



UK Gender Pay Gap Report 2024



Executive Summary

This year, our gender pay gap in the UK stands at a mean average of 2.7 percent and a median average of 5.4 percent, both in favour of men. This reflects a shift from last year's figures, which showed a 0.9 percent mean gap in favour of women and a 3.4 percent median gap in favour of men. We recognise that progress is not always linear, and we remain committed to closing the gender pay gap.

Our 2024 employee engagement survey revealed strong inclusion scores. When we asked Kingsters to rate the statement "I feel included in my team", we saw an 82 percent favourable score company-wide. We continue to invest in career development, supporting all employees in their growth, upskilling, and exploration of new career paths.

In 2025, we will expand our leadership development initiatives and launch a new leadership capability framework to equip managers and leaders further with the skills and mindset needed to fuel performance, growth, and engagement. Embedded within these programs is the need for managers and leaders to drive inclusive practices and support the growth and development of all their team members.

We have published UK Gender Pay Gap Reports annually since 2017. While government requirements focus on men and women, we recognise and celebrate the diversity of our workforce and are committed to fair pay and equitable treatment for every Kingster.

We strive to drive meaningful progress, continuously building a more inclusive workplace at King and positively shaping the wider gaming industry.

I confirm that the data contained within this report is accurate and meets the requirements of the Gender Pay Gap reporting regulations.



Tjodolf Sommestad,
President, King

A handwritten signature in blue ink, appearing to read 'Tjodolf' followed by a stylized surname.

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 UK-based men across the organisation compared to the average earnings of all UK-based women.

This report's analysis follows the government's methodology, which includes:

- Organisation demographics as of 5 April 2024
- Hourly pay rates as of the snapshot date, 5 April 2024
- Bonuses paid over the 12 months leading up to 5 April 2024

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

It is important to point out here that factors such as skills available in the market, hiring needs, attrition, employee movement, and promotions can impact our gender pay gap.

**The gender pay gap is measured in two ways:
as a MEAN figure and as a MEDIAN.**



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The mean gender pay gap reflects the difference in average pay between men and women by adding all rates in a group and dividing by the number of employees in that group.



MEDIAN

The median gender pay gap reflects the middle of the distribution as a measure of average pay. Half of employees earn more than the median, and half earn less.

UK Gender Pay Gap

Our **mean** gender pay gap is

2.7%

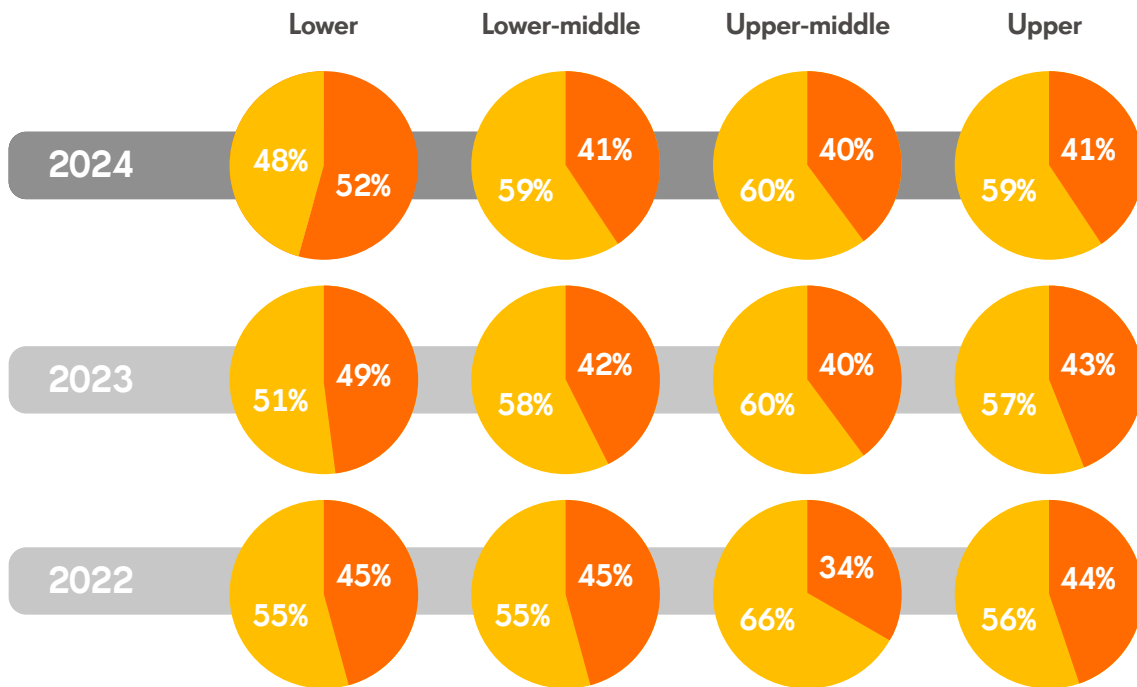
Our **median** gender pay gap is

5.4%

KEY: ● MEN ● WOMEN

UK Pay Quartiles

Pay quartiles are calculated by ranking all employees by their hourly pay, from the lowest to the highest, and then dividing the population into four equal groups. This provides insight into the distribution of men and women across different pay levels.



UK Bonus Pay Gap

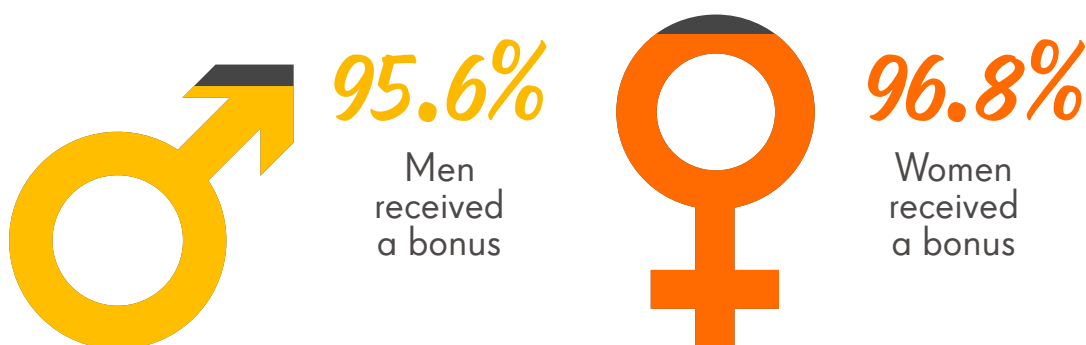
Our **mean** bonus pay gap is

12.7%

Our **median** bonus pay gap is

18.2%

Percentage of Gender Receiving a Bonus



All Regular and FTC UK employees who began their employment on or before 30 September of a given calendar year are eligible to receive a bonus for that year, paid in the following March.

Summary: What our UK Data Shows

Our gender pay gap has widened this year. The mean gender pay gap is **2.7 percent in favour of men**, compared to 0.9 percent in favour of women last year.

The median gender pay gap has remained in favour of men, increasing from 3.4 percent last year to **5.4 percent** this year.

The mean bonus pay gap is **12.7 percent in favour of men**, which is an improvement from 28.3 percent last year. The median bonus pay gap is **18.2 percent in favour of men**, compared to 1.3 percent in favour of women last year.

Key factors contributing to these results include:

- ✦ A decrease of 2 percent in the proportion of women in the upper quartile and an increase in the lower quartile by 3 percent have contributed to the pay gap and median bonus gap widening.

- ✦ We have a significant number of highly skilled technical roles at King, where salaries tend to be higher, and many of these are filled by men.

Our hourly pay gap remains significantly better than our peers in the industry.

Our Approach to Diversity, Equity and Inclusion

At King, creating a sense of belonging is at the heart of everything we do - from the way we communicate and design our games, to the policies and practices that guide us. By embedding inclusion into our operations, we collaborate with leaders and teams to raise awareness, provide education, and create environments where everyone can thrive.

The gaming industry continues to face challenges in closing the gender pay gap, and we recognise there is still more to do. Every business area is committed to diversity, equity and inclusion in its strategy, addressing specific challenges to build a more inclusive workplace.

Company-wide initiatives:

Inclusive Hiring

We continuously refine our hiring processes to remove bias, from evaluating job description language to training our recruiters and hiring managers in inclusive best practices.

Development Programmes

To strengthen gender diversity, we invest in programmes designed to support career development, retention, and progression. One initiative is KickingGlass 2.0, a programme designed to empower women to take control of their career trajectory through two dynamic days of learning, followed by a mentorship programme. In 2025, we are launching Career Labs, a new career development initiative open to all employees, providing the resources,

insights, and guidance to help us all to grow and advance within the organisation.

In our new Manager Excellence programmes, we are launching an eLearning tool called 'The Inclusion Lens' which encourages managers and leaders to learn about inclusive leadership and integrate inclusivity into all aspects of their roles — from decision-making and feedback to team development and talent progression.

By continuing to invest in these initiatives, we aim to create an environment where all employees — regardless of gender — feel supported, valued, and empowered to advance.

🌀 Succession planning

Our balanced approach to succession planning ensures we are building a diverse talent pipeline, promoting equitable opportunities for employees of all genders to advance into leadership positions.

🌀 Inclusion Metrics

We measure our progress through biannual inclusion questions, which form part of our employee engagement survey 'Signals'. This helps us gather insights and track our progress in creating a workplace where individuals feel they can thrive.

🌀 AI for Inclusive Communication

We also take pride in the custom AI tools that Kingsters have developed with a focus on inclusion, including a custom made AI-powered

language consultant to support and promote inclusive communication which we have shared across our business.

🌀 Family Friendly Policies

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.

Our flexible working culture also empowers employees to balance their personal and professional commitments.



Our Games

We aim to embed inclusive practices into game design from the outset, ensuring our content is culturally respectful, accessible, and representative of our diverse player base.

External partnerships

We also look externally to support inclusion with not-for-profit partners. This helps us foster a diverse and inclusive talent pipeline at entry level when partnering with colleges and other NGOs.

For example, we are proud of our long-standing partnership with Ada College,

whose mission is to empower the next generation of diverse talent in tech. They target underserved communities, encouraging young people to pursue education — and ultimately careers — in the tech industry.

King supports Ada College with outreach initiatives, connecting students with our employees for mentoring opportunities and access to role models.

These efforts are complemented by similar programmes in other regions, reinforcing our commitment to fostering inclusion beyond King.





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