

A man and a woman are posed in a rustic, nautical-themed living room. The woman stands on the left, wearing a dark blue cable-knit sweater over a striped collared shirt and light-colored trousers. The man sits on a wooden stool in the center, wearing a dark blue cable-knit zip-up jacket over a plaid shirt and blue jeans. The background features a dark leather tufted sofa, a wooden bookshelf with various items, an American flag, and several vintage-style suitcases on the floor.

GENDER PAY REPORT

2024

SUPERDRY®



INTRODUCTION

At **Superdry**, we are committed to fostering an **inclusive and equitable workplace** where every employee has the opportunity to thrive. Gender equality remains a key focus for us, and we are proud to share our progress in closing the gender pay gap.

For this reporting year, we are pleased to report that the **median gender pay gap for C-Retail remains at 0% for the third consecutive year**, reinforcing our commitment to fairness and transparency. Our **Group median gender pay gap stands at just 1.3%**, which is **significantly lower than the UK national median of 7.0%**. These results reflect the **progress we have made in ensuring equitable pay across our business**.



Superdry is a **majority-female business, with over 55% female representation across all levels**, rising to **60% in some areas, including the upper pay quartiles**. This strong representation highlights our **commitment to supporting female progression and ensuring career opportunities are based on talent and merit**.

We have also seen a **minor reduction in the Group's mean gender pay gap by 0.2%**. However, we recognize that the **mean pay gap for C-Retail has increased by 0.5%**. These results highlight the importance of **continuing to understand and address the key drivers of our gender pay gap**. We remain committed to **regularly reviewing and enhancing our policies and practices** to ensure they support fairness, career progression, and a truly inclusive workplace.

While we acknowledge there is still work to be done, we are confident that through **continuous improvement and proactive measures**, we will continue to drive progress and further reduce the gap.

This report is based on data collected as of **April 5th, 2024**. I confirm that all data is accurate and has been published in line with **gender pay gap reporting regulations**.

Suzie Noble
People Director, Superdry

GAP MEANING & CALCULATIONS

What is the Gender Pay Gap?

A gender pay gap is the difference between the average hourly pay rate for male colleagues compared to female colleagues, irrespective of the work being performed or the role. Where a gap is positive, this means that on average, men are paid more than women. Where a gap is negative, this means that on average, women are paid more than men.

How is the Gap measured?

Median

Imagine all female colleagues who work for Superdry in a row from the lowest hourly rate to the highest. Imagine the same for our male colleagues. The median is the comparison between the female and male in the middle of their rows.

Mean

Add up all the hourly rates by male and female colleagues and then divide them by the number of female and male colleagues to get the average.

Quartiles

The quartiles help us to understand the gender split at different career stages within Superdry.

Bonus Gap

The bonus gap shows us the proportion of male and female colleague who received a bonus in the preceding 12 months of the pay gap. For this report, the bonus reflects the period between April 2023 and March 2024.

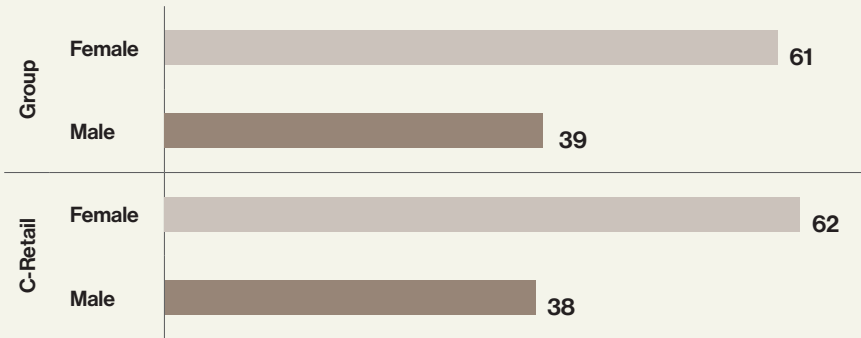
Who receives a bonus?

During this period, Superdry operated two bonus schemes; a Group Annual Bonus, and the other is for our commercial Wholesale team. Not all colleagues are included within a bonus scheme.

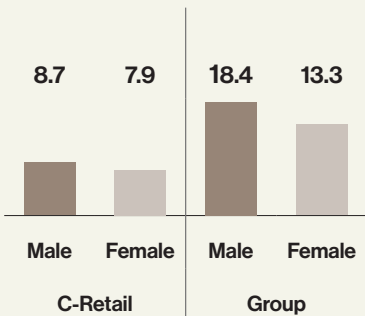


OUR RESULTS

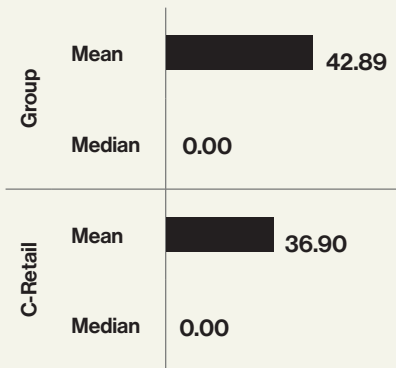
GENDER PROPORTIONS %



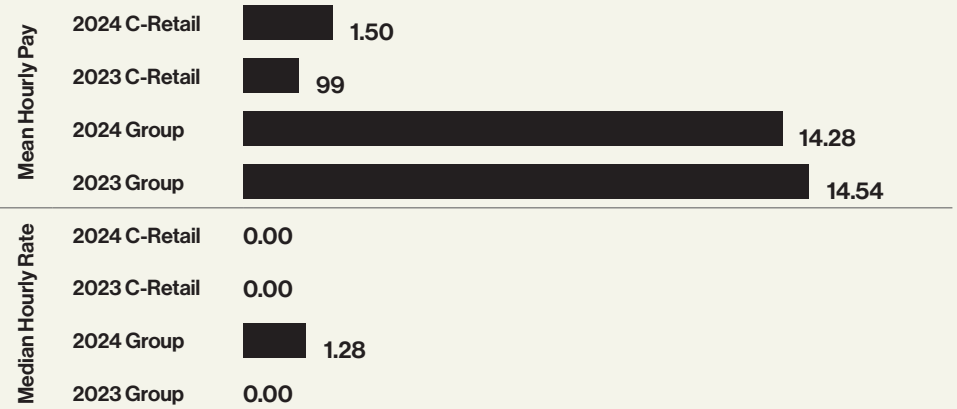
PROPORTION RECEIVING A BONUS %



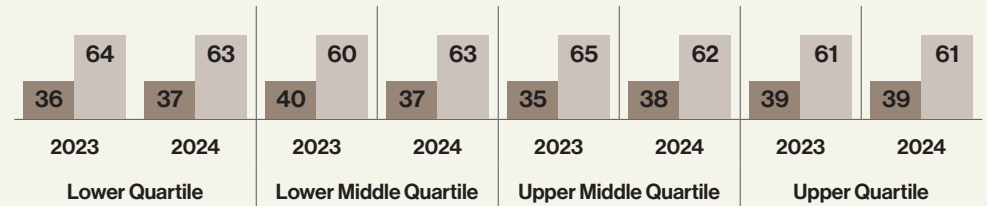
BONUS GAP %



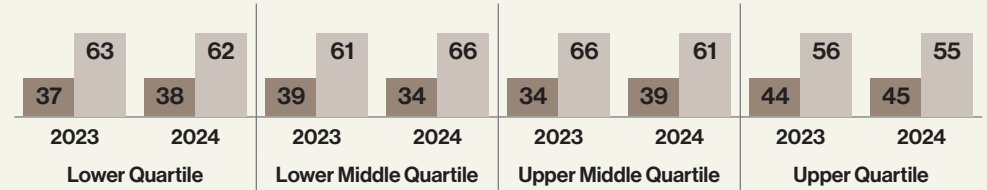
OUR GAP %



C-RETAIL QUARTILES %



GROUP QUARTILES %





OUR GAP EXPLAINED

C-Retail Ltd is the only entity that we are statutorily required to report on, and this contains **1,366 colleagues** who work in our UK retail business. Superdry Group is a combination of all the head office UK group functions (such as Finance, Marketing, HR), and this contains **419 colleagues**.

Superdry Group

The Group data shows a mean pay gap of **14.3%** in April 2024 compared with **14.54%** in April 2023, a reduction of **0.24%**. Superdry Group shows a median pay gap of **1.3%** in April 2024 compared with **0%** in April 2023.

Bonus – Group and C-Retail

Superdry operates a Group bonus scheme and a smaller sales bonus scheme. Whilst we acknowledge that there is a bonus gap, the data for both Group and C-Retail is distorted due to the small number of employees who are eligible and the awards being pro rata depending on length of time of being a participant in the scheme. We are confident that the schemes are fair and free from bias.

C-Retail

C-Retail Ltd shows a mean pay gap of **1.5%** in April 2024 compared with **0.99%** in April 2023, an increase of **0.51%**. C-Retail Ltd maintains a median pay gap of **0%** in April 2024.

Results Review

The mean and median pay gap have shown a mixed trend both at Group level and in C-Retail. The slight increase in the mean pay gap for C-Retail is due to various factors, including changes in workforce composition. However, the median pay gap remains at 0%. We remain committed to reviewing our pay models across head office and for our retail estate.



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