

# GENDER PAY REPORT 2022

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**SUPERDRY®**



# INTRODUCTION

**Superdry is a truly global organisation, and we are really proud of our diverse workforce. We know that our diversity is vital to our future success and we foster a working environment where everyone feels they belong and they are fulfilled.**

This year we are pleased to report a positive reduction to our gender pay gap; our mean Group gender pay gap is down by over 5% and our C-Retail mean gender pay gap is down by 2.5%. The data shared is our snapshot data from 5<sup>th</sup> April 2022.

In this report we have listed our actions for the coming year to support our commitment to drive our gap down further, focusing on ensuring that Superdry becomes an even better place to work.

I can confirm that the data contained in this report is accurate and published in accordance with the gender pay gap reporting guidelines and regulations.



**Cathryn Petchey**

People Director  
Superdry PLC

March 2023

# THE GAP MEANING AND CALCULATIONS

Regulations introduced in 2017 require public, private and voluntary sector organisations, with 250 or more employees on a specified 'snapshot date' relevant to their sector, to report annually on their Gender Pay Gap.

## What is the Gender Pay Gap?

A gender pay gap is the difference between the hourly pay rate for all 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 the Gap is 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 2021 and March 2022.

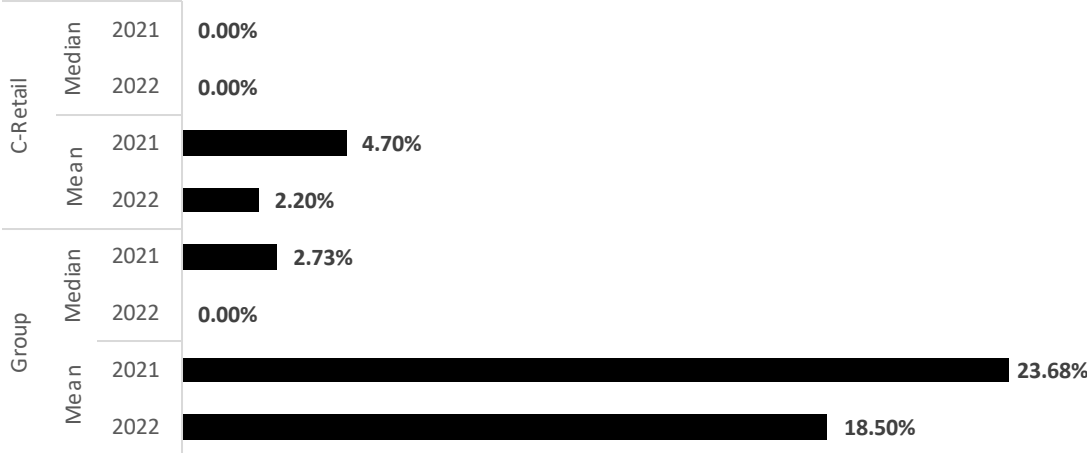
## Who receives a bonus?

Superdry runs 2 bonus schemes, one is a Group Annual Bonus and the other is for our sales team. Not all colleagues are included in either bonus scheme.

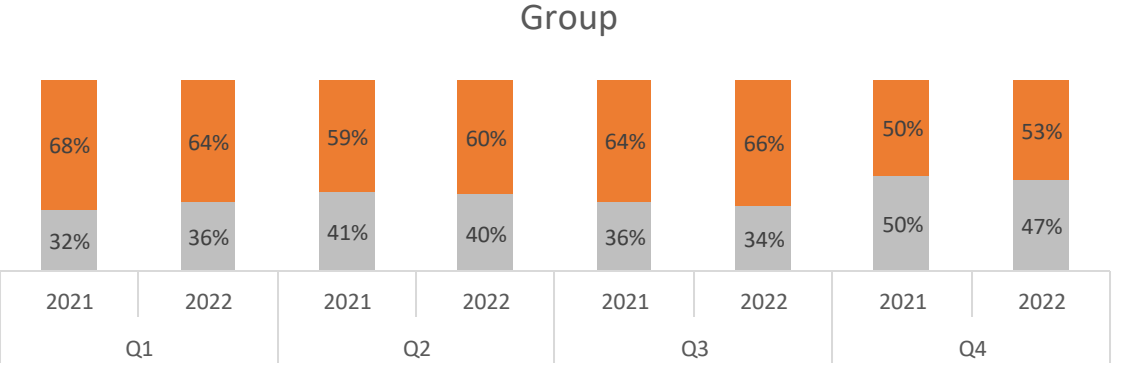
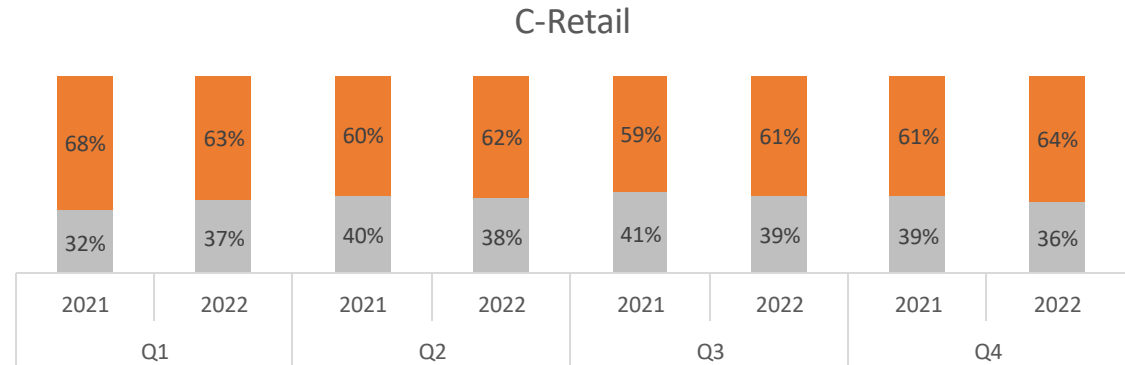
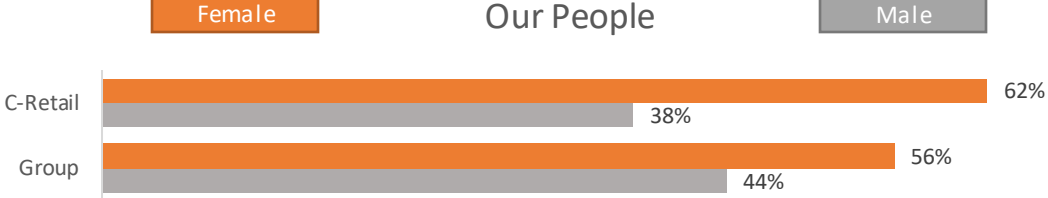
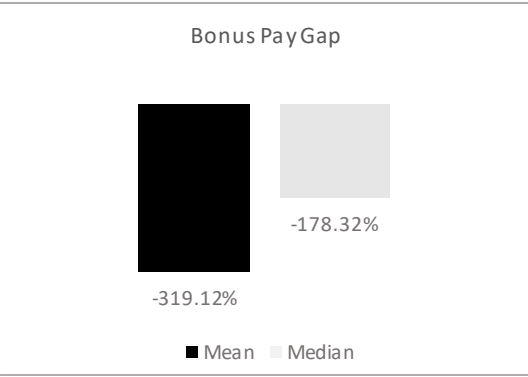
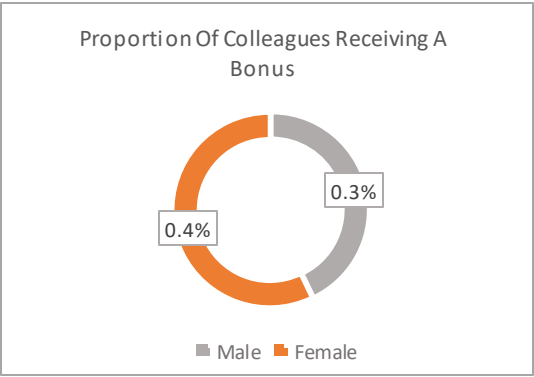


# OUR RESULTS

## Our Gap



## Superdry Group Bonus Gap





# OUR GAP EXPLAINED



**C-Retail Ltd is the only entity that we are statutorily required to report on and this contains 1,821 colleagues who work in our UK retail business. Superdry Group is a combination of our head office UK group functions and this contains 617 colleagues.**

## **Superdry Group**

The Group data shows a mean pay gap of 18.5% in April 2022 compared with 23.68% in April 2021, a reduction of 5.18%. Superdry Group has a median pay gap of 0% in April 2022 compared with 2.73% in April 2021, a reduction of 2.73%.

Our Bonus gap is negative, but it is skewed by the very small number of colleagues receiving a bonus; only 0.4% of colleagues in the snapshot data received a bonus. Of the 2,438 colleagues reported on only 5.5% are eligible to be in our Group Bonus Plan and only 0.6% of UK colleagues are eligible for a sales bonus.

## **C-Retail**

C-Retail Ltd shows a mean pay gap of 2.2% in April 2022 compared with 4.7% in April 2021, a reduction of 2.5%. C-Retail Ltd has a median pay gap of 0% in April 2022 compared with 0% in April 2021 showing no change.

No colleague's in C-Retail received a bonus during the reporting period.

## **Results Review**

The mean and median pay gap has shown a good improvement both at Group level and in C-Retail. The closure of the gap has been driven by the removal of age-related pay which largely impacts our retail colleagues. We have also seen an increase of male representation in Q1 and an increase of female representation in Q2, 3 and 4 across the whole business.

# WHAT'S NEXT?

## During 2022 we:

- Removed age related pay in the UK for all of our colleagues
- Increased the base pay for our entry level Head Office roles
- Introduced an optional 4 day working week for all our full-time retail colleagues to further support our approach to flexible working. We also retained our hybrid way of working for Head Office roles. These changes support all of our colleagues to achieve a better work life balance.
- Listed salaries for entry level roles on job adverts in order to attract the right candidates to the role and to support internal and external pay transparency
- We stopped asking prospective employees about their previous salary to stop legacy pay gaps becoming part of our business
- Introduced unconscious bias training to our managers and will continue to roll this out to all employees

## This year we will:

- Continue to utilise our Diversity and Inclusion champions in creating awareness of our gap and to help us in our plan to close it further
- Commit to continue with pay transparency into middle management / professional Head Office roles
- Complete a deeper dive into our data to provide insights which will support further changes that will enhance our colleague experience and support the further closure of our gap
- Review our Family benefits to make sure they are supporting our colleagues

