City Financial Marketing Group Limited
Gender Pay Gap Report 2025

At City Financial Marketing Group Ltd, we are committed to fostering an inclusive and equitable workplace where all employees have equal opportunities to thrive. Our gender pay gap report for the period 1 July 2024 to 30 June 2025 provides transparency on pay differences between men and women across our organization.

We are committed to building a workplace that is fair, inclusive, and representative of the diverse communities we serve. Publishing our Gender Pay Gap Report is an important step in maintaining transparency and accountability as we continue to strengthen our culture of equality. We recognise that the gender pay gap is about the broader distribution of men and women across different roles and levels within the organisation. This report highlights areas where progress has been made, and where further action is required. We take responsibility for driving meaningful change. Our priorities include:

- Ensuring equal access to career development and progression opportunities
- Supporting flexible working arrangements to balance professional and personal responsibilities
- Promoting diverse leadership and representation at all levels
- Embedding inclusive practices into recruitment, training, and performance management

This year, City Financial Marketing Group became part of Gallagher through the acquisition of Assured Partners, marking the largest insurance broking transaction ever completed. This milestone opens an exciting new chapter as we integrate into Gallagher's global business.

Our focus remains clear: bringing together two strong teams, combining talent and best practices, and reinforcing our commitment to inclusion and diversity. These efforts will play a vital role in narrowing our gender pay gap and creating a workplace where everyone can succeed.

We are grateful to our team members for their dedication and resilience throughout this transition, and for continuing to deliver exceptional service to our clients. We look forward to the opportunities ahead as we build an even stronger future together.

Gender Pay Gap Statistics | 2024-2025

As of 30th June 2025, the data in this report is as follows:

Mean Pay

The mean is calculated by calculating the difference between the mean hourly pay of relevant male employees and that of relevant female employees, with the difference expressed as a percentage of men's earnings. As an example, a mean of 10% shows that women are paid 10% less than men when comparing the respective average hourly rates.

Median Pay

The median is the difference between the middle number in a ranking of hourly pay from lowest to highest for relevant male employees and the middle number for relevant female employees, with the difference expressed as a percentage of the men's median. As an example, a median of 15% shows that women are paid 15% less than men when comparing the respective gender mid-point hourly rates.

Pay Quartiles

The pay quartiles are determined by dividing our workforce into four equal parts based on their pay and identifying the proportion of men and women in each part.

Gender Reporting

The legislative requirements for Gender Pay Gap reporting in Ireland are binary with regards to gender; therefore, this report focuses on the comparison between men and women. We support equal pay for colleagues across all gender identities and continue to promote an inclusive culture for all colleagues.

Workforce Composition

Our gender distribution in CFM is represented by females in a majority (52.4%) and by males (47.6%).

- Total employees: 118
- Men: 56
- Women: 62

Pay Gap Analysis

- Mean hourly pay gap (full-time): 57.89%
- Median hourly pay gap (all employees): 3.98%
- For part-time employees, the mean gap is -17.57%, indicating women earn slightly more than men on average in part-time roles.

Bonus Gap

- Mean bonus gap: 87.12%
- Median Bonus gap: 46.24%
- Bonus recipients: 12.50% of men vs. 4.84% of women
  This reflects a significant disparity in bonus allocation, which we are actively reviewing.

Benefits

- 14.29% of men and 9.68% of women received additional benefits during the reporting period.

Quartile Representation

- Lower quartiles (Q1 & Q2) have higher female representation (63.33% and 58.62%), while upper quartiles (Q3 & Q4) show a more balanced distribution but slightly more men in senior roles.

Employee numbers:

Total men	56
Total women	62
Total employees	118

Gender pay gap data:

	All Genders	Men	Women	Metric
Mean for full time employees	€21.25	€43.99	€18.52	57.89%
Mean for part time employees	€15.39	€13.60	€15.99	-17.57%
Median for all employees	€16.20	€16.42	€15.77	3.98%
Median for part time employees	€13.60	€13.60	€12.38	8.95%
Mean Bonus	€1,031.93	€1,902.99	€245.16	87.12%
Median Bonus	€5,246.70	€9,300.00	€5,000.00	46.24%
% of men who received bonuses				12.50%
% of women who received bonuses				4.84%

Benefits data:

Total number of employees:	118	
Men who received benefits	8	6.78%
Women who received benefits	6	5.08%
Total number of men	56	
Of which received benefits	8	14.29%
Total number of women	62	
Of which received benefits	6	9.68%

Quartile information:

Quartile 1	€15.10	11	19	36.67%	63.33%
Quartile 2	€16.20	12	17	41.38%	58.62%
Quartile 3	€19.36	17	12	58.62%	41.38%
Quartile 4	€1,211.30	16	14	53.33%	46.67%
		56	62		

Women are more heavily represented in lower-salaried roles, while male colleagues dominate the highest pay quartiles. Traditionally, men occupy higher-paid, senior, and specialist positions and we see evidence of this in our report, with women having a higher representation in lower pay quartiles. This is the key driver of our gender pay gap, as it shows fewer women in senior or higher-paid roles and more women in lower-paid positions.

Our Actions to Address Gender Pay Gap

We acknowledge that improving gender diversity at the most senior levels of our organisation remains a key priority. To address this, we have implemented a series of targeted strategies and programmes designed to ensure equitable recruitment, development, promotion, and reward practices for all employees. These include:

- Addressing the gender pay gap sustainably by investing in the development of female talent below executive leadership team level. By identifying and nurturing high-potential women across mid and senior management tiers, we aim to build a robust pipeline of future female leaders. Longer term, this approach ensures greater gender representation in the top pay quartile.
- Embedding inclusive hiring practices across all levels of the organisation.
- Conducting regular pay equity reviews to ensure fairness and transparency.
- Monitoring progress through internal reporting and accountability frameworks.

These initiatives are part of our broader focus on I&D and are designed to support balanced representation across all levels of our business. Over time, we expect that they will contribute to reducing our gender pay gap and fostering a more inclusive workplace culture.

Next Steps and Action Plans

The company is currently aligning policies and procedures with Gallagher, ensuring consistency across all areas, including diversity and inclusion strategies.

Our priority areas

Our gender pay gap indicates an underrepresentation of women in the upper pay quartile, so we will focus on how each of our I&D committee working groups will influence this.

Gender

Through focused development programmes, mentoring initiatives, and growth opportunities, we strive to cultivate a diverse and inclusive workforce at every level of our business, empowering our female talent to thrive and progress within the organisation.

Policy

We consider that we have implemented robust family-friendly policies and are fully supportive of individuals who opt for family-friendly leave in various circumstances, such as fertility treatment, adoption, and fostering. Our policy working group will aim to continue this trend, focused on removing barriers affecting our gender pay gap.

Inclusive Hiring

Our inclusive hiring principles are a fundamental part of our recruitment process, designed to acknowledge and embrace the diversity of applications. Gallagher (Retail) Ireland aims to hire the most qualified candidates for each role, ensuring that selection is based on core skills and company values as opposed to team fit.
We are focusing on how we can maximise on our recruitment partnerships, driving applications from female talent, demonstrating the value of a career in insurance and spotlighting our investment in female development programmes.

Data and Reporting

By having Data and Reporting as a key part of strategy formation, we aim to ensure that our endeavours are producing measurable outcomes. This is a critical next step in the maturity of our approach to inclusion, enabling us to understand where we are making an impact and where adjustments are required.
Our activity will be measured directly against our I&D goals, with milestones to achieve in 2026 and beyond.

Next steps

We are dedicated to leveraging technology and data to identify areas within our organisation that require renewed focus in advancing gender equality. Guided by our values — trust, innovation, collaboration, expertise, and safety — we will continue working closely with our colleagues to foster an inclusive environment. Regardless of ethnicity, gender, age, disability, religion, or sexual orientation, we are dedicated to empowering every individual to build confidence and reach their full potential.