

**IMG Media Limited**

**UK GENDER PAY GAP REPORT  
2025**

## REPORT SUMMARY

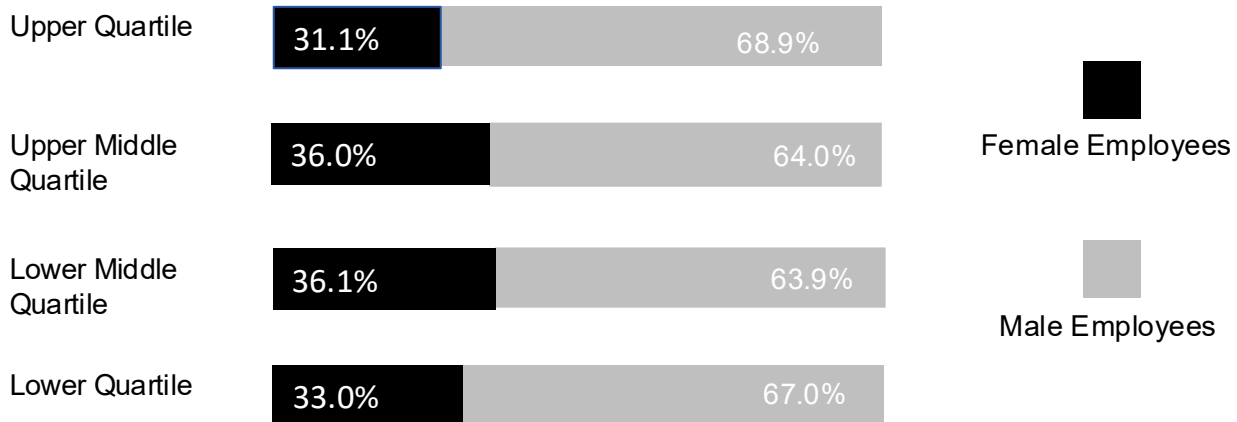
This report discloses the gender pay gap information for our UK-based entity, IMG Media Limited, which employs more than 250 people. This marks IMG Media's seventh year of reporting. Consistent with previous years, we go beyond statutory requirements to provide a more comprehensive view of IMG Media's presence and impact in the UK. As demonstrated by our progress to date, alongside our ongoing programmes, initiatives, and workstreams, we remain committed to reducing the gender pay gap within our organisation and across our industry.

### IMG Media 2025 GENDER PAY GAP OVERVIEW

	MEAN	MEDIAN
HOURLY PAY GAP:	15.5%	1.4%
BONUS PAY GAP:	70.9%	39.2%

*Contextualizing the information outlined in this report requires distinguishing between the concepts of gender pay and equal pay: while the former refers to the average pay of men and women across the workforce, regardless of role or seniority, the latter refers to differences in pay between men and women conducting work of equal value. The details in this report relate to gender pay.*

### GENDER DISTRIBUTION OF MALE AND FEMALE EMPLOYEES PER QUARTILE PAY BAND



### PROPORTION OF MEN AND WOMEN WHO RECEIVED BONUS PAY



46.6%

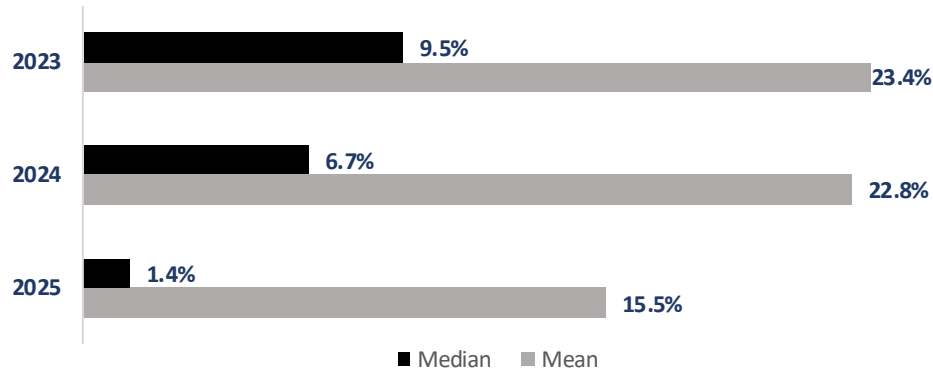
OF WOMEN RECEIVED BONUS PAY



39.8%

OF MEN RECEIVED BONUS PAY

### A LOOK AT OUR PAY GAP PROGRESS: HOURLY

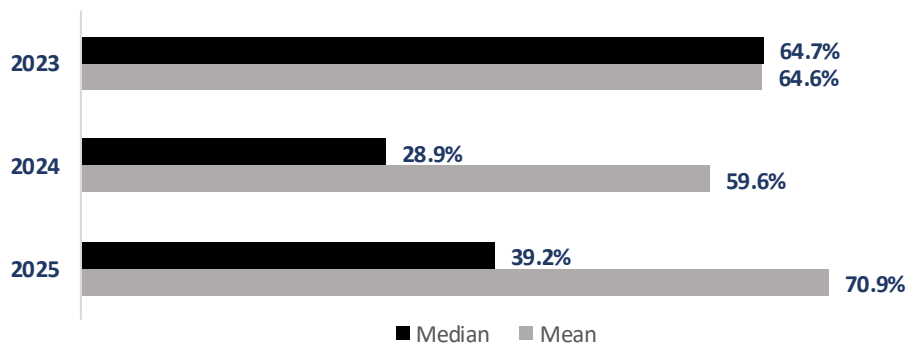


Our hourly gender pay gap has decreased for the third consecutive year and our pay gap is now at its lowest level in 2025 compared to prior years. This improvement is driven by a higher proportion of women in the upper and upper-middle pay bands compared with previous years.

It is important to note that the gender pay gap measures the difference in average earnings between women and men across the organisation. It does not measure the difference in pay between women and men performing work of equal value.

We continue to ensure fair pay for men and women working at the same level of skill, responsibility, and experience.

### A LOOK AT OUR PAY GAP PROGRESS: BONUS



Our median bonus pay gap increased in 2025 by 10.3 percentage points and has now fallen more in line with our bonus pay gap reporting prior to 2022. Our significant mean bonus pay gap is attributed to a higher proportion of men in senior positions within IMG Media.

In 2025, a higher proportion of women (46.6%) received a bonus relative to men (39.8%). This is compared to 33.5% of men and 30.4% of women receiving a bonus in 2024.

## **EXECUTIVE SUMMARY**

The organisation has undergone a period of significant change following the sale of IMG to TKO in March 2025. To reflect this, and in accordance with its obligations, this report only captures the data for IMG Media Limited (referred to here as “IMG”).

We have continued to make progress in reducing our gender pay gap at IMG. This reflects sustained effort across our organisation to build a more balanced and representative workforce.

While this progress is encouraging, we recognise that addressing this imbalance remains a key priority, and we are focused on making further, sustained progress over time. As part of our incorporation into the wider TKO organisation we are looking to drive positive change across the business

## **OUR APPROACH**

Our approach is centered on embedding equity into how we attract, develop, and retain talent across all areas of the business. We are focused on ensuring that our processes are fair, consistent, and data-led, and that accountability for progress sits with leaders across the organization, supported by the shared services teams.

We continue to strengthen our talent pipelines, with a particular emphasis on improving gender balance at more senior levels. Alongside this, we are enhancing the consistency and transparency of our performance, pay, and progression processes to support equitable outcomes. This has included robust calibration in terms of merit and promotions, to ensure parity across departments, and close partnership with the talent team.

We also recognise the importance of high-quality data in driving meaningful change. By improving our understanding of workforce composition and employee experience, we are better able to identify gaps, track progress, and take targeted action where it is needed most. We have made a concerted effort to gain a clearer picture of our population and the direction we need to take in the coming years.

## **CULTURE & EXPERIENCE**

We are committed to fostering an inclusive culture where all employees feel valued, supported, and able to succeed. This includes creating an environment that supports different life stages and working patterns, and where individuals have equal access to opportunities for development and progression.

Listening to our employees remains an important part of this effort. We continue to use employee feedback and insight to shape our priorities and ensure that our actions are aligned with the experiences of our workforce.

We have continued to build on key initiatives with a focus on wellbeing, engagement, and access to resources. We held on-site benefits and wellbeing fairs to increase awareness and utilisation of available offerings. More broadly, we have maintained and evolved prior-year initiatives to ensure consistency while enhancing the overall employee experience.

## **LOOKING AHEAD**

While we are pleased with the progress made this year, we recognise that closing the gender pay gap requires long-term, consistent effort.

We will continue to monitor our progress closely and remain transparent in our reporting as we work towards a more balanced and inclusive organisation.

## STATUTORY DISCLOSURE

IMG Media Limited employs 250 or more relevant employees as of 5 April 2025. The methodology used in arriving at the outcomes is consistent with the Government Equalities Office guidance.

We confirm the information reported is accurate:



**Adam Kelly**

*President, IMG Media & Statutory Director of IMG Media Limited*

