



# Superdry & Co

AUTHENTIC PREMIUM OUTFITTERS

Gender Pay Gap C-Retail Ltd  
Report 2025

Published 4<sup>th</sup> April 2026

## Introduction

At Superdry, we are dedicated to fostering an inclusive workplace environment where every employee can thrive regardless of their background or circumstance.

For this reporting year C-Retail, there is an increase to the median gender pay gap of 3.6%. There is an increase to the mean gender pay of 2.7%.

These results underscore the importance of understanding the key drivers of our Gender Pay Gap and continuing our ongoing efforts to review and enhance our policies and practices, ensuring they positively impact our workforce and keep employees at the forefront of our decisions.

We acknowledge that there is work to be done, but we are confident that through continuous improvement and proactive measures, we will make progress and narrow the gap.

The data in this report has been produced at the snapshot date of April 5th, 2025. 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.



**Nic Shaw**  
**Chief Financial Officer**



## 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.

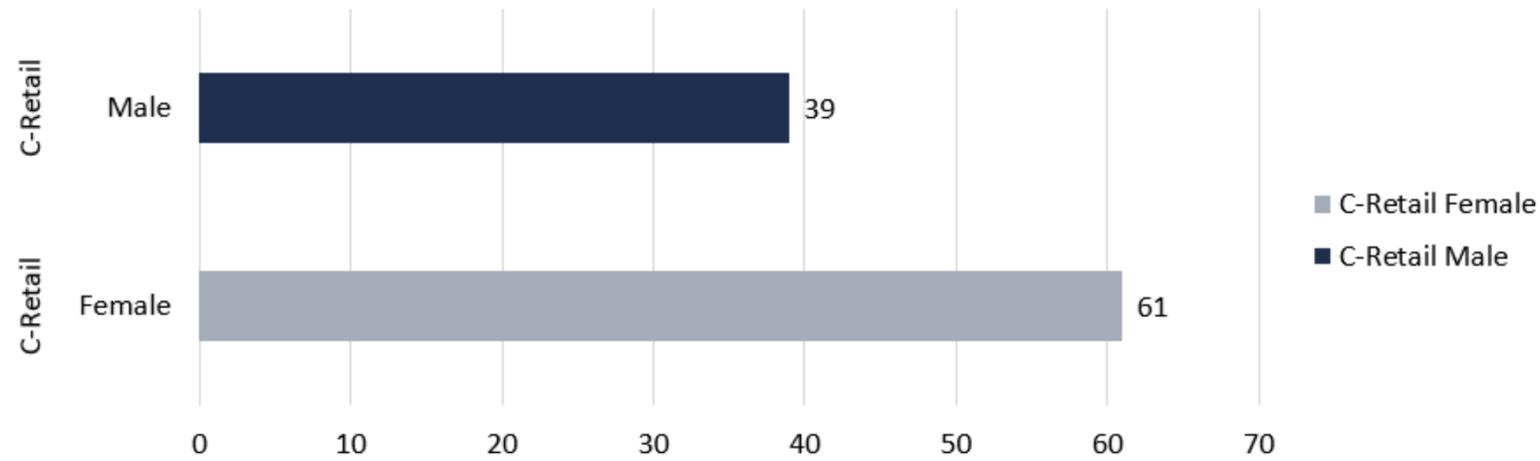
#### **Bonus Gap**

For this report, the bonus reflects the period between April 2024 and March 2025. During this period, Superdry did not operate bonus schemes, therefore no bonus gap reporting required.

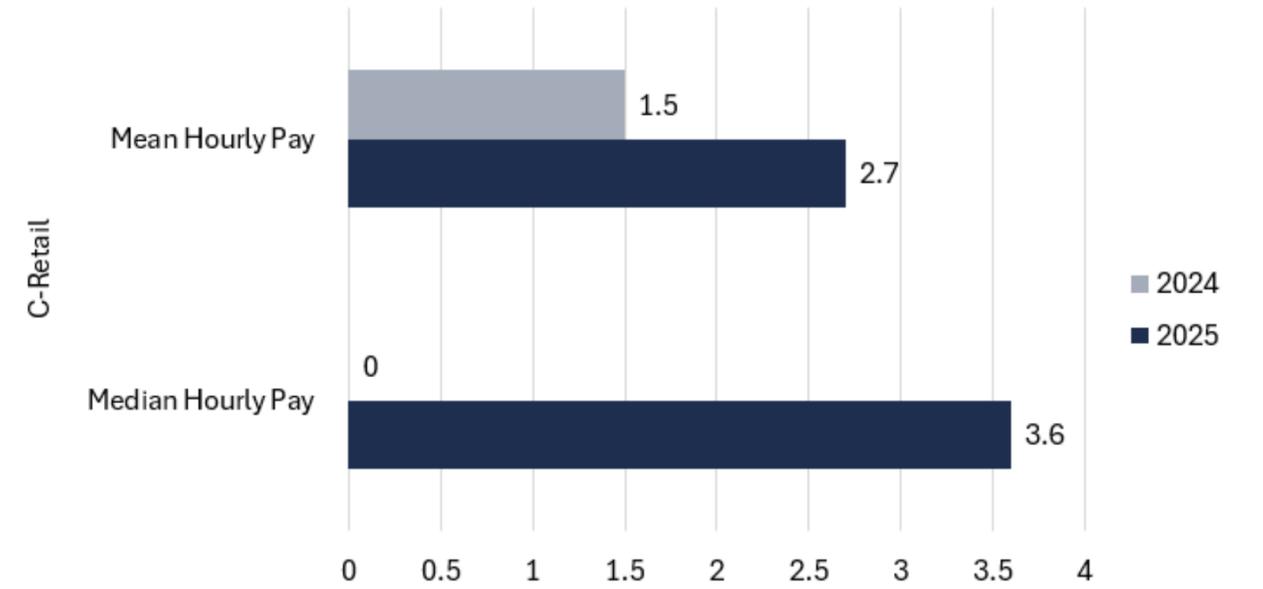


# Our Results

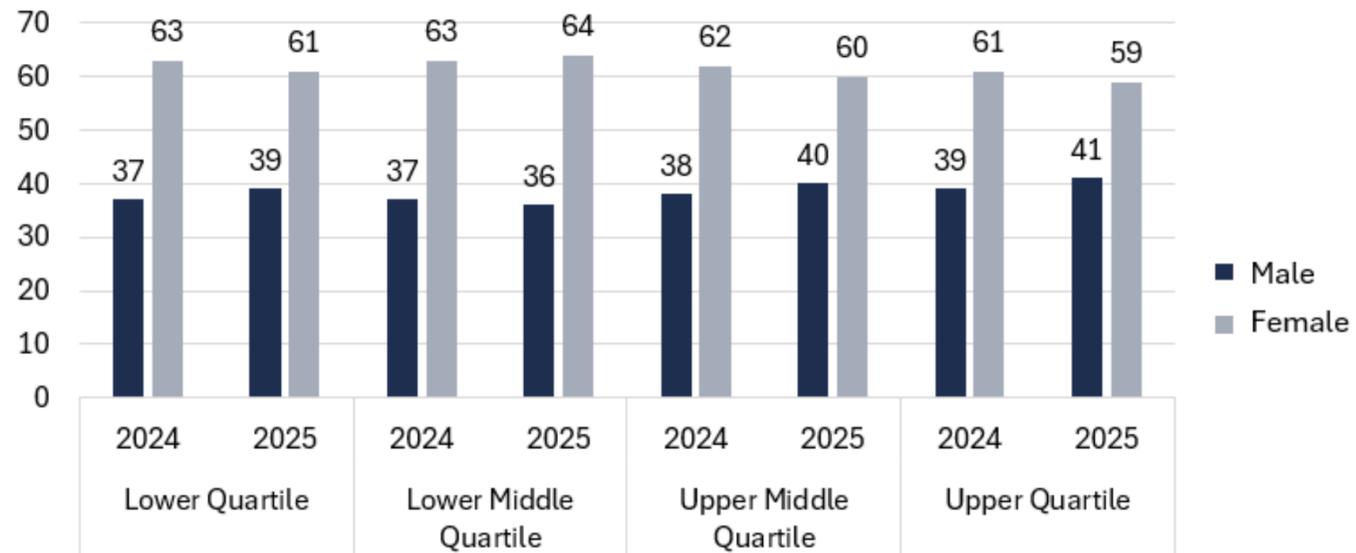
GENDER PROPORTIONS %



OUR GAP %



C-RETAIL QUARTILE %



## Our gap explained

C-Retail Ltd contains **1,149 colleagues** who work in our UK retail business.

### C-Retail

C-Retail Ltd shows a mean pay gap of **2.7%** in April 2025 compared to 1.5% in April 2024, an increase of **1.2%** and a median pay gap of **3.6%** in April 2025 compared to 0% in April 2024, an increase of **3.6%**.

### Results Review

This year our gender pay gap has increased. While we are disappointed by this change, it is important to note that it does not indicate unequal pay for equal work.

### Equal Pay Commitment

We are confident that men and women are paid equally for performing equivalent roles across our business. Regular reviews of our pay practices ensure fairness and consistency.

### Actions We Are Taking

Reducing our gender pay gap remains a priority. We are continuing to focus on:

- Increasing female representation in retail leadership
- Reviewing recruitment and promotion practices
- Supporting flexible working and inclusive career pathways



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