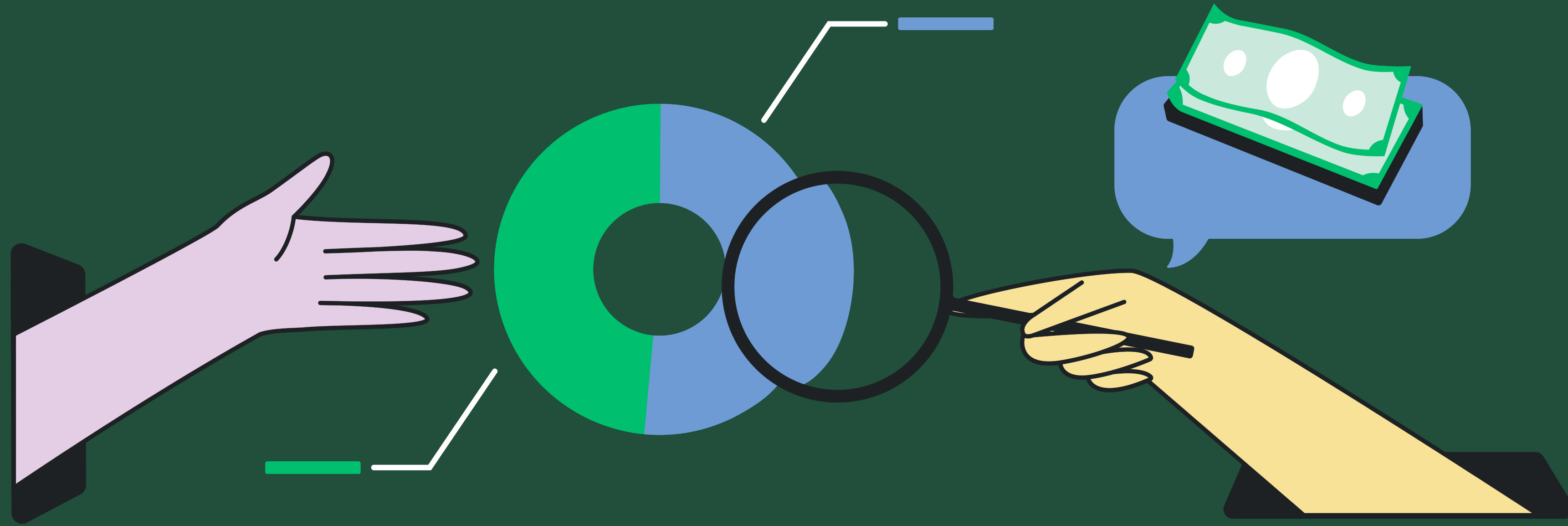




SurveyMonkey Europe UC Gender Pay Gap Report 2025

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At SurveyMonkey, we are dedicated to fostering an inclusive workplace where everyone can succeed, recognizing that diverse perspectives drive innovation and better customer outcomes. Our commitment to gender pay equity is central to this goal.

SurveyMonkey Ireland is required to report under Ireland’s Gender Pay Gap Information Act 2021, which was expanded in 2025 to include employers with 50 or more employees. This report covers the period of 1 July 2024 to 30 June 2025, with a snapshot date of 30 June 2025.

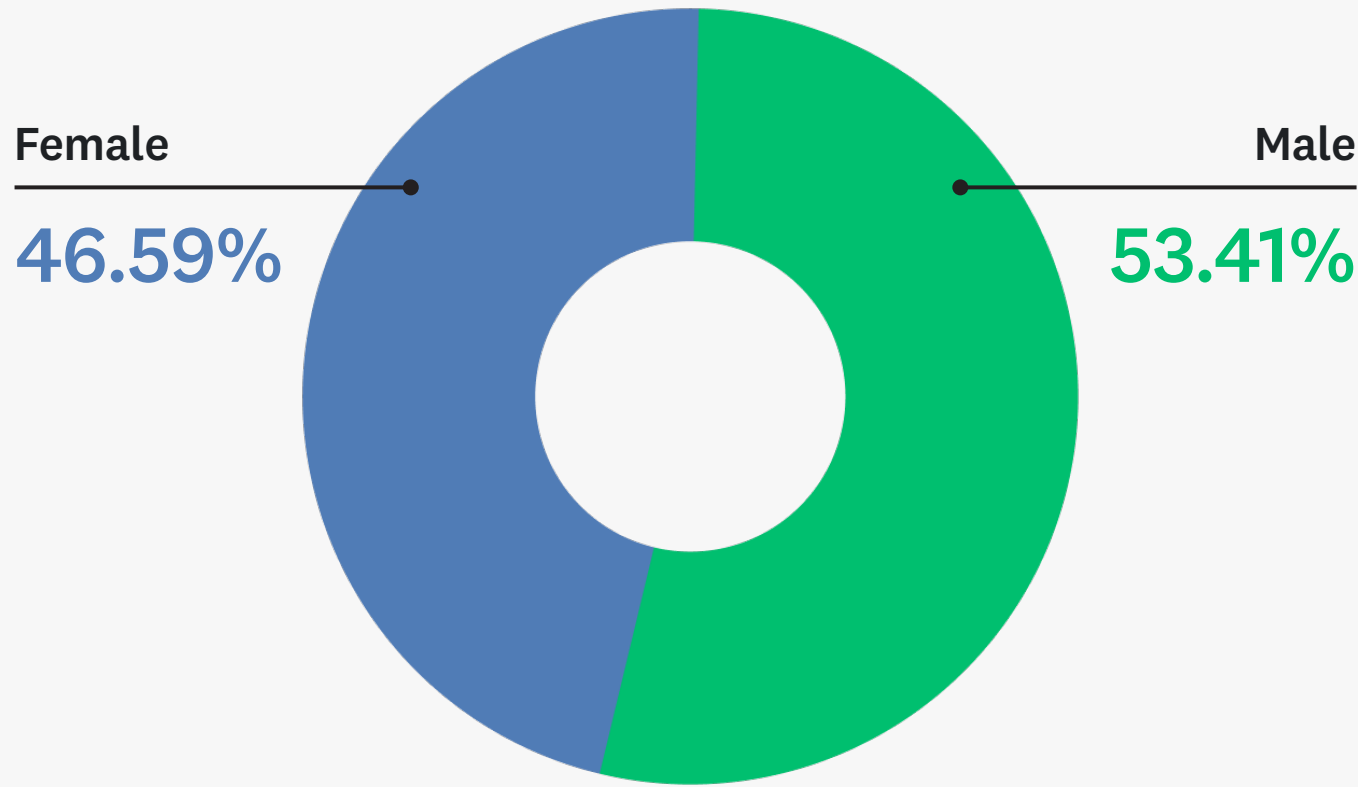
It is important to distinguish gender pay gap reporting in Ireland from the country’s existing legal requirement for equal pay for equal work. Unlike a pay equity analysis, the Irish gender pay gap reporting rules measure mean and median pay differences between genders over a 12-month period without factoring in job-related criteria such as level, location, job type, time in role, and performance rating. The Irish reporting requirements calculate “gaps” using a prescribed methodology where “hourly remuneration” includes a range of components set out in legislation (comprising most forms of pay). “Bonus remuneration,” in turn, includes bonuses and commissions earned during the reporting period. Employers must also show the proportion of men and women in four quartiles based on earnings.



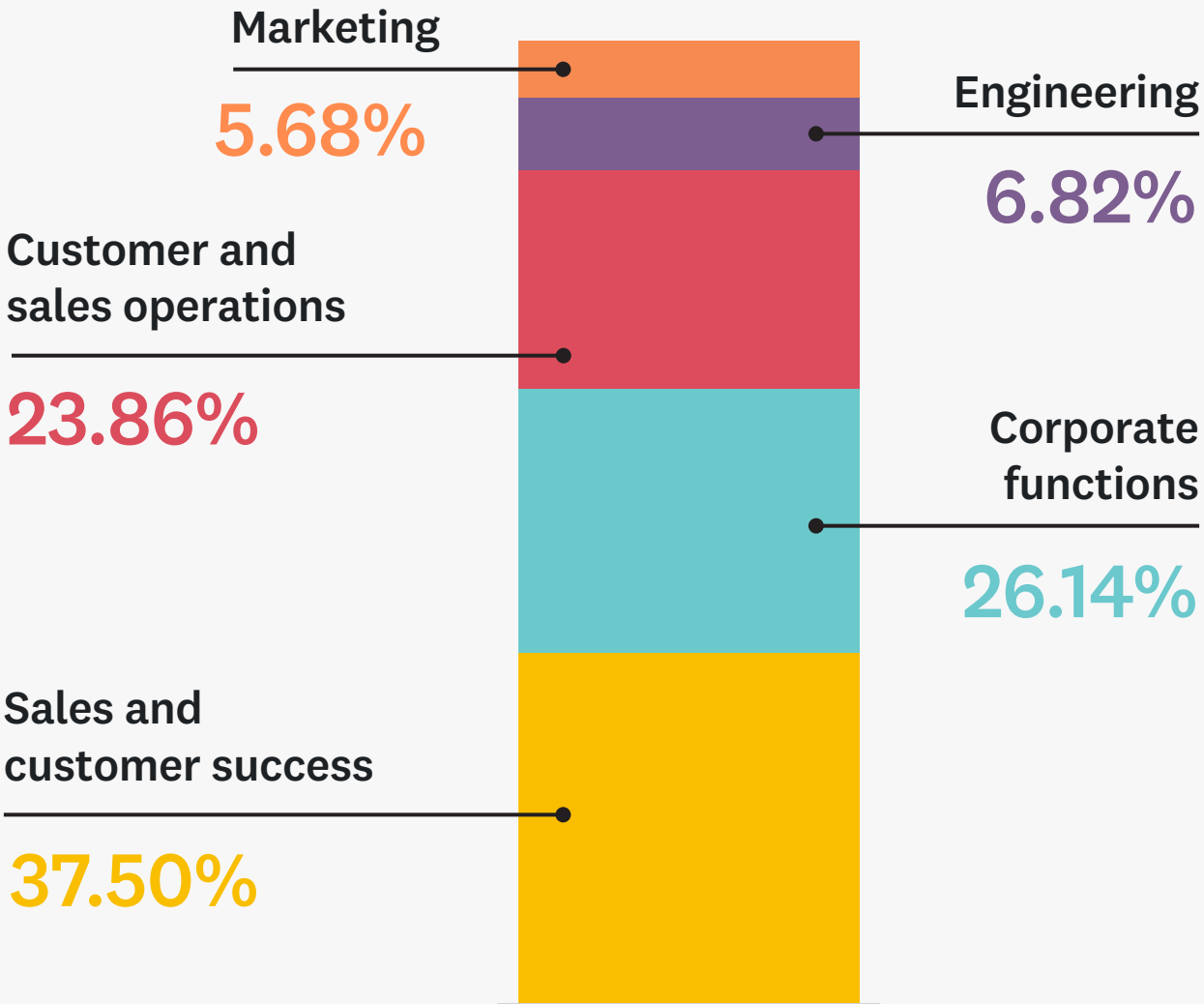
Our workforce

On 30 June 2025, SurveyMonkey Ireland employed 88 people—53.41% males and 46.59% females—across sales, customer operations, marketing, engineering, and corporate functions such as HR, legal, and finance. We had one part-time employee during the reporting period, and we do not report separate metrics for this single-person category.

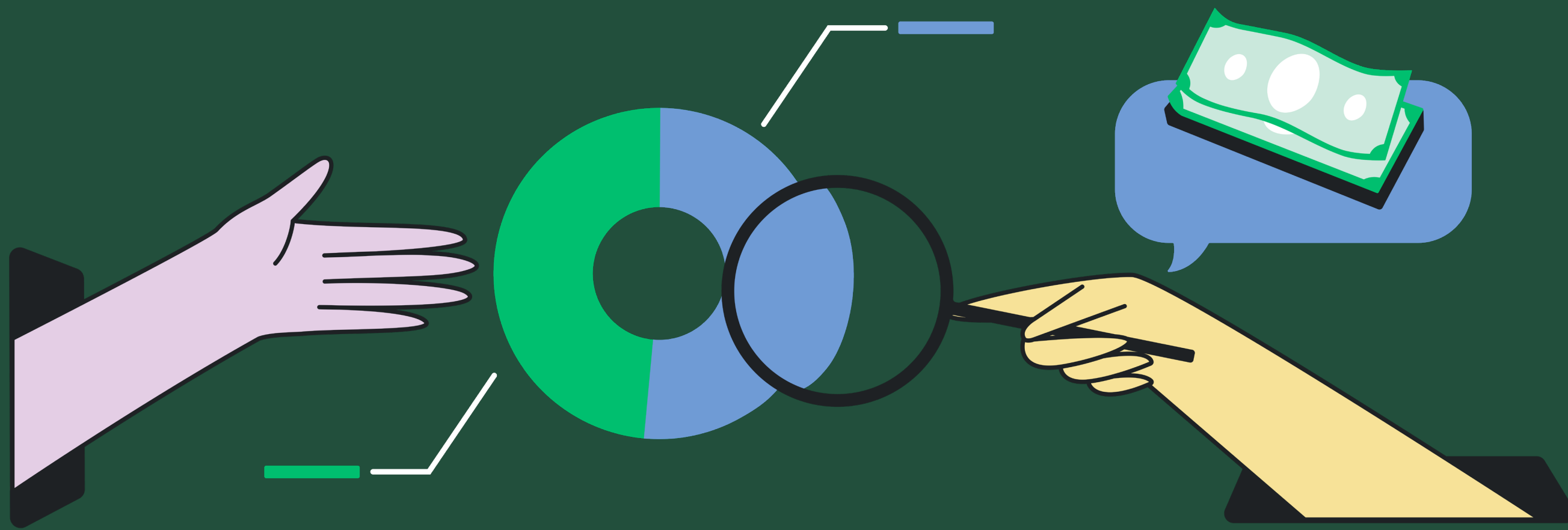
Workforce composition



WORKFORCE BY GENDER



WORKFORCE BY FUNCTION

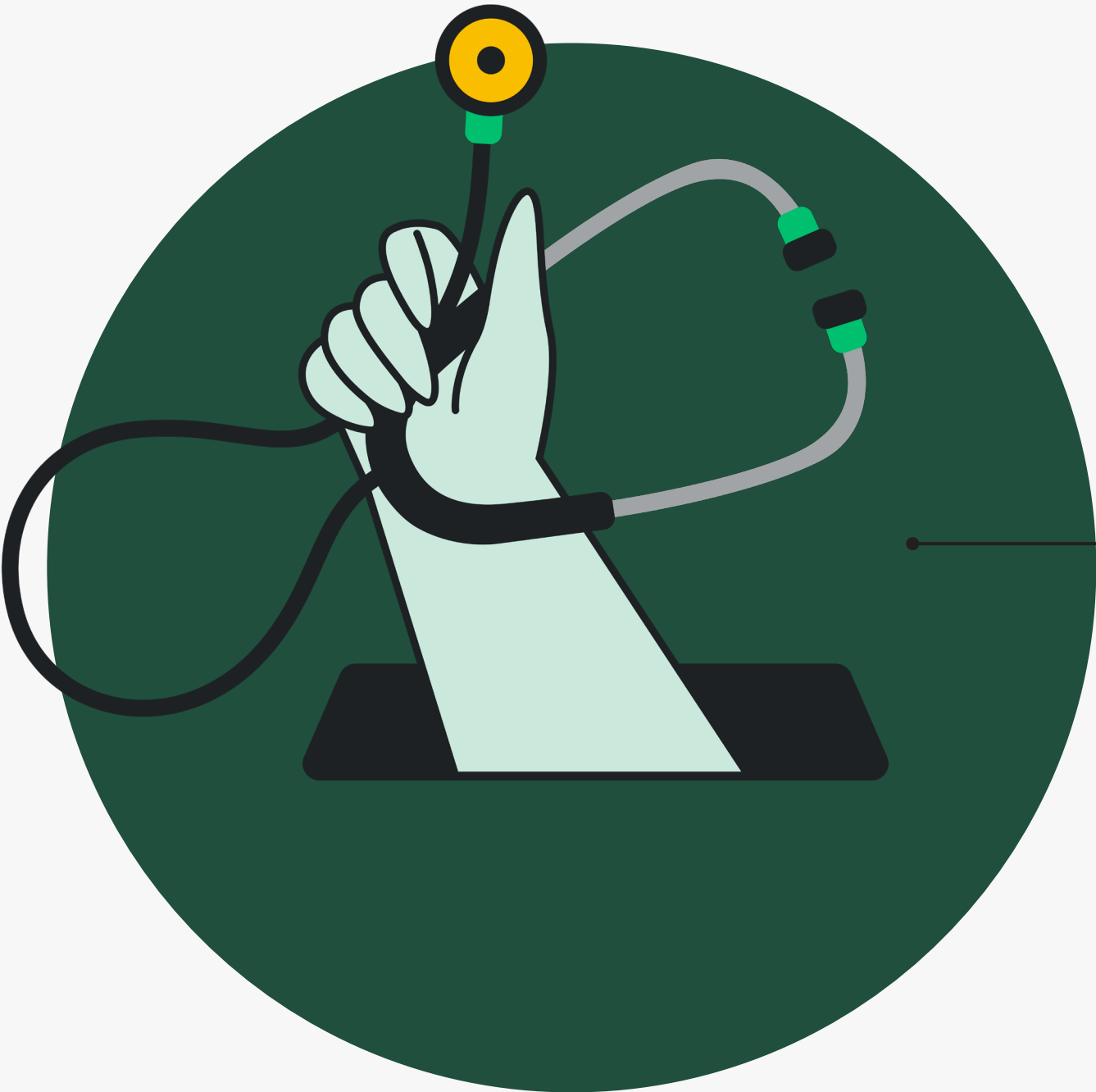


**Our gender
pay results**

Benefits-in-kind

All employees receive benefits-in-kind, primarily through our comprehensive benefits package including health insurance, long-term incentive plan participation, and other employee benefits.

Benefits-in-kind



100%
of employees receive
benefits-in-kind

Hourly and bonus remuneration

Based on the methodology of the Gender Pay Gap Information Regulations, our mean hourly pay gap is **-9.98%**, indicating that female employees earn approximately 10% more, on average, than male employees. This positive result for female employees reflects our commitment to competitive compensation and is driven by the fact that women in our organization hold roles with higher average compensation levels. The minimal median gap of **0.94%** shows broad pay equity among our staff, with the middle-earning male employee earning only slightly more than the middle-earning female employee.

The bonus pay gap shows male employees received **25.86%** higher average bonus payments. The median bonus gap of **19.22%** shows that the middle-earning male employee received nearly 20% more in bonus compensation than the middle-earning female employee. This gap is mainly attributed to the makeup of commission-eligible roles in our sales and customer success function.

The total number of employees receiving a bonus payment during the reporting period is high: **93.62%** of male employees (44 of 47) received bonus payments compared with **90.24%** of female employees (37 of 41). The minor disparity stems from new hires whose start dates fell outside the corporate bonus eligibility period, a policy that was applied consistently to all employees regardless of gender.

Hourly remuneration

-9.98%

MEAN HOURLY PAY GAP

0.94%

MEDIAN HOURLY PAY GAP

Bonus remuneration

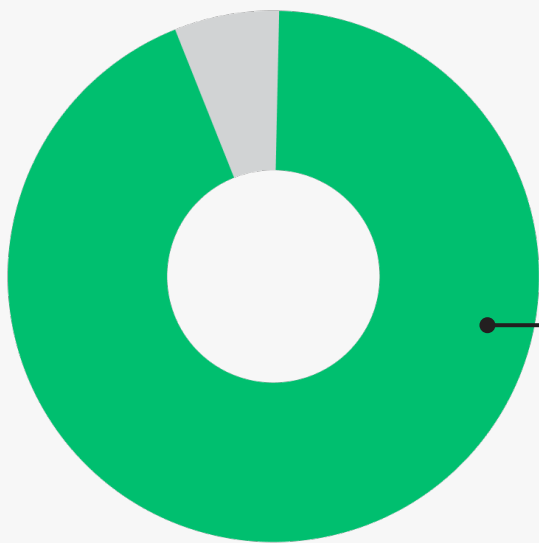
25.86%

MEAN BONUS PAY GAP

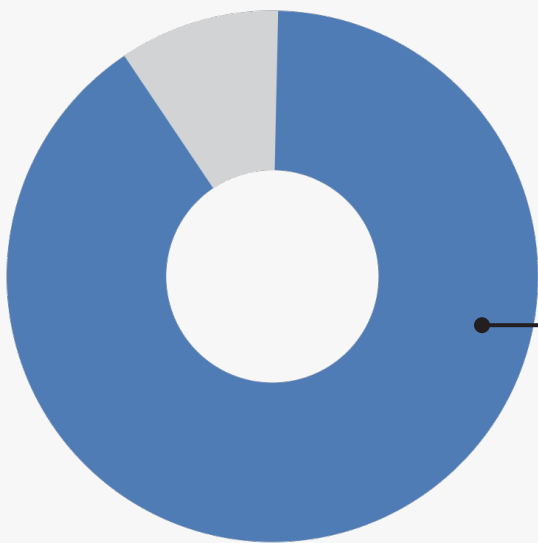
19.22%

MEDIAN BONUS PAY GAP

TOTAL EMPLOYEES RECEIVING BONUS PAYMENTS



Male
93.62%



Female
90.24%



Our workforce is relatively evenly distributed across pay quartiles. Female representation is strong in the second quartile and generally good across all pay levels, including a **45.45%** share for women in the highest-paid quartile.

We are unable to report a result for part-time employees because, as of the snapshot date, we only had one part-time employee. There were no short-term or temporary employees.

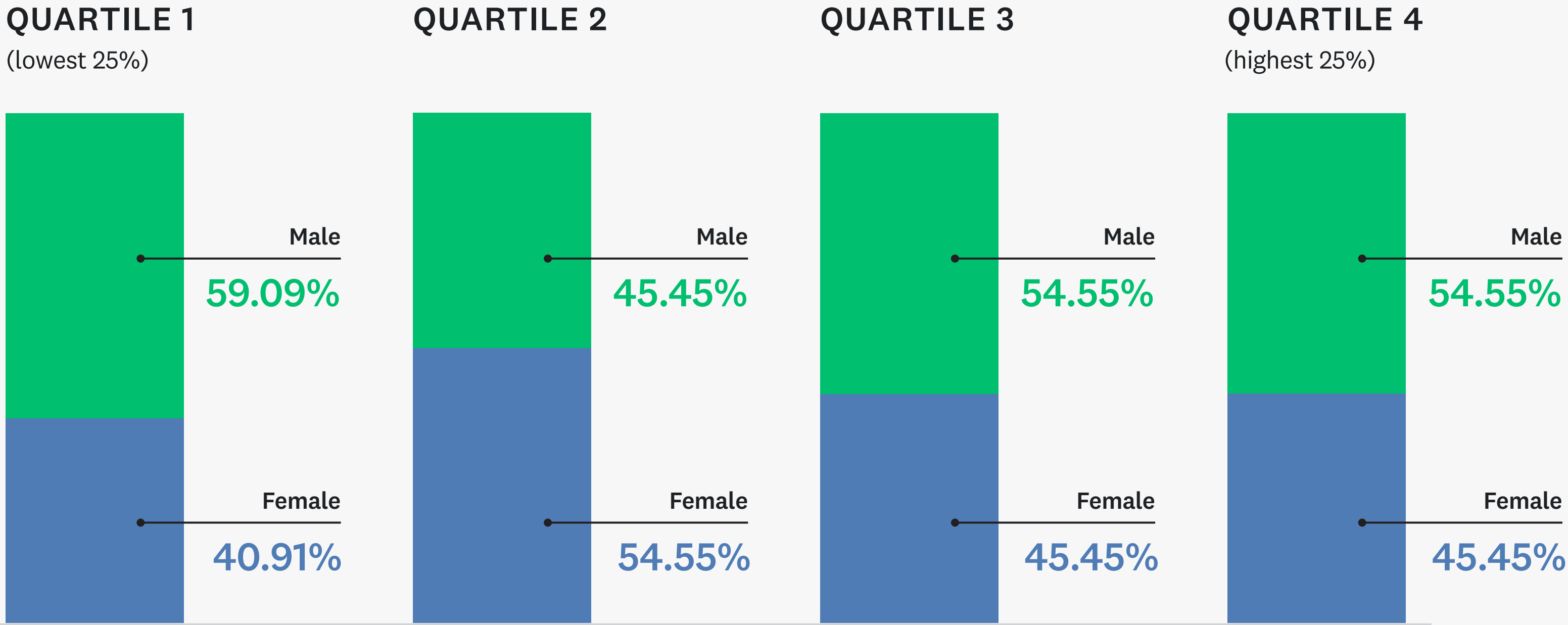
Our findings show strong gender equity in base compensation, with the bonus gap primarily reflecting the composition of commission-eligible sales and customer success roles.

Understanding our results

The negative mean hourly pay gap (favoring females) and minimal median gap clearly show that our base compensation practices are fair and equitable, with women holding competitively salaried roles throughout the organization.

Of 88 employees, 33 are commission-eligible, but only 10 of these roles are held by women (30.3% female representation) compared to 23 by men. Because commissions represent a large percentage of total pay and are classified as bonus remuneration under Irish regulations, the higher concentration of male employees in sales and customer success roles with high variable compensation directly impacts our bonus gap metrics.

Workforce distributed across pay quartiles





**Our commitment to
continued progress**

Our commitment to continued progress

On the snapshot date, there were gender pay gaps that favoured both genders. We have identified the reasons for these gaps, and we note that the results are likely to fluctuate with changes in workforce composition, particularly the hiring and departure of employees. In our view, our long term strategy of promoting an inclusive culture is ultimately something that will favour everyone in the workplace and minimise pay equity gaps, so we intend to continue that strategy.

Equal pay and pay transparency

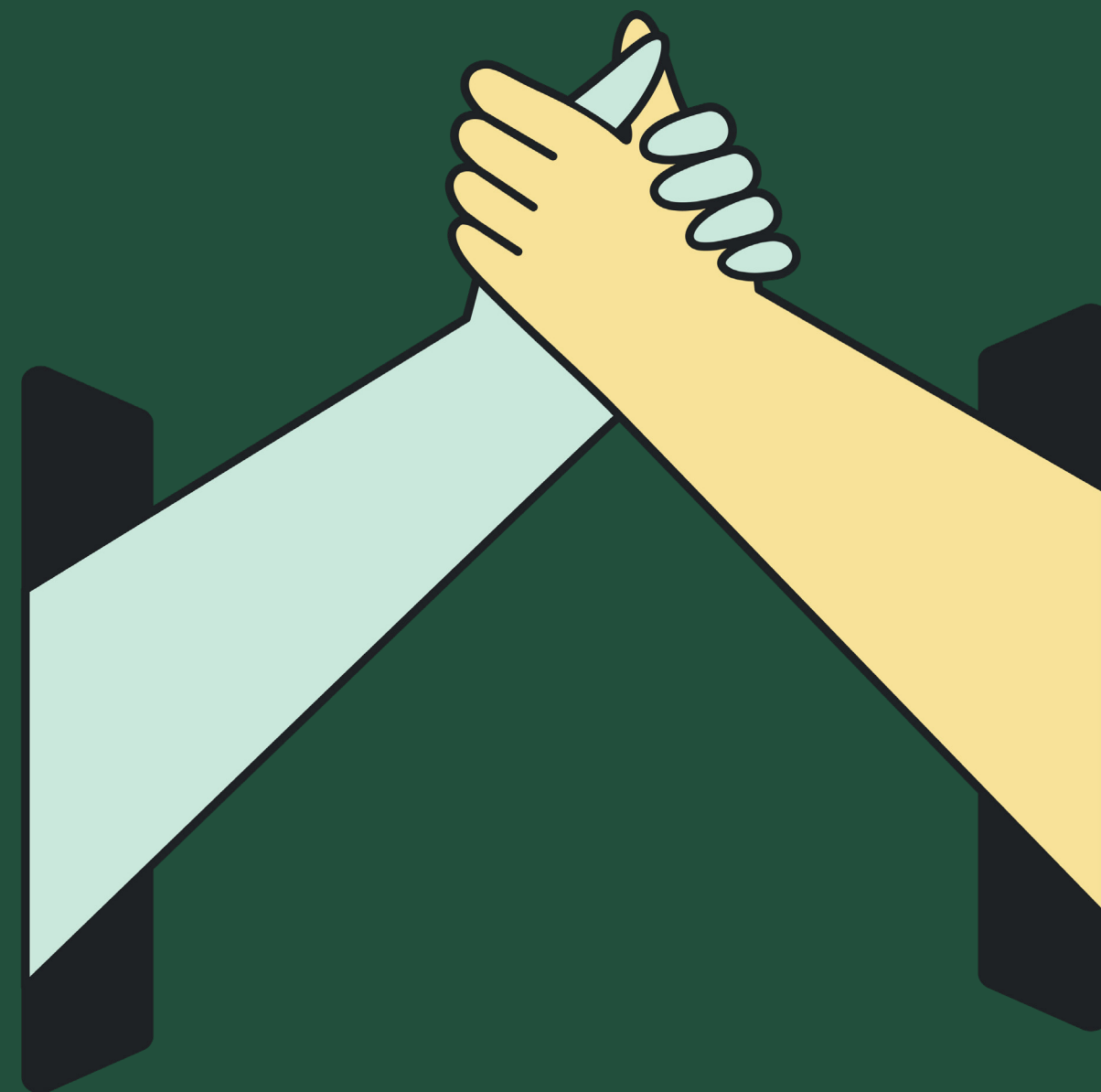
Maintaining pay equity is an ongoing commitment at SurveyMonkey. We have robust compensation practices in place to ensure fair and equitable pay across all roles. Our periodic review processes include pay equity assessments to proactively identify and address any disparities. We will continue to evaluate our practices, monitor industry developments, and adapt our approaches as needed to ensure fair compensation for all employees.

Growth and development

SurveyMonkey maintains a robust employee benefits program, which includes a flexible spending allowance (the C.H.O.I.C.E. Fund) for the reimbursement of a wide array of eligible expenses. These include, but are not limited to, commuter and transit costs, family and caregiving support, financial and physical wellness, home office equipment, and professional development and educational services. We believe that learning happens when people are empowered to take ownership of their growth. In addition to on-the-job training for specific functions, we also strive to provide employees with relevant resources and experiences.

For managers, we offer a dedicated suite of offerings designed to develop the skills most critical to leading people and teams at SurveyMonkey. These include a manager onboarding program, DIY guides, classes on relevant topics, and dedicated communication channels.





Community and connection

Our employee resource groups help foster connection, community, and belonging in our global workplace. These groups also provide access to a range of growth and development opportunities that are offered to or coordinated through the employee resource group program.

Providing support and flexibility

We have adopted a hybrid work model for employees within commuting distance to an office hub. We are committed to fostering community and collaboration during in-office time, while ensuring that all employees, regardless of location, have access to mentorship, growth, and career opportunities.

We offer a range of inclusive benefits that help all employees care for themselves and their families, including:

- Paid maternity, parental and/or caregiver leaves
- Financial support for fertility care, adoption, and surrogacy
- Assistance with covering the cost for mothers to ship breast milk when travelling

We provide mental health and well-being support through both our Employee Assistance Programme and Lyra Health, which connects employees, their spouses, and dependents to evidence-based, effective, convenient, confidential, and personalized mental and emotional health care.

These intentional actions are pillars of a strategy designed to support the long-term representation of women at all levels and across all functions. We take pride in the daily contributions of all our employees to our global community and remain dedicated to maintaining SurveyMonkey as a place where everyone belongs and everyone has the opportunity to succeed.