VOW WHOLESALE

GENDER PAY REPORT

VOW Europe Ltd is **committed to the principle of equal opportunities** and equal treatment for all employees, regardless of gender, race, religion or belief, age, marriage or civil partnership, pregnancy/maternity, sexual orientation, gender reassignment or disability. Our aim is to make the best use of the diverse backgrounds, skills, knowledge, and experience of all those who work for us. We encourage a diverse culture in which we value our employees for being themselves. It is our people that make us successful and such diversity is a rich source of competitive advantage.

In line with the Government's commitment to tackle gender inequality, VOW Europe Ltd will publish data showing the pay gap between a male and female employees.

What is Gender Pay?

A gender pay gap is a measure of the difference in average pay of men and women across an entire organisation, regardless of the nature or level of their work. It highlights the different number of men and women across all roles. It is different from an equal pay comparison, which involves a direct comparison of two people, or groups of people, carrying out the same work or work of an equal value.

Our Data

A gender pay gap is a measure of the difference in average pay of men and women across an entire organisation, regardless of the nature or level of their work.

It highlights the different number of men and women across all roles. It is different from an equal pay comparison, which involves a direct comparison of two people, or groups of people, carrying out the same work or work of an equal value.

	Mean	Median
Pay gap	1.3%	-7.1%
Bonus gap	18.2%	0%

The percentage shown is the difference in overall mean and median pay and bonus between men and women. A negative figure indicates a higher percentage paid to women and a positive figure indicates a higher percentage paid to men.

Pay Gap

The mean and median pay gap data show women are paid a higher percentage than men. The overall median gender pay gap was -6.92%, an increase of almost 3% since 2024, Whilst the overall mean gap was -12.91% an increase of 10.71% since 2024.

It is important to recognise the discrepancies between male and female salaries are a consequence of the nature of the roles available across the group, and similarly that their colleagues pay depends on the role they perform regardless of their gender.

There are significantly more male employees across VOW Europe Ltd, with a large proportion of these working within the warehouse and distribution functions. It is generally acknowledged that these are male dominated roles and salaries across these functions are consistent. There are a significant number of female employees working within the sales and support functions; some of which carry higher salaries and earning opportunities than operational positions.

Through analysis of the data we continue to be confident that any gender pay gap does not stem from paying men and women differently for the same or equivalent work. Employees were awarded a cost of living increase during the 2024/2025 year regardless of role, gender or other status. Any gender pay gap is the result of the specific roles in which men and women work within the organisation at varying different levels.

Bonus Gap

The mean bonus gap has increased from -22.1% in 2024 to 16.63% in 2025. This shift can be explained by small natural movement within the senior leadership team. We acknowledge there is work to do to reduce this gap, such as encouraging females to progress into more senior roles, which in turn may open the opportunity to be placed on the senior leadership bonus scheme.

The median bonus gap has shifted from -83.2% to -3.86%. This shows bonuses to still be favourable towards females; however it shows a significant move towards balance between male and female bonuses.

Employees in like-for-life roles are entitled to the same bonus opportunities. However, bonuses vary between roles and are assessed by performance against targets, not gender. We are aware that our bonus pay gap will vary each year depending on the individuals achieving bonus as a result of hitting targets.

Bonus Pay

The data shows a significantly higher number of females receiving bonus pay. This difference stems from a larger number of men working in non-bonus roles such as operations and logistics.

Male and female employees in like for like roles will receive the same earning potential. Bonuses vary between roles and are assessed by performance against targets, not gender. We are aware that our bonus pay gap will vary each year depending on individuals achieving bonus related targets.

Bonus Pay:

Female: 46.94% **Male:** 6.52%

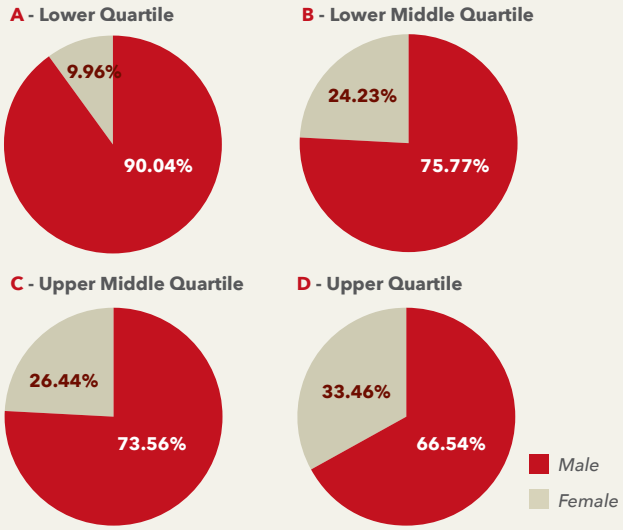
Future Plans

Our pay structure is completely gender neutral and we are committed to maintaining, and further improving our gender pay gaps by encouraging a balanced gender mix into roles that are typically underrepresented.

We continually strive to encourage and attract new colleagues into what may traditionally have been male dominated positions through recruitment drives and by understanding flexible working requirements. We remain committed to building a diverse and inclusive workforce within a fair working environment that inspires our current employees and continues to attract others to joining us.



Quartile Comparison



There has been an increase in the percentage of females within the upper quartile.

This is due to a number employees working within Group functions, such as IT, Finance and Merchandise, moving to a different PAYE during 2024/2025. Many of these employees were males working within highly paid roles.

The lower quartile is mostly made-up of colleagues within operations and logistics. We have a high number of males within these functions and this is reflected in the figures.