pay Quartile



## Bonus



## Benefits in kind



## Total Gender Distribution



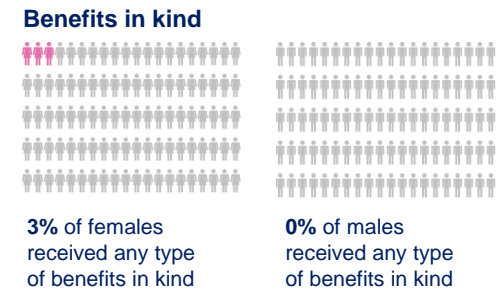
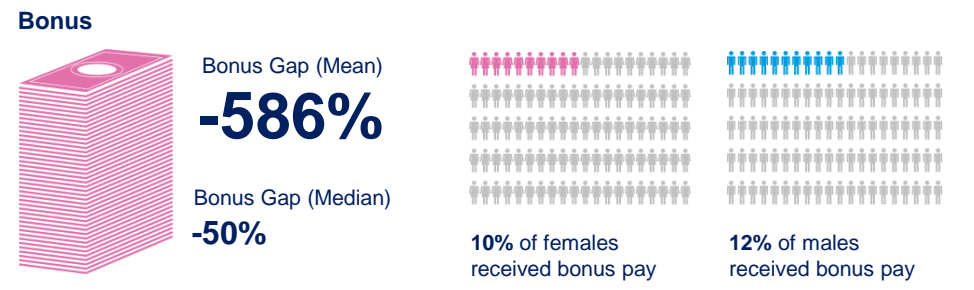
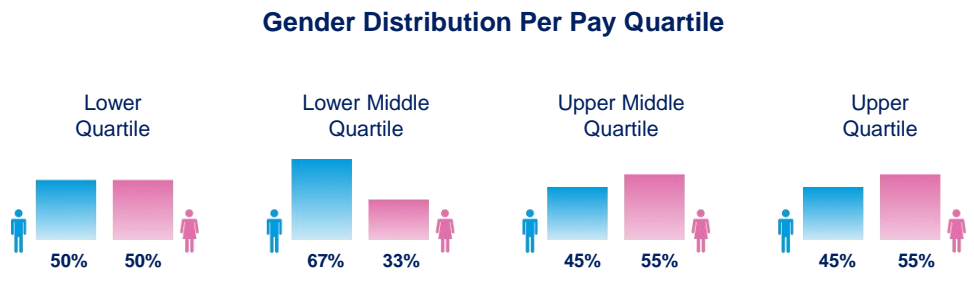
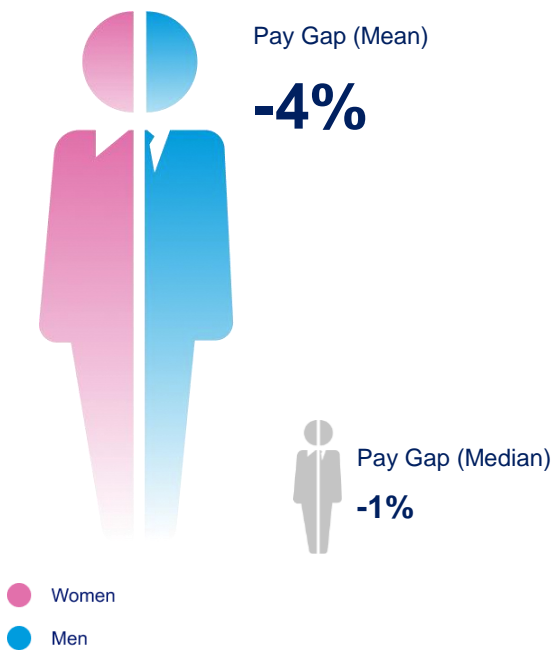
# Our Part-Time Employee Pay Gap

Again, in this category, our pay gap is in favour of females: at -4% mean and -1% median respectively. This group comprises a total of 64 employees, of which 34 are male and 30 female. The significant bonus gap indicates that this category is representative of a larger proportion of females occupying management roles (since bonus payments are restricted to management level roles in the main), and we view this as a positive in terms of equal opportunity.

*It is important to note that not all are on part-time contracts per se but for the purposes of reporting we have categorized them as such. The reason for this is that the nature of our business in Dublin requires a constant supply of “casual” workers amongst our Tester population due to lot of project-based work. This cohort do not work full-time but are available to work on projects as they arise. To establish how to classify our “casual” workforce for the purposes of reporting, we have taken the decision to treat a casual worker who works 20 hours per week or less, as a Part-Time employee in line with the Department of Enterprise, Trade & Employment’s categorization of a Part-Time employee with a Stamp 2 Visa.*



# Our Part-Time Pay Gap at a glance



# General Equality Initiatives & Action Plans

As an employer we truly believe that having a diverse workforce is key to our success as a business and we are fully committed to continually fostering an ever more diverse and gender-balanced organisation. Our culture has been shaped by the rollout of meaningful initiatives in recent years such as 'Unconscious Bias' training for our Global Recruitment and HR Teams in 2019, the establishment of an internal Global Diversity and Inclusion Council in 2020, Keywords' ongoing partnership with the Women in Games Ambassador programme, as well as the appointment of our European Manager for Diversity & Inclusion in early 2021 who is making great strides in driving the diversity, inclusion and belonging agenda forward.

We are an equal opportunity employer, and our commitment to achieving balanced gender representation, and to DEIB more broadly will continue to be a focus. With regards to the Ireland Gender Pay Gap we have identified three key areas for action over the coming year:

## 01

**Equality Data:** We are currently building our diversity and inclusion data collection and analysis processes at Keywords. To advance our DEIB objectives during 2023–2025 we will establish DEIB metrics and undertake a centralized Group DEIB agenda, with targeted initiatives in Ireland. This includes metrics for aspects of talent acquisition and talent development which will provide insight into what factors are causing our Gender Pay Gap. We will use this information to design interventions to increase the proportion of females in our workforce and increase the proportion of females occupying higher level roles.

## 02

**Talent Acquisition & Development:** We are working to enhance our attractiveness as an employer and in our intake of new employees through a range of strategic initiatives that prioritise professional development and internal mobility. We have renewed our sponsorship of Women in Games Ambassador program to this end. We will undertake a review of our job descriptions with the aim of increased diversity in our candidate pool and will deliver inclusive recruitment training for our recruiters to consolidate previous learnings in unconscious bias tools. We will also monitor closely our gender data in relation to those leaving our employment with our renewed exit interview process, as well as internal promotion statistics to address inequities in assessment and selection processes.

## 03

**Learning & Development:** We will expand our delivery of Dignity at Work training to all employees at all levels to fully ingrain the principles of DEIB into our overall culture and will continue our work in developing our management pipeline to ensure greater balance and diversity.

