



## PRESS RELEASE

## PIHR AND MACEDO VITORINO ESTABLISH PARTNERSHIP TO REDUCE THE GENDER PAY GAP IN PORTUGAL

PIHR a leading SaaS company focused on reducing the gender pay gap, is proud to announce a legal and strategic partnership with highly recognized Portuguese law firm Macedo Vitorino. This collaboration aims to provide companies and other entities operating in Portugal with innovative pay equity software and necessary legal guidance to ensure compliance with legal pay transparency duties arising from the EU pay transparency Directive. It is expected that this Directive to be transposed shortly into national legislation. With a growing demand for transparency in compensation practices across Europe, this collaboration aims to assist and facilitate the implementation of the said standards.

### PIHR'S COMMITMENT TO EQUALITY

PIHR is deeply committed to advancing workplace equality by providing innovative solutions that promote pay transparency and fairness. Through data-driven insights and expert guidance, PIHR empowers organizations to identify and close pay gaps, ensuring that every employee is valued and compensated equitably. Our mission is to create more inclusive and just workplaces, where equal opportunities are the standard, not the exception. *"This collaboration with Macedo Vitorino marks an exciting step forward in our mission to promote pay equity globally. By combining our expertise, we can empower businesses in Portugal to go beyond regulatory compliance, driving meaningful change and fostering workplaces built on fairness, transparency, and trust."* said Magnus Drogell, Founder and CEO of PIHR.

### MACEDO VITORINO'S EXPERTISE IN PORTUGUESE LAW

Macedo Vitorino, a well-known Law Firm for its expertise in labor law, corporate, banking, telecommunications, energy and infrastructures, sees this partnership as an opportunity to assist companies and other entities operating in Portugal regarding transparency pay issues. *"This partnership marks an important step for companies and other entities operating in Portugal in implementing the EU Pay Transparency Directive. At Macedo Vitorino, we are thrilled with this partnership with PIHR, a Swedish company that is a global leader in pay equity. We are excited to be able to add the use of PIHR's pay equity software to our legal services, ensuring our clients a full package so they can implement the best practices regarding the equal pay principle"*, said Guilherme Dray, Senior Partner at Macedo Vitorino and Head of the Employment Group.

### THE IMPORTANCE OF PAY TRANSPARENCY IN THE EU

The EU Pay Transparency Directive is a landmark regulation that seeks to eliminate the gender pay gap and ensure equal pay, *inter alia*, among men and women. With the new Directive, businesses will be required to report and correct eventual pay differences, ensuring greater transparency in salary structures. Portugal, like other EU countries, is expected to transpose the Directive, making this collaboration between PIHR and Macedo Vitorino both timely



and crucial. Within this partnership, Macedo Vitorino and PIHR are able to offer legal and technological solutions that allow for the anticipation of the implementation of the EU Directive and the new legislation that will be enacted in Portugal.

## ABOUT PIHR

Founded in 2012, PIHR is a Swedish SaaS company that specializes in pay equity solutions. Its mission is to reduce the gender pay gap globally through technology, having over 500 clients worldwide, including some of the most recognized brands.

## ABOUT MACEDO VITORINO

Macedo Vitorino was established in 1996, focusing its activity on advising domestic and foreign clients in specific activity sectors, including labor law, corporate, banking, telecommunications, energy and infrastructures.

For further information, please contact:

- PIHR: Magnus Drogell, Founder and CEO – **email:** [magnus.drogell@pihr.com](mailto:magnus.drogell@pihr.com)
- MACEDO VITORINO: Guilherme Dray, Senior Partner, Head of the Employment Group, – **email:** [gdray@macedovitorino.com](mailto:gdray@macedovitorino.com) Mariana Pêgo Martins, Head of Marketing and Communication – **email:** [mpego@macedovitorino.com](mailto:mpego@macedovitorino.com)

*This release reflects the companies' shared commitment to supporting Portugal's transition to transparent and equitable pay structures, in line with the latest EU Directive.*

