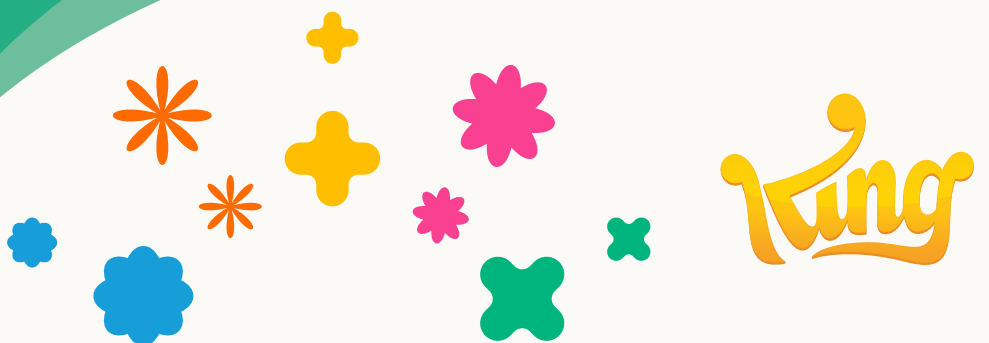




# UK *Gender* Pay Gap Report

2023



## Executive Summary

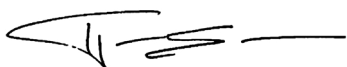
King's 2023 UK Gender Pay Gap Report shows that we remain on the right path to closing the Gender Pay Gap, but we know we have more to do. Our Mean Pay Gap is now -0.9 percent, a change from last year's 0.8 percent. Our Median Hourly Pay for women has increased by six percent, compared to last year.

For King, a diverse and inclusive workplace is key. In 2023, King was named one of the Best Places to Work by The Sunday Times and one of the Global Most Loved Workplaces by Newsweek. Equity and inclusion is established in our foundation with policies such as enhanced parental leave and flexible working.

We continue to have an equal approach to the minority gender including investing in development programmes and leadership coaching. Having a balanced gender workforce means that we are taking different perspectives and creative thinking into consideration, which leads to diversity of thought and better decision making.

Through 2024, we will continue to support and invest in the incredible talent we have at King.

I confirm that the information in this report is accurate.



**Tjodolf Sommestad,**  
President, King

## What is the Gender Pay Gap, and how is it measured?

The Gender Pay Gap refers to the difference between the average earnings of all men across the organisation compared to the average earnings of all women.

This is different from equal pay, which focuses on whether men and women are compensated equally for performing the same or similar work.

The Gender Pay Gap is measured in two ways:  
as a **MEAN** and a **MEDIAN** figure.



**M + E + A + N**

**4**

The Mean Gender Pay Gap reflects the difference in average hourly pay between men and women.

**MEDIAN**

The Median Gender Pay Gap reflects the middle of the distribution as a measure of average hourly pay. In an organisation, half of employees earn more than the median, and half earn less.

KEY: ● MEN ● WOMEN

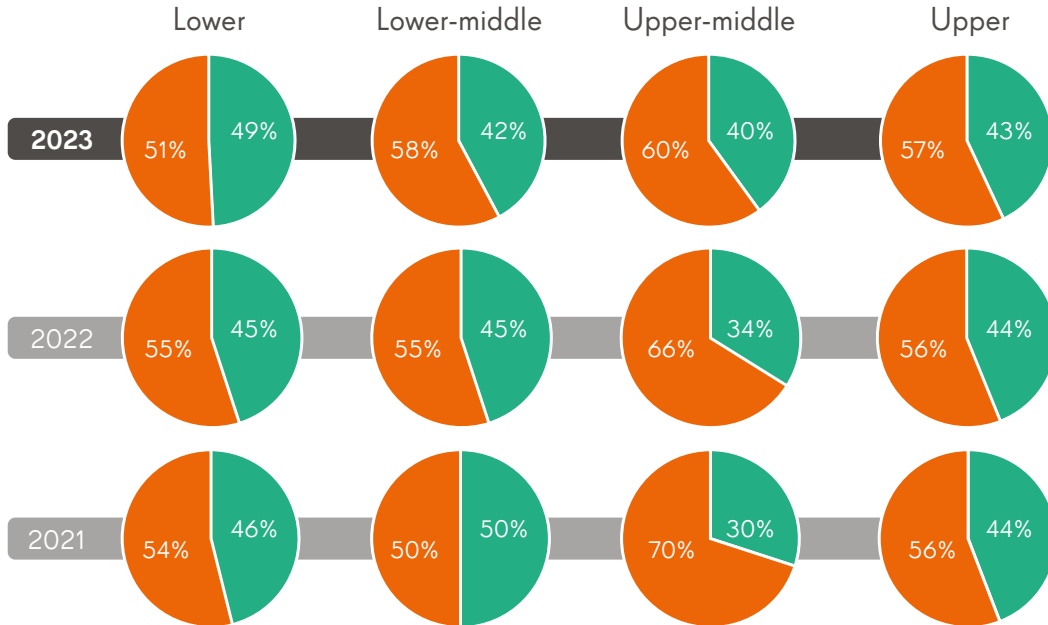
### UK Gender Pay Gap



Our Mean Gender Pay Gap is **-0.9%**

Our Median Gender Pay Gap is **3.4%**

### UK Pay Quartiles



### UK Bonus Pay Gap



Our Mean Bonus Pay Gap is **28.3%**

Our Median Bonus Pay Gap is **-1.3%**

## % of Gender Receiving a Bonus



**220**  
Men  
received a  
bonus  
(89.4%  
of all men)



**165**  
Women  
received a  
bonus  
(87.8%  
of all women)

**All King employees are eligible to receive a bonus.**

All UK employees who started employment on or before 30th September in a calendar year are eligible to receive a bonus for that year the following March.

Those starting after 30th September are not eligible to receive a bonus in relation to the period 1st October to 31st December. Instead, they become eligible for a bonus from 1st January (with payment in March of the next calendar year).

## Summary: What our UK Data Shows

King's Mean Hourly Pay Gap is -0.9 percent. It has decreased from last year's 0.8 percent.

Our Median Hourly Pay Gap is 3.4 percent, a decrease from last year's 7.2 percent. The median hourly pay for women increased year on year, from £34.49 to £36.13 - **an increase of six percent.**

Our Mean Bonus Pay Gap is 28.3%, this is **an increase from last year's 20.2 percent.**

Our Median Bonus Pay Gap is -1.3%. This is **a decrease from last year's 3.9 percent.**

The continuing decrease in pay gaps can be attributed to the increase in total population across genders, **up from 348 in 2022 to 435 in 2023**, particularly below Director level.

In 2023, we set an organisational goal to **improve the gender diversity mix across teams by five percent** - which eight out of 12 teams achieved.

## Our Ongoing Initiatives

The UK games and tech industry shares the long-term challenge of closing the Gender Pay Gap and we appreciate that there is still more work we can do. Our intentions in this area are reflected in the many diversity and inclusion goals we have across King. We are committed to attract, develop and retain women and non-binary people in a greater number in senior levels. We continuously invest in all our talent to achieve and maintain balanced representation at all levels in King.

As we're passionate about diversity, equity and inclusion, we are continuously working, year after year, to ensure our organisation and workplace enables our current and future talent to thrive and to reduce our Gender Pay Gap.

### Here are some of our ongoing initiatives:

#### Inclusion Nudges

Our compensation review cycle has 'nudges'; built-in checks to ensure that proposed awards are scrutinised for bias prior to approval.

#### Inclusive Hiring

We continue to review job description language to avoid bias and to review our hiring approaches to align with best practice in the industry by providing training to our recruiters and hiring managers.

#### Recruitment Partnerships

We constantly seek new opportunities to have a presence at diverse recruitment events, both online and in person, in order to attract diverse candidates to King.

#### Succession planning

We continue to fuel our talent pipeline with gender balance, thus being able to promote both men and women into leadership roles as a result of a balanced succession plan.

#### Family Friendly Policy

We offer 20 weeks' full pay for maternity or shared parental leave, including full bonus eligibility for that period for everyone who has been employed for at least 26 weeks. In addition, we offer 10 weeks of paid parental leave to all employees, regardless of tenure. We also have a culture that embraces flexible working, allowing those with caring responsibilities to remain in work, in the roles for which their skills are suited. This in turn works towards reducing the Gender Pay Gap.

#### King Internship Scheme

We continue to work toward hiring a gender balanced intake for our internship scheme. In 2023 we achieved 64 percent intake of women, up from 46 percent in 2022.



## Developing Women Leaders and Building an Inclusive Leadership Team

Our successful accelerated learning programme 'Kicking Glass 2.0' rolled out in 2023. The programme is focused on identifying career boosters from the perspective of collective abilities including neurodiversity as well as race, ethnicity, nationality and culture.

LGBTQIA+ and women across all levels and locations are provided opportunities to network, build community, reclaim their narrative and benefit from mentoring initiatives.

We have had a number of managers successfully complete our Manager Foundations programme, building on their core capabilities and ensuring they continue to grow and develop themselves and their wider teams.

We have supported our senior leaders across a number of impactful interventions, including inclusive leadership, exploring decision making through an inclusion lens, listening to Kingster feedback and working through the leadership call to action.

Throughout 2023, Directors and Senior Directors at King continued to have access to personalised leadership and specialist coaching via the BetterUp platform.

BetterUp coaching helps leaders to identify their strengths, achieve their goals and reach their full potential. In 2023, 42 percent of the participants on this leadership coaching track were women or non-binary people.



## Women in Games Scholarship 2023

In 2016, King created a Scholarship to award women and non-binary students with a trip to attend the Game Developers Conference (GDC) in San Francisco in an effort to further encourage and strengthen the presence of women and non-binary individuals in the games industry.

A committee of Activision, Blizzard and King employees selects 10 women and non-binary scholars who receive sponsorship to attend the GDC in San Francisco, including networking opportunities and live Q&A sessions with professional developers from the game industry.

## Educational Outreach Initiatives

We support valuable student and industry programmes aimed at getting more girls and women to pursue STEAM (science, technology, engineering, arts, and math) careers. We are a proud founding partner for ADA College (The National College for Digital Skills) in London, whose mission is to work with industry to design and deliver an education that

empowers all their students, especially women and those from low-income backgrounds, to progress into highly skilled digital roles.

We will continue our partnership through 2024, funding a dedicated outreach program to girls in secondary schools.

In 2024, we are also supporting Young Enterprise UK, through a European partnership with Junior Achievement to empower underserved students aged 18+ to be inspired and prepared to pursue STEAM education or a career in tech and gaming. We are excited to have designed our 2024 Apprenticeship Strategy that will leverage and build on our craft skills, coupled with creating opportunities for wider and more diverse groups.

## Supporting Industry Wide Diversity Initiatives

We continue to partner with our industry trade association, UKIE, and other significant games companies to support #RaiseTheGame, the industry-wide pledge to improve diversity in the games industry.





# UK *Gender* Pay Gap Report

2023

The logo for 'King' is written in a stylized, cursive font. The letters are yellow with a dark outline, and the 'i' has a long, flowing tail that underlines the rest of the word.