



# UK Gender Pay Gap Report 2024



## Foreword

At Sumo, we remain committed to fostering a workplace where everyone feels a sense of belonging and has equal opportunities to grow. Reducing the gender pay gap is an important part of this commitment—not just within Sumo but across the wider games industry.

For 2024, we saw an increase in our gender pay gap at both Sumo Group and Sumo Digital. A number of senior women left the business or were on maternity leave during the reporting period, and with hiring paused during a challenging year for the industry, fewer people joined the company at all levels. These factors contributed to the shift in our numbers.

Despite these challenges, our focus on closing the gap remains unchanged. Through both internal and external initiatives, we're continuing to invest in development and career progression for women and underrepresented groups.

Last May, we launched Sumo's Inclusion & Belonging (I&B) Committee to help us build a truly diverse and inclusive workplace. We strengthened our partnerships with Code Coven, Women in Games, Moving Ahead, Limit Break, and Ahead Partnership—offering mentoring, career guidance, and hands-on opportunities to those looking to break into or progress within the industry.

Our Level Up for Seniors programme continued to support career growth internally, and we expanded its reach with the launch of Sumo Group Evolve—helping individuals with limited access to leadership training take their first step into management. 29% of participants in this programme were women.

We know that meaningful change takes time, and as we move through 2025, we'll continue focusing on education, awareness, and opportunity—both within Sumo and across the industry—so that more women and marginalised groups can thrive in games.

**Carl Cavers**  
Sumo Group Ltd.

# What is the gender pay gap and how is it measured?

The gender pay gap refers to the difference between the average earnings of men compared to the average earnings of women across the workforce.

The gender pay gap is different from equal pay, which focuses on whether men and women are compensated equally for performing the same or similar work. Sumo Group confirm that men and women receive equal pay for the same or similar work.

The gender pay gap is measured in two ways:



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

$$\text{MEAN} = \frac{X}{Y}$$

The **mean** gender pay gap is the total pay received divided by the number of people receiving it.



## Our data: Sumo Group

The gender pay gap information in this report is for the 'snapshot' date of 5th April 2024.

The information used to form the basis of the calculations is the ordinary pay data and bonus payments for the individuals employed on the snapshot date. For bonuses, it includes payments made in the 12 months prior to 5th April 2024.

Both the mean and median pay gaps have increased. This increase can be attributed to senior women either exiting the business or being on maternity leave.

Whilst the mean bonus gap decreased, the median bonus increased. This means an overall increase in bonuses given to women compared to men, but not at the 50th percentile. This increase could have been at the higher or lower percentiles.

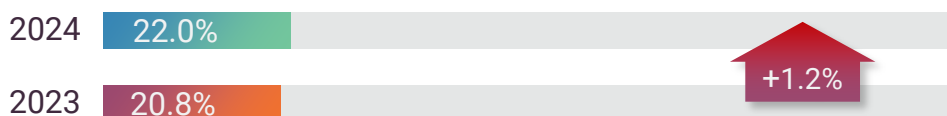
The proportion of women with a bonus decreased, but this can be attributed to a higher percentage of women being ineligible for bonuses in 2024 (due to when their start date fell, or being on probation).

The overall % of women in the business increased but there was a reduction in those in the top quartile, again due to senior women exiting the business or being on maternity leave.

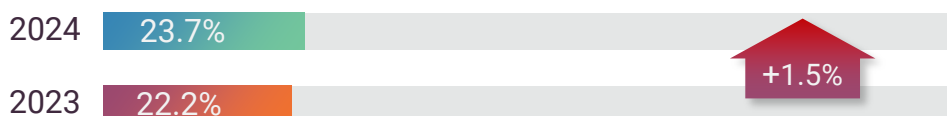
The data for Sumo Group UK includes our two operating businesses and our Shared Service departments.

## Our data: Sumo Group

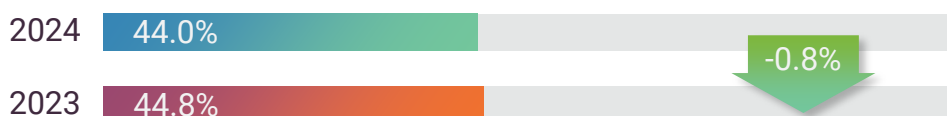
### Difference in mean pay



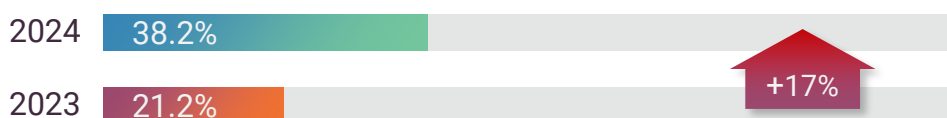
### Difference in median pay

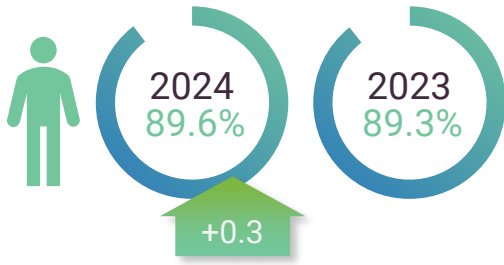


### Difference in mean bonus

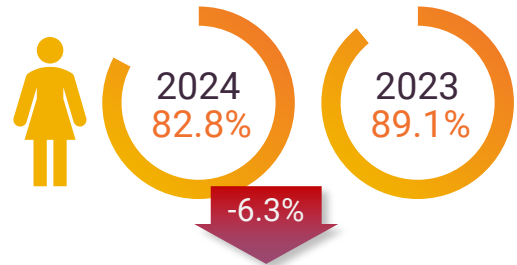


### Difference in median bonus





Proportion of men with bonuses

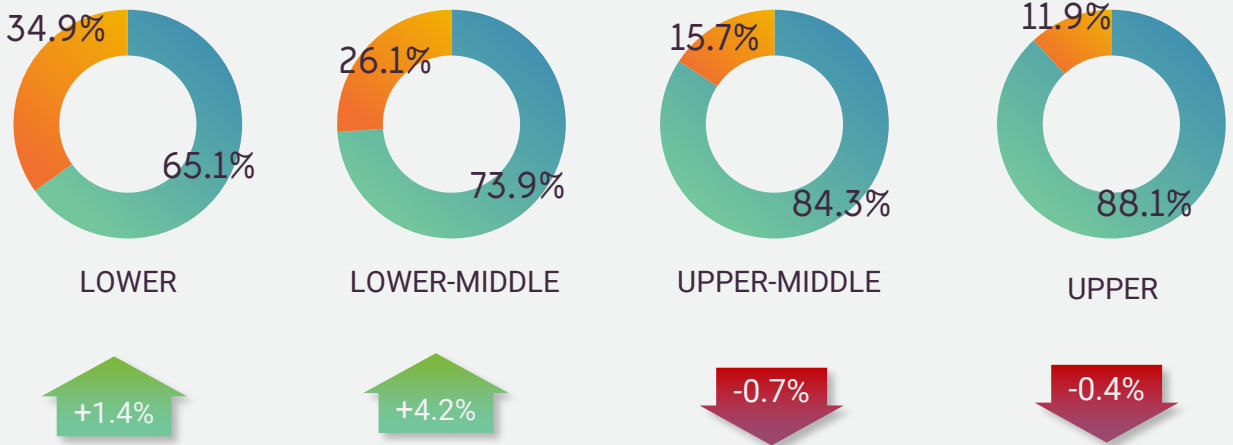


Proportion of women with bonuses

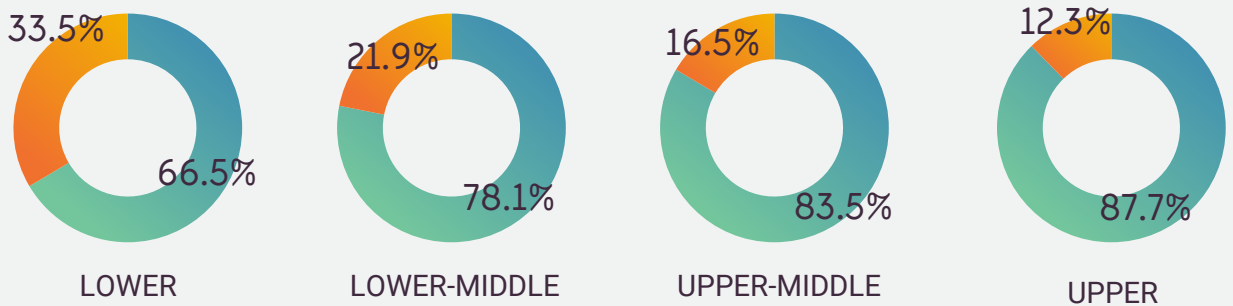
## UK pay quartiles

Men Women

2024



2023





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We know that meaningful change takes time, and as we move through 2025, we'll continue focusing on education, awareness, and opportunity.

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# UK GENDER PAY GAP REPORT 2024





## FOREWORD

The past year has been a challenging one—not just for Sumo Digital but for the games industry as a whole. As we navigate a period of strategic change, we remain committed to building a diverse and inclusive workplace where everyone has the opportunity to thrive.

For 2024, we saw an increase in our gender pay gap at Sumo Digital, with several factors contributing to this shift in our numbers, including senior women leaving the business or on maternity leave during the reporting period, hiring paused during a challenging year for the industry and fewer people joining the company at all levels.

We've always been open about the challenges of closing the gender pay gap, and we know there's still more to do. While this is a key focus for Sumo Digital, it's just one part of a much broader commitment to Diversity, Equity, Inclusion, and Belonging.

Our newly formed Inclusion & Belonging (I&B) Committee will help drive this work forward, ensuring we take meaningful steps toward lasting change. We're focused not just on the numbers but on the bigger picture—supporting more women and girls to pursue careers in games and ensuring they have clear pathways to leadership when they get here.

Building a more gender-balanced and diverse business has long been a priority for us, and while progress takes time, we remain steadfast in our ambition to reduce our gender pay gap and create an industry where talent and opportunity are truly equitable.

Gary Dunn

Managing Director, Sumo Digital

## OUR DATA: SUMO DIGITAL

The gender pay gap information in this report is for the 'snapshot' date of 5th April 2024.

The information used to form the basis of the calculations is the ordinary pay data and bonus payments for the individuals employed on the snapshot date. For bonuses, it includes payments made in the 12 months prior to 5th April 2024.

The mean gender pay gap has increased slightly. This increase can be attributed to senior women either exiting the business or being on maternity leave. Despite this there has been a decrease in the median gender pay gap.

As can be seen in the Sumo Group data, the mean bonus gap decreased, and the median bonus increased. This means an overall increase in bonuses given to women compared to men, but not at the 50th percentile. This increase could have been at the higher or lower percentiles.

The proportion of women with a bonus decreased, but this can be attributed to a higher percentage of women being ineligible for bonuses in 2024 (due to when their start date fell, or being on probation).

The reduction of women in highest quartile is attributed to senior women exiting the business or being on maternity leave. There was an overall increase in % of women in the company.

# OUR DATA: SUMO DIGITAL

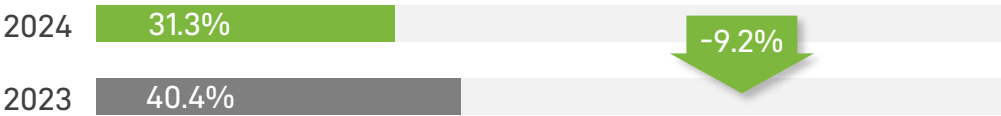
## DIFFERENCE IN MEAN PAY



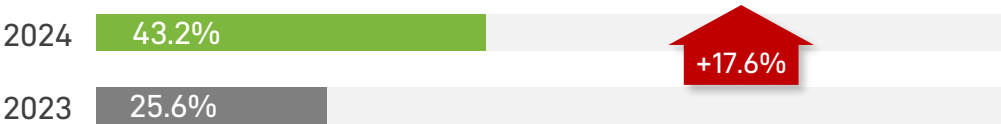
## DIFFERENCE IN MEDIAN PAY



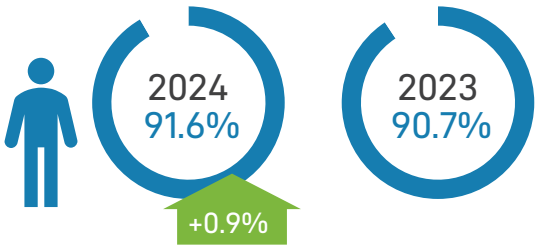
## DIFFERENCE IN MEAN BONUS



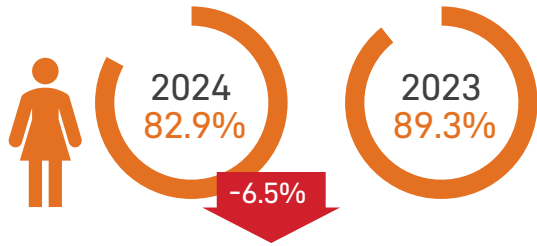
## DIFFERENCE IN MEDIAN BONUS



Proportion of men with bonuses



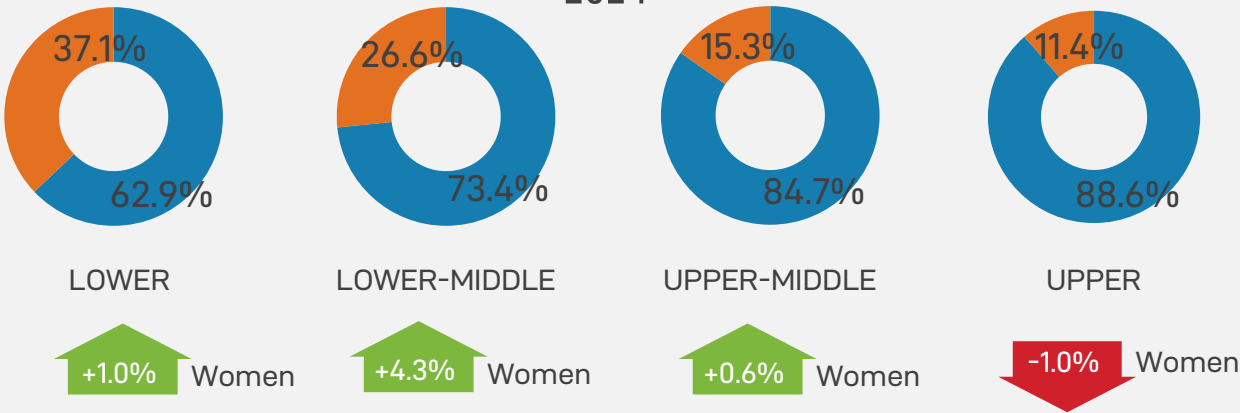
Proportion of women with bonuses



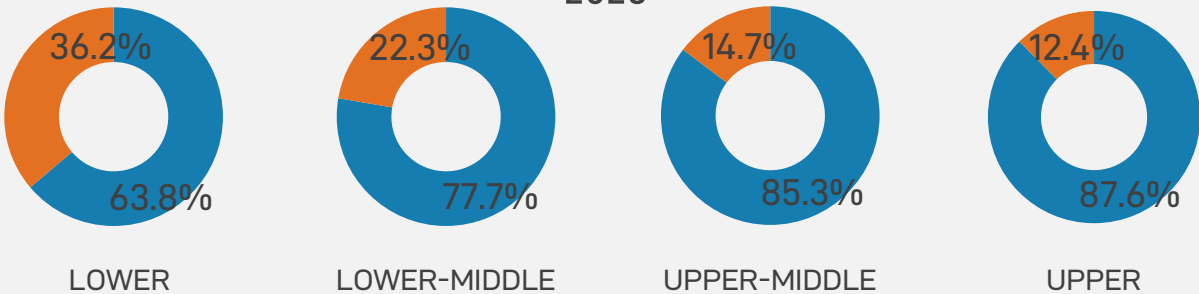
# UK PAY QUANTILES

Men Women

2024



2023





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We remain steadfast in our ambition to reduce our gender pay gap and create an industry where talent and opportunity are truly equitable.

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## Tackling the pay gap

# Learning and Development

Our successful internal career development programme, Level Up for Seniors, continued through 2024. In 2024 12% of the participants on our internal programme were women.

In 2024, Sumo launched its successful internal career development programme Level Up for Seniors externally as Sumo Group Evolve. The programme encourages individuals with limited access to learning and development opportunities to take their first step into a leadership role. 29% of participants on the external programme were women.

We continue to offer mentoring opportunities via our successful partnerships with Limit Break and Moving Ahead as well as through our Learning & Development team who can help women find mentors internally within Sumo.

The industry leading and award-winning Sumo Digital Academy continues to offer a talent development programme which creates new pathways into the games industry and in 2024 introduced a new Technical Art apprenticeship.

Now in its third year, SDC, our flagship learning and development event, was held virtually via a new and improved event platform. 80+ speakers shared their knowledge and expertise across 70+ sessions with people from all Sumo studios attending. The SDC Vault now has over 200 pieces of content available for anyone (not just Sumo people) to self-service learning throughout the year.

Sumo's efforts in learning and development and talent development were recognised at the GI.Biz Best Places to Work Awards in 2024 with a win in the Training & Development category.



## Tackling the pay gap

# Inclusion and Belonging

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Sumo's Inclusion & Belonging (I&B) Committee was established in May 2024 to agree and deliver overarching Inclusion and Belonging objectives. The committee supports Sumo Group in becoming an industry-leading employer in the areas of diversity, equity, inclusion, belonging and justice (DEIBJ) to attract & retain the next generation of our people & diversify our workforce.

PRISM, our internal employee resource group has 300+ active members building a strong community for our marginalised genders and minority groups.

We continue to emphasise the importance of equity, diversity and inclusion with ongoing mandatory learning for all managers on unconscious bias and equality law.

# Partnerships

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We are committed to maintaining the meaningful partnerships we have with those who share our vision to increase equality, diversity, and inclusivity in the games industry.

In 2024, 44% of Limit Break's mentoring programme participants were women.

Sumo Group and Code Coven hosted a portfolio day of which 50% identified as She/Her, 27.8% as They/Them, 11.1% He/Him and 11.1% Other.

Studios including Sumo Sheffield, The Chinese Room, Lab42 and Sumo Leamington got involved with the Ahead Partnership and 892 young people took part in a Sumo activity.

The Women in Games Careers Expo in March had over 1600 attendees, with almost ¼ of them visiting the Sumo booth.



## Tackling the pay gap

### Talent Attraction

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As a company we focus on supporting our people, nurturing their talent and providing a healthy, friendly, enriching, creative and safe environment in which to work.

Our family friendly policies, flexible benefits programme and increased reward schemes ensure we continue to be an attractive option for new talent, and that we retain and support existing talent whilst we continually look at ways of widening the pool of potential recruits.

### Raising the profile of women in games

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We continue to encourage women, underrepresented ethnicities and LGBTQ+ participation on conference event panels and in particular at our internal L&D conference, Sumo Developer Conference (SDC).

We have senior women across the business taking active roles within Sumo and across the wider games industry helping raise the profile of women in games.

We have ensured equal representation at recruitment events and promotional materials throughout 2024.



# UK Gender Pay Gap Report 2024

## Contacts

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