

# Prioritizing Gender Equality

National Pen Ireland

Pay Gap Report 2024



**NATIONAL PEN**



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WELCOME



**“GENDER EQUALITY IS A CORNERSTONE OF NATIONAL PEN VALUES”**

At National Pen, People-Centricity and Integrity are core values. Aligned to this we are committed to fostering an environment where Diversity, Equity and Inclusion are prioritized. In line with our Road to Digital Transformation Strategy, we advocate for diverse talent acquisition, a culture of inclusivity, and ongoing learning and professional development. In this report, you will learn more about gender equality at National Pen and the efforts we are making to continually support and develop gender parity and inclusion in our leadership and workforce in Ireland and across the world.

Ours is a truly multinational, multiracial, and multicultural global team, and this diversity is a core strength of our organization. Our differences and the wide range of diverse perspectives and experiences our team members bring to work every day enable National Pen to stay creative and dynamic, continuously evolving our company for the better.

A handwritten signature in black ink that reads "Peter Kelly". The signature is written in a cursive, flowing style.

**Peter Kelly**  
**President & CEO**



# ABOUT NATIONAL PEN

- At National Pen, all of our promotional products are created for and inspired by small businesses.

Founded in 1966, National Pen has over 50 years experience in promotional products and serves more than 20 countries worldwide. Leveraging the strength of our people, we deliver *more value* and *simplicity* that empowers businesses to connect with customers and grow their brands.

- Originally a mail order business, today National Pen is comprised of Pens.com – our multi channel direct business utilising Ecommerce, Mail Order, and Telesales channels – and Goldstar – our global supplier business.
- National Pen is the largest global provider of customized writing instruments, but we also offer a broad range of other personalized promotional products, which include stationery, drinkware, bags, gifts, apparel, and trade show accessories.
- Operating via a network of 10 facilities across North America, Europe, Asia and Africa, National Pen employs close to 3,000 team members globally.
- National Pen is a member of the Cimpress brand group. Cimpress plc (NASDAQ: CMPR) is dedicated to investing in and building customer-focused, entrepreneurial, mass-customization businesses for the long term.



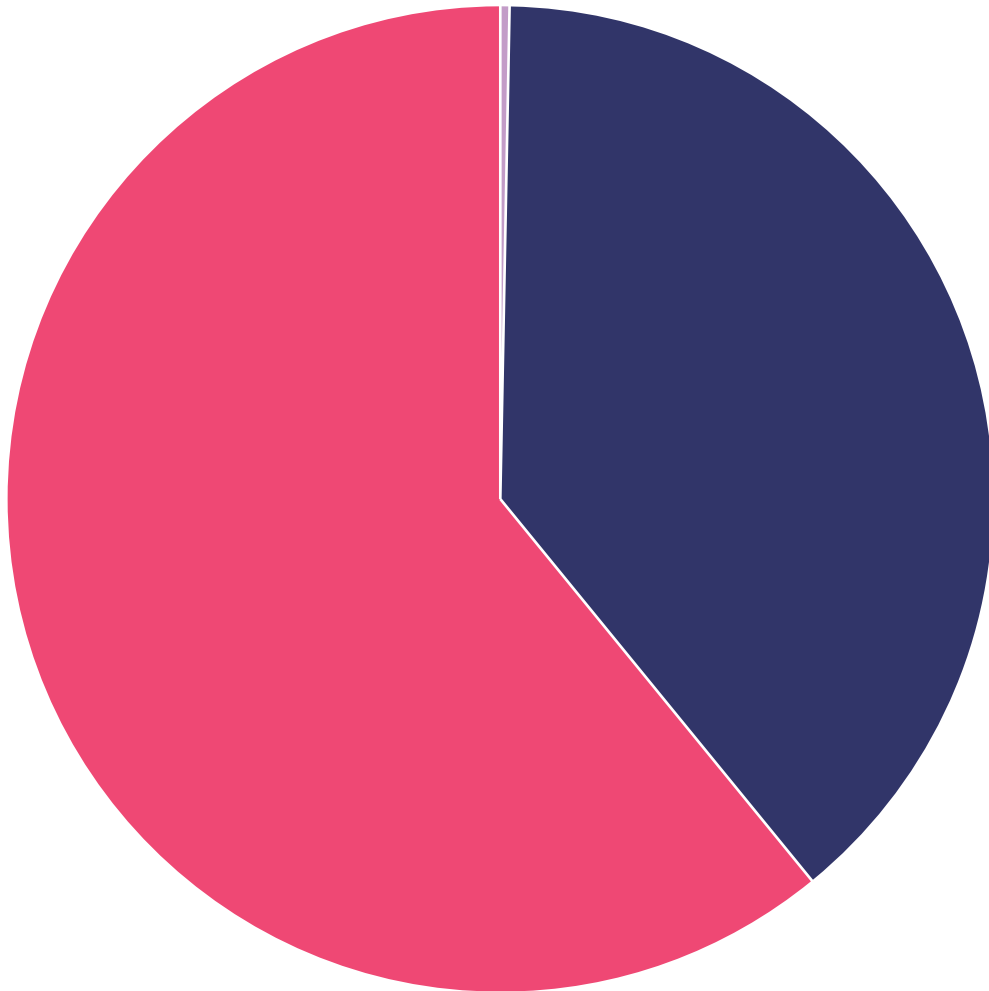
## ABOUT NATIONAL PEN IRELAND

National Pen's facility in Dundalk, Co. Louth, has been the company's European Headquarters for the past 38 years. Today, National Pen employs approximately 170 team members in Ireland, and Dundalk remains an important operational site. Teams across Ireland are working to propel National Pen's Digital Transformation, striving to achieve our transformational goals of Creating a Service-Focused Mindset, Driving Profitable Growth and Delivering Return on Investment.

# CHAMPIONING EQUALITY ACROSS OUR ORGANIZATION

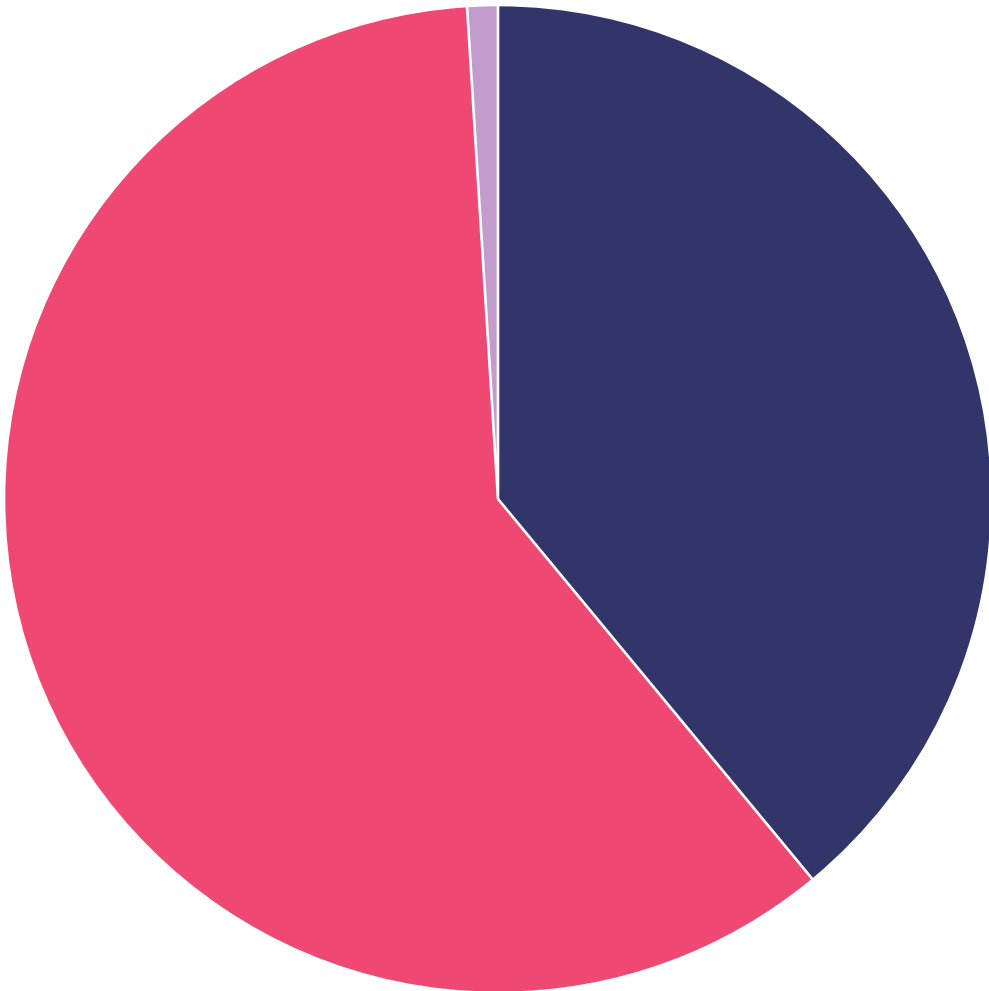


## Global Workforce Equality



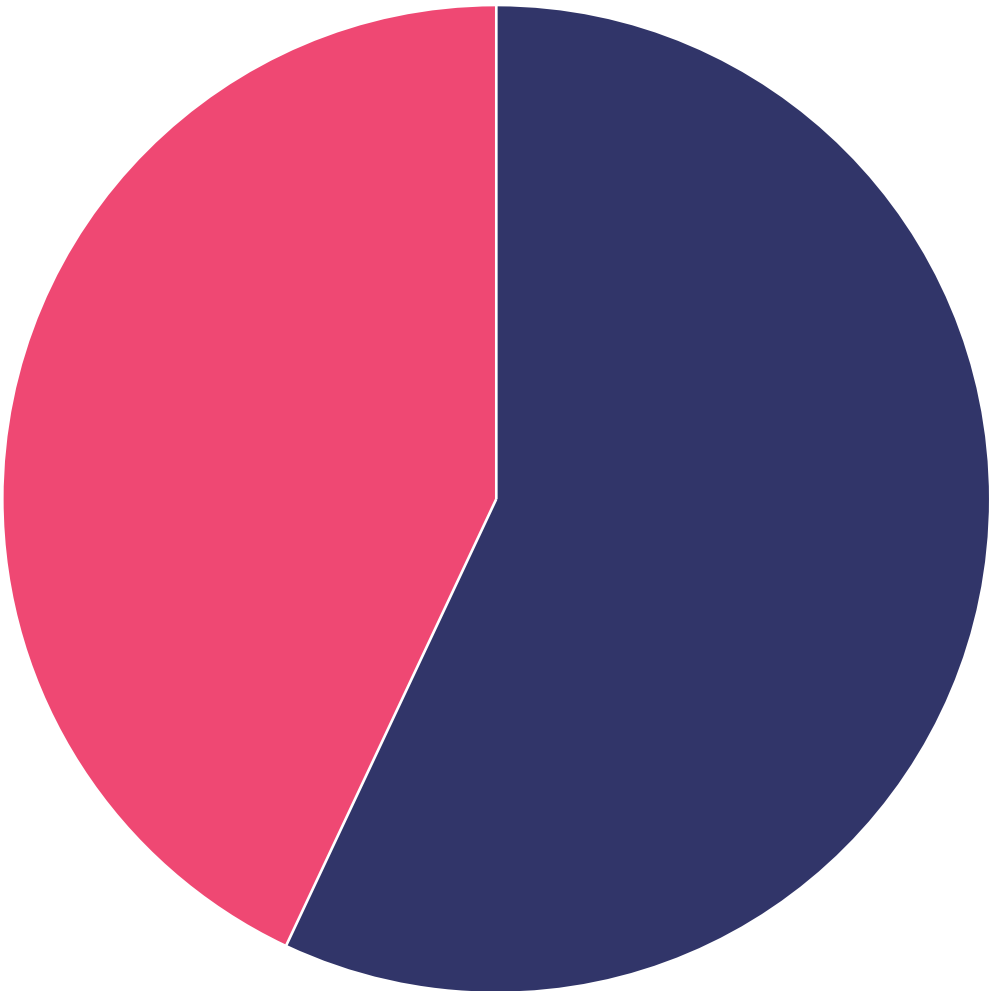
### GLOBAL WORKFORCE

As of the close of FY24 Q4 (30th June 2024), National Pen’s global workforce comprises 2,817 team members spread across four continents, with a significant number of additional support staff also operating in India, all representing diversity in gender, nationality, race, and religion. The gender breakdown is 60.9% Female, 38.8% Male, and 0.3% Other Gender Identities.



### NEWEST TEAM MEMBERS

National Pen’s Talent Acquisition teams are constantly on the lookout for new team members to fulfil a huge range of functions. As of 30th June 2024, 856 new team members joined National Pen during FY24. Of these, 61% are Female, 38% are Male, the remaining 1% is made up of Other Gender Identities.



### GLOBAL LEADERS

It is important to us that our leaders reflect the diversity of our workforce. After previously maintaining a near even split gender split, FY23 figures showed a shift in this balance. A snapshot of 30th June 2024 shows that the gap is once again closing, with leadership breaking down to 57% Male to 43% Female. We will work to further rebalance our global leadership in FY25.

# IRISH WORKFORCE EQUALITY

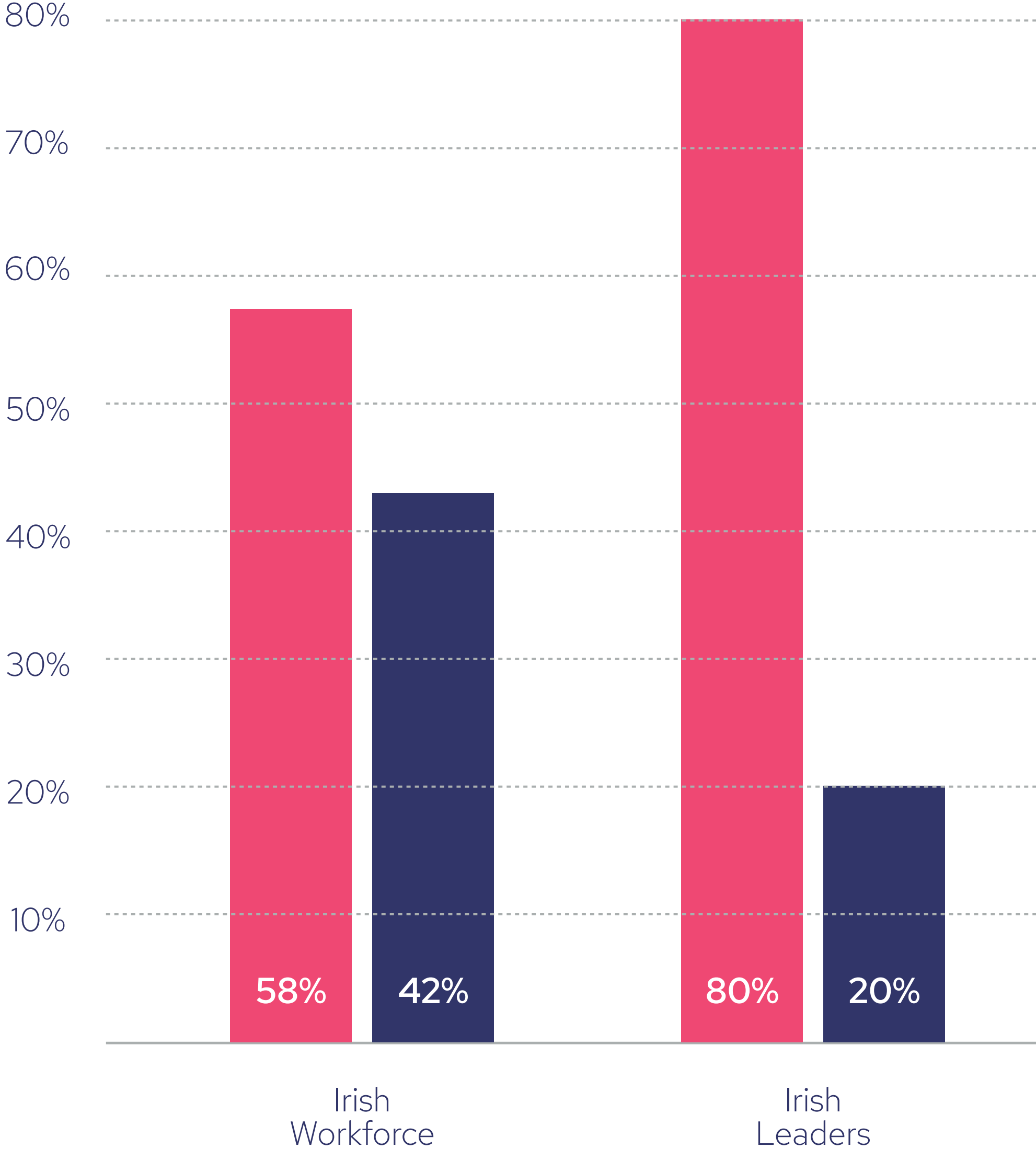
## Irish Workforce

In Ireland, as of the snapshot date (30th June 2024), our 170-strong workforce comprises 42% Male to 58% Female employees.

## Irish Leaders

At management level and above in Ireland, women make up most of our leadership team, with a 20% male to 80% female split.

FEMALE █  
MALE █





# IRISH WORKFORCE EQUALITY

## Gender Pay Gap

The mean Gender Pay Gap between Irish employees in 2024 (on the snapshot date) is -0.45% (expressed as % Males), showing that, overall, female employees are paid slightly more than their male colleagues. This marks a significant change from 2023, when male employees were making 3.35% more than their female colleagues. Moving forward, this disparity will be regularly reviewed and addressed in order to reduce any difference.

The Bonus Gap is wider, with male employees receiving 19.17% more than their female colleagues. We believe this sizable difference is attributed to male Sales agents achieving higher targets throughout 2024 and therefore attaining more commission than their female counterparts. Regardless, we have taken note of this significant disparity and are committed to investigating current structures and working toward bonus equity.

## 2024 Gender Pay Gap

2024 Pay Gap	
Mean	<b>-0.45%</b>
Median	-2.09%

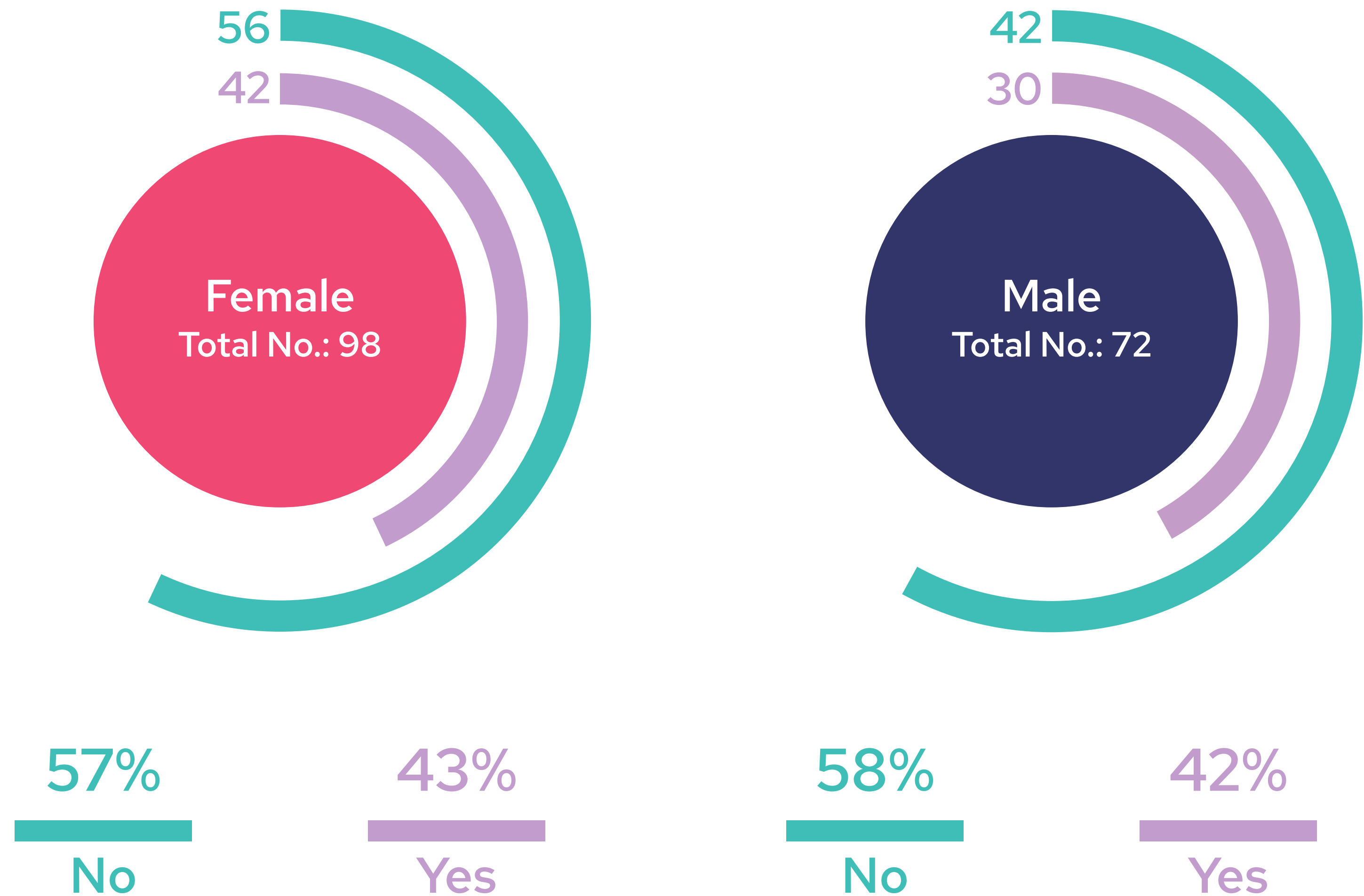
2024 Bonus Gap	
Mean	19.17%
Median	30.46%

# IRISH WORKFORCE EQUALITY

## Balanced Benefits in Kind (BIK) Allocations

Over 40% of National Pen team members in Ireland avail of Benefits in Kind – 42% Male and 43% Female. These Benefits in Kind predominately include health insurance benefits:

## BIK % by Gender





# IRISH WORKFORCE EQUALITY

## Flexible Working

National Pen is predominantly a remote-first organization, and team members outside of departments whose nature requires employees to be onsite (for example manufacturing & fulfilment) can avail of either fully remote or hybrid working models. This approach promotes a greater worklife balance for team members while maintaining productivity. In Ireland (as of 30th June 2024), 64% of team members work fully remote of which 63 are female and 48 are male. An additional 19% of the Irish workforce avails of a hybrid-working model that combines periods of remote working and onsite working. Of these, 23 are female and 12 are male. Overall more women than men in Ireland avail of remote and hybrid working opportunities.



## Leading by Example – Cimpres's Commitment to Diversity & Inclusion

National Pen's parent company, Cimpres is committed to a work environment where team members are treated with respect and fairness. Cimpres values individual differences, unique perspectives, and the distinct contributions that each one of us can make. Cimpres is a nationally diverse global company which acts as a positive force for international exchange and understanding. Internal diversity groups like Women at Work, Mosaic, Mental Health Alliance, and PRIDE, and other employee resource groups that promote diversity and belonging are all supported within Cimpres, and team members are encouraged to form new groups as they see fit. National Pen team members have the opportunity to join these groups to network with like-minded team members across all business units within the Cimpres family.

# GLOBAL INCLUSION & ENHANCEMENT OF EMPLOYEE EXPERIENCE

## EMPLOYEE ENGAGEMENT

We continuously work to improve our Employee Experience in all facets of our organization. In FY25 we rolled-out Employee Net Promoter Score (eNPS) surveys globally to benchmark team satisfaction, and we will launch a more comprehensive survey in the latter half of the fiscal year. The feedback derived from the survey will guide decisions, investments, and initiatives throughout National Pen that are aimed at enhancing Employee Experience and Engagement.

## LEADERSHIP DEVELOPMENT

National Pen continues to nurture diverse perspectives and future leaders through a range of development initiatives, including our Emerging Leaders Development Program and Executive Coaching at Senior Leadership level. Team members can also avail of numerous resources through our Training and Coaching Hub and LinkedIn Learning courses.

## DIVERSITY, EQUITY & INCLUSION

National Pen is committed to fostering, cultivating, and preserving a culture of diversity, equity, and inclusion. Our Employee Spotlight series showcases the many different perspectives that drive our success, while our official DE&I policy promotes a welcoming, diverse, and discrimination and harassment-free workplace, highlighting the values and best practices National Pen prioritizes.

## CELEBRATING AND HIGHLIGHTING DIVERSITY

At National Pen, we recognize and celebrate international days of importance to elevate diversity, equity and inclusion, and raise awareness of issues that affect the many groups represented within our organization, including International Womens Day and various days of cultural significance.

# SUPPLEMENTARY INFORMATION & CALCULATIONS

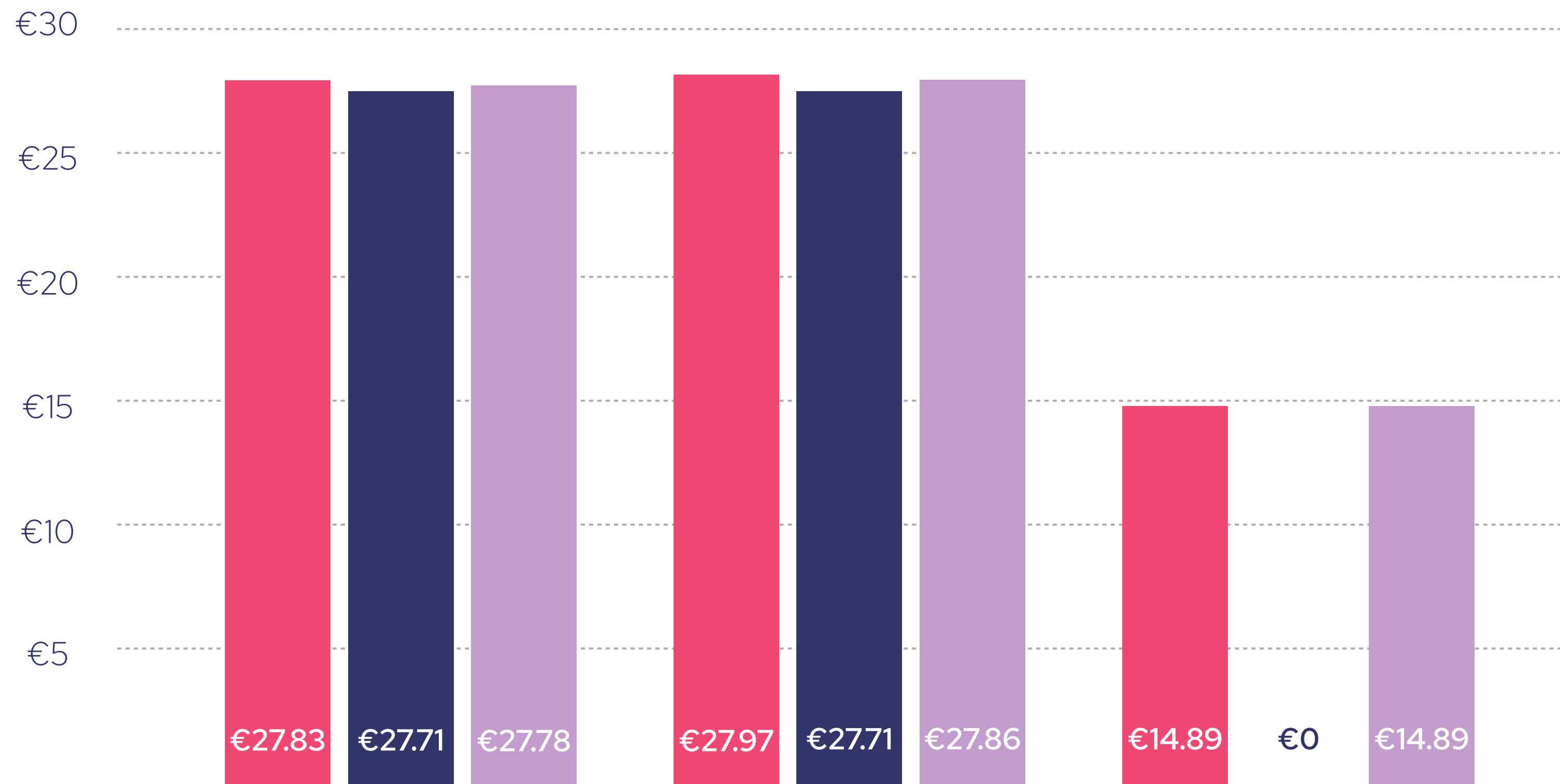
## Quartiles % by Gender – Hourly Remuneration (Permanent)

	Quartile 1	Quartile 2	Quartile 3	Quartile 4	Total	
All	No. of People	43	42	83	2	170
	Average Hourly Remuneration	€14.71	€19.40	€33.05	€266.23	€27.78
	Quartile 1	Quartile 2	Quartile 3	Quartile 4	Total	
Male	No. of People	17	20	34	1	72
	Average Hourly Remuneration	€14.96	€19.42	€30.70	€308.34	€27.71
	Quartile 1	Quartile 2	Quartile 3	Quartile 4	Total	
Female	No. of People	26	22	49	1	98
	Average Hourly Remuneration	€14.54	€19.39	€34.68	€224.11	€27.83



# SUPPLEMENTARY INFORMATION & CALCULATIONS

## Mean Hourly Remuneration



FEMALE  
MALE  
TOTAL

Difference Between Male & Female (expressed as % Males)

-0.45%

All

-0.94%

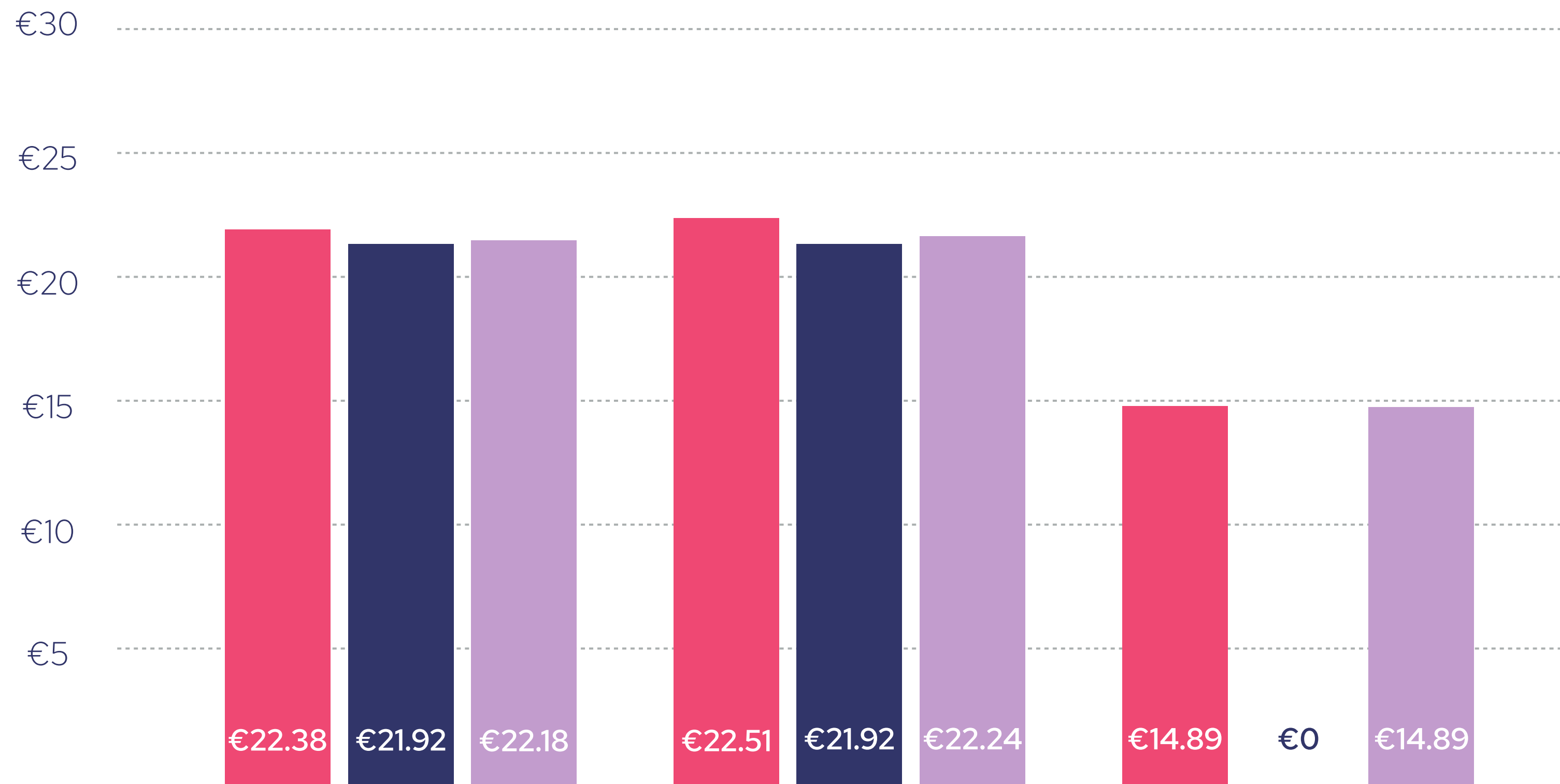
Permanent

0%

Temporary

# SUPPLEMENTARY INFORMATION & CALCULATIONS

## Median Hourly Remuneration



FEMALE  
MALE  
TOTAL

Difference Between Male & Female (expressed as % Males)

-2.09%

All

-2.72%

Permanent

0%

Temporary

# NATIONAL PEN

**National Pen**

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