

2025 Ireland Gender Pay Gap Report

Snapshot Period:

July 1, 2024 to June 30, 2025

Introduction

Sprout Social Limited (“Sprout”) is committed to fostering an equitable and inclusive workforce. In compliance with the Irish Gender Pay Gap Information Act 2021, we are publishing our 2025 Ireland Gender Pay Gap analysis for our Ireland-based employees.

Our approach to fair and equitable rewards is guided by our compensation philosophy, built on three core pillars:

- External competitiveness
- Internal equity with differentiation for impact
- Transparency

This report shows that while our pay practices in Ireland are equitable for comparable roles, the overall gender pay gap reflects an opportunity to strengthen balance and representation, which remains an important focus as we continue to grow and evolve our talent strategy.

External competitiveness

We benchmark our roles against market data to understand what similar companies pay for similar positions. This helps us keep our compensation aligned with the broader job market so we can attract and keep great people, while staying responsive to changing market conditions.

Internal equity with differentiation for impact

We are committed to promoting fair and consistent pay for employees in comparable roles, while still recognizing differences in scope, performance, and individual contributions. This approach helps us balance fairness with the ability to reward impact.

Transparency

We strive to clearly communicate our compensation philosophy, practices, and decisions so employees can better understand how pay is determined.

Gender pay gap vs. pay equity

Understanding the difference between the Gender Pay Gap and pay equity is essential to this report and to how we approach fairness in compensation.

The 2025 Ireland Gender Pay Gap measures the mean and median hourly pay and bonus differences between all men and all women employed by Sprout in Ireland. This analysis compares the raw pay data of men and women **without** adjusting for factors such as role, level, performance, or experience. As a result, it shows the overall difference in average pay between men and women, rather than indicating whether men and women in the same roles, with similar performance and experience, are paid similarly.

At Sprout, our primary focus is on **pay equity**, ensuring employees in comparable roles with similar experience and performance are paid similarly for their work ("Pay Equity").



We conduct an annual global Pay Equity study to ensure our pay practices remain fair and consistent. If discrepancies are identified, we review and correct them within our regular compensation cycles, reinforcing our ongoing commitment to equitable pay.

While the 2025 Ireland Gender Pay Gap and Pay Equity are different ways of comparing compensation, they both share the same goal: achieving equal pay for equal work. The most informative aspect of the 2025 Ireland Gender Pay Gap is that it offers a broad, bird's-eye view of the types of roles men and women hold within a company, providing valuable insight into representation across different levels and functions. In contrast, Pay Equity takes a more focused approach, comparing whether men and women in similar jobs, with similar experience and performance, are paid similarly. Together, these measures help move us closer to a fairer, more inclusive workplace for everyone.

2025 Ireland pay equity results

To ensure the fairness of our compensation practices and uphold our commitment to pay equity, we engaged an independent third-party consultancy to conduct a comprehensive Pay Equity analysis of our Irish workforce. This controlled review accounted for legitimate, non-discriminatory factors that influence pay, including job role, performance, and tenure. The analysis found no statistically significant differences in the mean or median hourly pay between men and women when these factors were considered.

This outcome reinforces that our compensation practices in Ireland are fair and equitable for comparable roles, and that we are fulfilling our commitment to equal pay for equal work.

2025 Ireland gender pay gap results

The following figures present the mandatory statutory results, showing the unadjusted difference in male and female employee pay, with male pay as the baseline, based on pay data from the snapshot period of July 1, 2024, to June 30, 2025 (“Snapshot”).

Hourly pay gap

The hourly pay difference between male and female employees is shown as a percentage of male employees’ hourly pay.

Mean	Median
29.02%	35.71%

Bonus pay recipient

The percentage of male and female employees who received bonus pay in the 12 months before the Snapshot. Sales commissions included in bonus pay.

Male	Female
83.33%	71.42%

Bonus pay gap

The bonus pay difference between male and female employees is shown as a percentage of male employees’ bonus pay. Sales commissions included in bonus pay.

Mean	Median
48.27%	76.74%

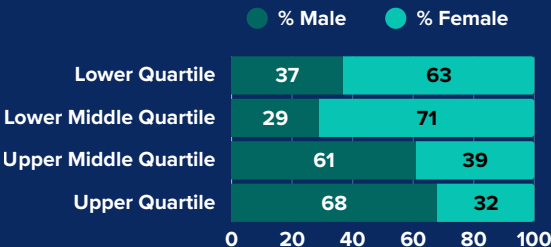
Benefits-in-kind

Benefits-in-kind are non-cash benefits with monetary value, such as health insurance. All eligible Sprout employees may enroll, not 100%, as some employees choose to opt out.

Male	Female
98.33%	95.23%

Pay quartiles

Pay quartiles divide all Irish employees into four equal groups based on their hourly pay, from the lowest-paid to the highest-paid. To calculate quartiles, all employees are ranked by hourly pay and then divided into four equal-sized groups.



Key insights

Senior-level and high-earning roles

Our analysis shows that the primary factor driving the overall 2025 Ireland Gender Pay Gap is the underrepresentation of women in senior leadership and higher-paid roles. Currently, men hold 2 out of every 3 positions in the Upper Quartile (highest-paid) group. This points to an opportunity to enhance our development pipeline in Ireland and ensure equitable access to senior and higher-compensated roles.

Gender concentration by job family

We also see gender concentration across certain job families by role, which further impacts overall pay outcomes. We see different patterns of gender representation across job families. Revenue-generating roles, which tend to be higher compensated, currently have a higher proportion of men, while operational functions have a higher proportion of women. These representation patterns influence the overall pay gap.



Recent progress

Encouragingly, we have made steady progress and annual growth in representation. Between 2024 and 2025, we had a seven-percentage-point increase in the number of women in senior leadership roles in Ireland. During the reporting period, 57% of promotions were awarded to women and 43% to men. The results reflect progress toward reducing the 2025 Ireland Gender Pay Gap. We will continue to ensure that promotions remain fair, consistent, and guided by objective and transparent performance-based criteria, while also building a more balanced pipeline of male and female leaders across the organization.

Our commitment to continued progress

One of our core values, “All In, Together,” calls on us to create inclusive spaces that encourage knowledge-sharing. This value is foundational to who we are, and we remain committed to continuously improving our culture to make it even more inclusive.

Although our pay practices ensure equitable compensation for comparable roles, the 2025 Ireland Gender Pay Gap reflects broader workforce representation patterns. We are committed to addressing these through continued focus on how employees join, grow, and thrive at Sprout.

Commitment to: pay transparency

We are continuing to expand visibility into how pay and progression work at Sprout.

By the second half of 2026, every employee will have access to their job level, the salary range associated with their role, and clearly defined pathways for growth and mobility across the organization. In addition, all job postings will include the salary range for the role. This ensures that fairness and opportunity are not only upheld but also easy to understand and accessible to everyone.

Increasing pay transparency is an essential step toward advancing equity across Sprout. When employees have a clear understanding of how compensation decisions are made, what growth looks like, and how they can progress, it helps remove ambiguity. Transparent structures also promote more consistent decision-making and help minimize the risk of unconscious bias in pay and advancement.

Our pay transparency efforts work in tandem with 2025 Ireland Gender Pay Gap reporting. By combining data-driven insights with open and well-defined pay and progression frameworks, we can better identify where gaps exist, address underlying causes, and ensure that every employee has equal access to opportunity. This approach reinforces our belief that a fair and inclusive workplace requires both transparent systems and a culture that supports all employees in achieving their full potential.

Commitment to: community & belonging

At Sprout, we are committed to strengthening community and belonging.

Diversity, Equity & Inclusion (“DE&I”) is central to this commitment and reflects the workplace we strive to build, where people feel seen, respected, included, and supported to do their best work. Our approach is guided by three pillars: (1) fostering trust and belonging, (2) creating fair and accessible systems, and (3) making inclusion part of everyday. These pillars shape how we support our people and how we work together. A culture rooted in belonging, fairness, accessibility, and inclusion makes Sprout stronger and enriches the experience of our employees, our communities, and our customers.

Looking ahead

As we look ahead, we remain focused on building a workplace where belonging, fairness, accessibility, and inclusion guide our growth.

This year's results show that our Pay Equity processes are working as intended—delivering similar pay for similar work—and that we're making meaningful progress in increasing representation across job families and leadership roles. At the same time, the 2025 Ireland Gender Pay Gap reinforces the need to continue investing in transparency, equitable systems, and a culture of belonging. Real progress happens when we move forward together, united in our commitment to creating the inclusive and equitable Sprout we aspire to be.