2026 B.C. Pay Transparency Report

Reporting period: January 1 – December 31, 2025

Key Results at a Glance

Mean hourly pay	Median hourly pay	Mean bonus pay	Median bonus pay
$0.92	**$0.88**	**$0.73**	**$0.47**

Amounts women earned for every $1.00 earned by men, across MediaValet's B.C. workforce. In 2025, 91% of men and 76% of women received bonus pay. Details and context are further in this report.

Employer Details

Item	Detail
Employer	MediaValet Inc.
Address	990 Homer Street, 5th Floor, Vancouver, BC V6B 2W7
Reporting year	2026
Time period	January 1, 2025 – December 31, 2025
NAICS code	54 – Professional, scientific and technical services
Number of employees	50–299

About Our Organization

MediaValet is a Vancouver-based software company that provides a digital asset management platform, helping organizations securely manage, organize, share, and distribute their digital content.

This report has been prepared in accordance with the B.C. Pay Transparency Act and covers the reporting period from January 1 to December 31, 2025. It only includes data from employees located in British Columbia. It explains our workforce composition, summarizes the results generated by the B.C. Pay Transparency Reporting Tool, and provides context to help understand what those results mean.

MediaValet

Our Workforce at a Glance

MediaValet's B.C. workforce includes employees across software engineering, product, customer-facing, sales, marketing, finance, people and culture, and corporate functions. Together, these teams support customers across Canada, the United States and internationally.

Men	Women
69%	31%

> **Representation varies across functions.** Technical functions are predominantly held by men, while non-technical functions have a more balanced gender distribution.

During the reporting period, 69% of employees in British Columbia identified as men and 31% identified as women. No employees identified as non-binary or preferred not to disclose their gender.

Like many organizations in the technology sector, MediaValet's workforce includes a mix of technical and non-technical roles. Technical roles are predominantly held by men, while non-technical functions have a more balanced gender distribution. Women are represented across the organization, including in leadership roles. This distribution of roles is an important factor when interpreting the pay transparency results presented later in this report.

The B.C. Pay Transparency Act requires employers to report overall earnings across their workforce. It does not compare employees performing the same work or assess whether employees are paid equitably within the same role. Understanding who makes up our workforce provides important context for interpreting the results that follow.

How We Collected the Data

This report is based on workforce and payroll information for employees working in British Columbia during the reporting period. The results were generated using the B.C. Pay Transparency Reporting Tool in accordance with the requirements of the B.C. Pay Transparency Act.

Before submitting the report, MediaValet reviewed employee and payroll information to help ensure the data was complete, accurate and aligned with the Province's reporting requirements.

Gender and demographic information is collected through employee self-service in MediaValet's human resources information system (HRIS). Employees were invited to review and update their gender information before the preparation of MediaValet's 2026 B.C. Pay Transparency Report.

Employees were informed that demographic information is collected to support:

- legislated reporting requirements (including the B.C. Pay Transparency Act);

- participation in industry compensation surveys; and
- workforce analysis to help understand organizational trends over time.

Employees were advised that providing this information is voluntary, that responses are kept confidential and used only in aggregate reporting, and that selecting "Prefer Not to Answer" or leaving gender undisclosed is an acceptable option. Employees were also advised that choosing not to disclose their gender would not exclude them from the report. Instead, their information would be included in the "Prefer Not to Answer/Undisclosed" reporting category.

Understanding Report Outputs

The figures presented in this report were generated using the B.C. Pay Transparency Reporting Tool and provide a high-level view of pay across MediaValet's B.C. workforce.

Unadjusted vs. Adjusted Pay Gap

The results presented in this report represent the organization's unadjusted pay gap.

	Unadjusted pay gap	Adjusted pay gap
What it compares	Overall earnings across the entire workforce without taking into account any employee or job characteristics.	Earnings between genders after accounting for factors such as occupation, job level, tenure, education, experience and other relevant characteristics.
Answers the question	*"On average, how do the overall earnings of one gender compare to another?"*	*"After accounting for these factors, is there a pay difference?"*
In this report	✓ **Presented.** The B.C. Pay Transparency Act requires organizations to report unadjusted pay gaps.	**Not presented.** MediaValet has fewer than 100 employees in B.C. With a workforce this size, it is not possible to produce a statistically valid adjusted pay gap analysis. Small sample sizes increase the risk of results being misleading and could compromise employee privacy.

Mean vs. Median

This report includes both **mean** and **median** pay because each provides a different perspective on the organization's pay outcomes.

Mean (average)	Median
The mean is calculated by adding together the earnings of all employees and dividing by the total number of employees. Because it includes every employee, it is more influenced by unusually high or low earnings.	The median represents the employee in the middle of the pay distribution. Half of employees earn more and half earn less. Because it is less affected by unusually high or low earnings, it often provides a better representation of the typical employee's pay.

Important Considerations

When interpreting the results, it is helpful to keep the following in mind:

- **Standard hours:** Salaried employees are assumed to work a standard 40-hour work week (2,080 hours annually), as actual hours worked are not routinely tracked for all employees.
- **Role mix:** Overall results are influenced by the mix of occupations, career levels, hours worked, and eligibility for bonus payments across the organization.
- **Privacy protection:** Under the B.C. Pay Transparency Act, results may be suppressed where a gender category contains fewer than 10 employees within a reporting group. This is more likely to occur in smaller organizations like MediaValet in B.C. and helps protect employee confidentiality. Throughout this report, MediaValet has also avoided reporting or interpreting results for small employee groups where doing so could reduce confidentiality.
- **Snapshot in time:** The report reflects MediaValet's B.C. workforce during the reporting period (January 1 to December 31, 2025) and may change over time as the organization evolves.

Our Pay Gap Results

The B.C. Pay Transparency Reporting Tool compares the hourly ordinary pay and bonus pay of employees who identified as men and women during the reporting period. The results provide a high-level view of earnings across our B.C. workforce and should be interpreted alongside the workforce profile described earlier in this report.

Hourly Pay



Across MediaValet's B.C. workforce, women's **mean (average) hourly pay was 8% lower than men's**. For every **$1.00** earned by men in average hourly pay, women earned **$0.92**.

Women's **median hourly pay was 12% lower than men's**. For every **$1.00** earned by men in median hourly pay, women earned **$0.88**.

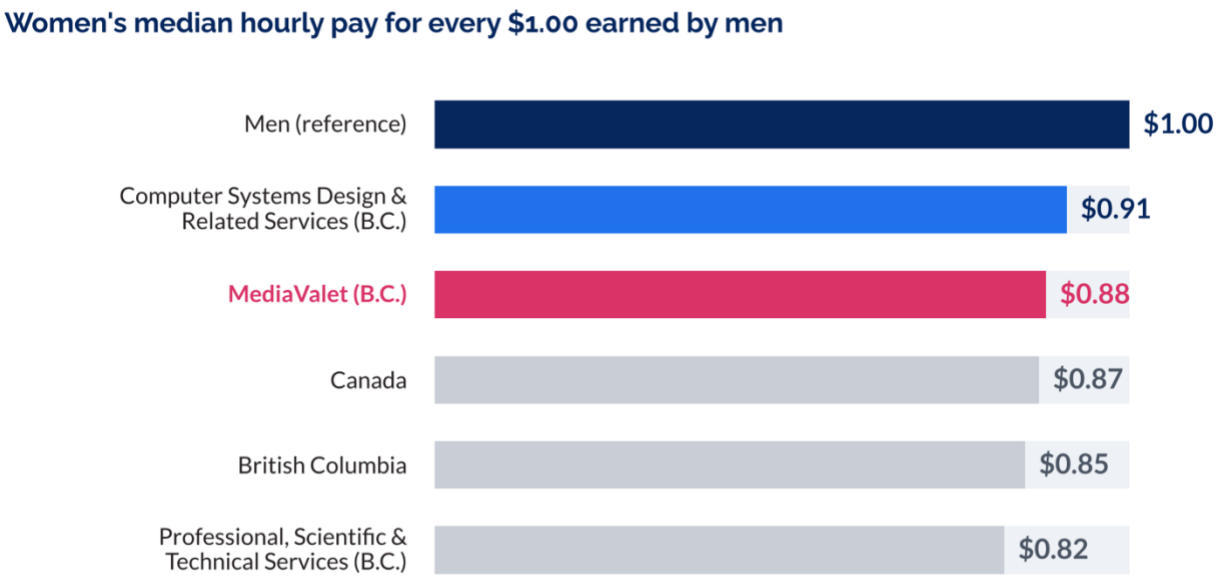
The mean and median results differ because the average is more influenced by employees at the higher and lower ends of the pay distribution, while the median reflects what the employee in the middle of the pay distribution earns.

As explained earlier, **these are unadjusted results and reflect the overall makeup of the workforce rather than differences in pay for employees performing comparable work.**

How We Compare

The B.C. Pay Transparency Annual Report (June 2026) provides province-wide, national, sector, and industry-level benchmarks based on Statistics Canada labour market data. These benchmarks help provide context for MediaValet's reported median hourly pay gap.

Overall, MediaValet's median hourly pay ratio compares favourably with broader provincial and sector benchmarks and is reasonably close to the more specific computer systems design industry benchmark.



Source: B.C. Pay Transparency Annual Report (June 2026). Figures rounded to the nearest cent.

MediaValet's median hourly pay ratio (**$0.88**) compares favourably with several external benchmarks published in the B.C. Pay Transparency Annual Report. It is higher than both the overall British Columbia average ($0.85) and the broader Professional, Scientific and Technical Services sector in B.C. ($0.82), the sector in which MediaValet is classified for reporting purposes. MediaValet's result is also slightly higher than the Canadian average ($0.87).

A more directly comparable benchmark is the Computer Systems Design and Related Services industry in B.C., which reported a median hourly pay ratio of $0.91. While this is slightly higher than MediaValet's result, it represents a narrower segment of the technology sector than the broader Professional, Scientific and Technical Services category, which also includes industries such as accounting, legal services, advertising, and management consulting.

As with all comparisons, these benchmarks should be interpreted with care. They reflect the workforce composition of different industries and organizations, including differences in occupations, career levels, and representation across roles, all of which influence reported pay gaps.

Bonus Pay

All regular, full-time employees are eligible to participate in MediaValet's annual bonus program or sales incentive program (if applicable to the role).

MediaValet's annual bonus program uses standardized bonus targets based on career level and company performance, helping provide consistent bonus opportunities across comparable roles.

Employees in sales and revenue functions participate in separate sales incentive plans with predefined performance measures and payout rules. While payment amounts vary based on individual and business performance, the plans provide a clear and consistent framework for determining incentive payments.

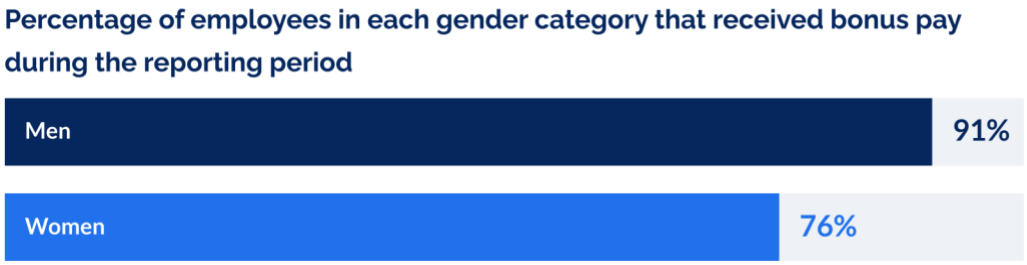


Across MediaValet's B.C. workforce, women's **mean (average) bonus pay was 27% lower than men's**. For every **$1.00** received by men in average bonus pay, women received **$0.73**.

Women's **median bonus pay was 53% lower than men's**. For every **$1.00** received by men in median bonus pay, women received **$0.47**.

Bonus pay should be interpreted differently from hourly pay because both bonus eligibility and bonus amounts vary across roles. At MediaValet, the largest bonus opportunities are available in revenue-generating sales roles that participate in sales incentive plans. During the reporting period, these roles were predominantly held by men, contributing to higher overall bonus payments for men than women. As a result, the reported bonus pay gap is more heavily influenced by role and bonus plan design than the hourly pay gap.

> **Like the hourly pay results, these bonus figures are unadjusted.** They compare bonus payments across the workforce as a whole and do not compare employees performing comparable work or participating in the same bonus or sales incentive program.



As outlined in the chart above, not all employees received a bonus during the reporting period. This may occur when an employee joins after the annual eligibility cut-off, is still within their probationary period, or leaves the organization before bonuses are paid out.

Overtime Pay

MediaValet does not provide overtime pay and therefore the measure is not displayed in this report.

Pay Quartiles

Pay quartiles divide employees into four equal-sized groups based on their hourly ordinary pay, from the highest-paid employees to the lowest-paid employees. The Reporting Tool shows the percentage of employees within each gender represented in each pay quartile.

What the Reporting Tool could display for each pay quartile



Results are suppressed where a gender category has fewer than 10 employees in a quartile. A suppressed result is not the same as a 0% result. Where only men's results can be shown, the Reporting Tool displays them as 100%.

To protect employee privacy, the B.C. Pay Transparency Act requires the reporting tool to suppress results where a gender category contains fewer than 10 employees within a pay quartile. As a smaller employer in British Columbia, MediaValet is more likely to be affected by these privacy thresholds than larger organizations.

For the 2025 reporting period, only the men's results could be displayed in the upper, upper middle, and lower middle pay quartiles. In the lowest pay quartile, no results are displayed because neither gender met the minimum reporting threshold.

The absence of results should not be interpreted as meaning that employees are not represented within those pay quartiles. Both men and women are represented across MediaValet's B.C. workforce, but some pay quartile results cannot be displayed because doing so would not meet the privacy requirements established under the B.C. Pay Transparency Act.

Factors Influencing Our Results

Several factors contribute to the pay gaps reported in this report. The most significant are:

- **Occupational representation:** Like many technology companies, MediaValet has more men than women in technical roles, while women are more highly represented in business support and customer-facing functions. Because different occupations attract different market rates, this influences the overall pay gap.

- **Sales incentive plans:** The bonus pay gap is influenced by the concentration of men in revenue-generating sales roles that participate in commission-based incentive plans. These roles have the potential to earn significantly higher variable compensation than most other positions across the organization.
- **Workforce changes:** Pay transparency results reflect the workforce during the reporting period. As hiring, promotions, and employee movement occur over time, future results may also change. Looking at these trends over multiple reporting years will provide additional context for understanding the results.

Our Ongoing Commitment

At MediaValet, we are committed to creating a workplace where employees have equitable access to hiring, development, career advancement, and compensation opportunities. We recognize that pay transparency is one part of a broader commitment to fair, consistent, and transparent people practices.

To support this commitment, we continue to:

- **Support equitable hiring practices** through structured recruitment processes, standardized interview practices, and market-informed compensation decisions.
- **Maintain a consistent company-wide career framework** through standardized career levels, clearly defined job descriptions, and the development of Job Success Profiles that clarify role expectations, support transparent career progression, and promote consistency in role leveling and promotion decisions across the organization.
- **Invest in learning and leadership development** by providing learning opportunities, coaching, and development for current and emerging leaders across the organization.
- **Review compensation practices regularly** using reputable technology industry compensation surveys to help ensure our pay practices remain fair and informed by external market data.
- **Support flexibility and caregivers** through flexible work hours, remote and hybrid working opportunities, and maternity, parental, and caregiving leave benefits.
- **Monitor workforce representation and people metrics over time** to better understand trends across functions and leadership levels, helping inform future people initiatives and support an inclusive workplace.

Looking Ahead

This report provides a baseline for future reporting. As MediaValet grows, future reports will help us better understand our workforce, identify meaningful trends over time, and measure the impact of the decisions we make today. We look forward to continuing this work and sharing future reports as we build a better understanding of our workforce over time.

> **Questions about this report?** Employees with questions about this report are encouraged to contact the People & Culture team: info@mediavalet.com