

# 2021 GENDER PAY GAP REPORTING

**WE ARE INCREDIBLY PROUD OF THE STEPS THAT WE'RE TAKING TO BETTER REPRESENT OUR AUDIENCE, GIVE PEOPLE A VOICE AND CREATE A WORKING ENVIRONMENT WHERE EVERYONE FEELS COMFORTABLE TO BE THEMSELVES WITHIN A DIVERSE AND INCLUSIVE WORKFORCE.**

As a business we believe that it's important to be transparent. This is the first year that we are reporting on our gender pay gap and whilst we are only currently required to publish our 2020 data, we've decided to use this opportunity to share our 2021 data early. This annual Gender Pay Gap report, alongside our annual Diversity and Inclusion report, will help us identify focus areas but also share our continued progress.

According to the Office for National Statistics (ONS), the overall gender pay gap amongst all UK employees in 2020 was 15.5% - at LADbible Group, this gap is currently 4.2% (down from 4.6% in 2020). Whilst this is substantially lower than the UK average, and we've made huge strides to continue bridging this gap year-on-year, we also acknowledge that there's still work to do. As a result, we'll continue working towards closing the gender pay gap and building out a diverse and inclusive workforce, with greater representation at all levels.

## EQUAL PAY

**WE BELIEVE THERE IS VALUE IN RECOGNISING EQUAL PAY AS A MEASUREMENT AND WE ARE CONFIDENT THAT EVERYONE, REGARDLESS OF GENDER, IS PAID THE SAME, FOR LIKE FOR LIKE WORK WITHIN THEIR ROLES.**

**A GENDER PAY GAP DOESN'T EXIST ON AN INDIVIDUAL ROLE BASIS AT LADBIBLE GROUP.**

## WHAT IS GENDER GAP REPORTING?

### WHY ARE WE REPORTING ON GENDER PAY GAP?

This is the fourth year of mandatory gender pay gap reporting in the UK – a requirement for all legal entities with over 250 employees. In 2020 we reached 250 employees and became eligible to report and this is the first year LADbible Group has reported.

### WHAT IS A GENDER PAY GAP?

The gender pay gap is the difference between the hourly rate of pay of male employees and female employees, expressed as a percentage of the hourly pay rate of the male employees. The gender pay gap is reported on both a mean (average) and median (mid-point on a distribution) basis.

### SNAPSHOT DATE

The snapshot dates are 5 April 2020 and 5 April 2021 for private companies and charities. You take a snapshot at these points, and are required to publish them the following year.

### BONUS GAP

The percentage difference (median and mean) in total bonus payments received by men and women in the 12 months preceding the snapshot date.

The figures also reveal the percentage of male and female UK employees receiving bonus pay in the reporting time period.

### PAY QUANTILES

Shows the proportion of men and women in different pay bands, with the workforce divided into four equal parts (quartiles).

### PROPORTION RECEIVING BONUS

The percentage of men and women who received a bonus in the 12 months preceding the snapshot date.

### IS IT THE SAME AS EQUAL PAY?

No, equal pay compares the salaries of men and women doing the same or equivalent work. A gender pay gap does not mean that women make less than their male counterparts doing the same job.

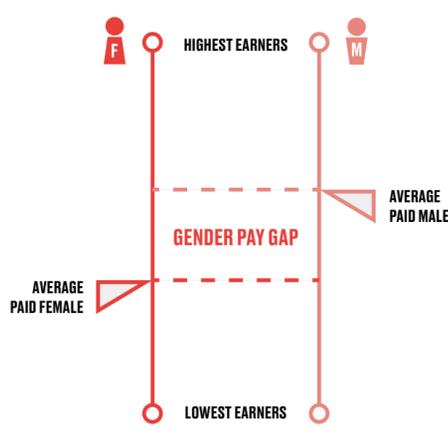
### MEAN PAY GAP

The difference in the average hourly rate of men's and women's pay. The mean (average) is calculated by adding together all values and dividing by the number of values.

The mean is the overall average of the whole sample and can thus be subject to the influences of any extremely high or low salaries at the top or bottom of the sample. In other words, the mean is subject to skewing by a small number of outliers.

For example, a 10% mean pay gap means that the average pay of men is 10% more than women.

#### EXAMPLE ILLUSTRATION OF WHAT A PAY GAP MEANS

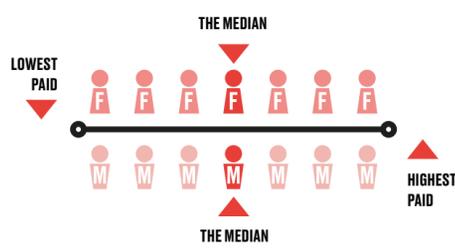


### MEDIAN PAY GAP

Calculating the median involves taking all salaries in a sample, lining them up in order from lowest to highest, and picking the middle-most salary.

For example, a 20% median pay gap reflects that the average pay of women by this measurement is 20% less than men. The median measurement is less impacted by the highest and lowest outliers than the mean value.

#### EXAMPLE ILLUSTRATION OF WHAT A MEDIAN PAY GAP MEANS



## THE GENDER PAY GAP REGULATIONS REQUIRE US TO REPORT GENDER IN A BINARY WAY AND REFER TO MALES AND FEMALES ONLY.

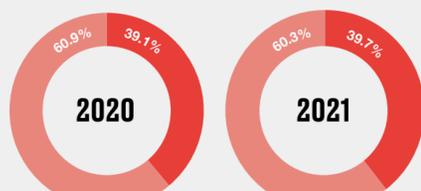
However, at LADbible Group we believe that gender identity is broader than just 'men and women' and we recognise and welcome employees of all gender identities.

The Gender Pay Gap Report is an important tool for keeping us accountable for ensuring equality in our pay and recruitment practices based on gender, but internally, and within our annual Diversity and Inclusion report, we will include data that takes into account non-binary employees and we look forward to the Government updating their reporting requirements to reflect this in the future.

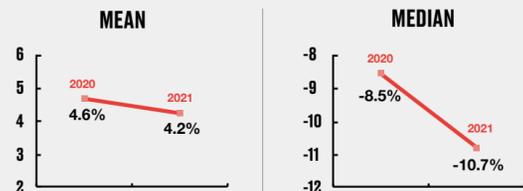
## RESULTS & NARRATIVE

MALE FEMALE

### GENDER SPLIT

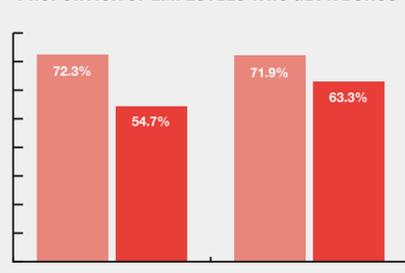


### PAY GAP

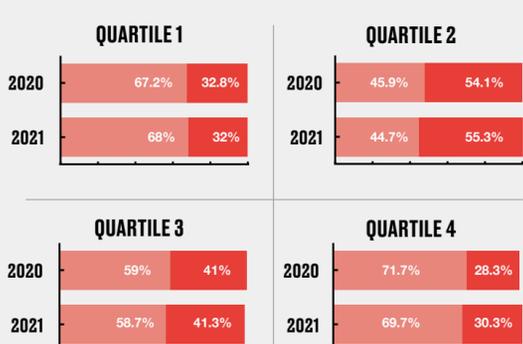


### BONUS GAP

#### PROPORTION OF EMPLOYEES WHO GET A BONUS



### QUANTILES



**LADBIBLE GROUP'S 2021 GENDER PAY GAP OF 4.2% IS INDUSTRY LEADING. WE ARE PLEASED THAT THE STEPS WE HAVE TAKEN HAVE LED TO SUBSTANTIAL YEAR-ON-YEAR PROGRESS IN CLOSING OUR MEAN PAY GAP.**

Our median pay gap in comparison, is currently in favour of our female employees. This is in part, due to the fact that many of our lower paid employees are male (as seen in quartile 1). Quartiles 2 and 3 are where we have started to see the most progress in terms of our gender split, and we will continue to focus our attention here, as well as at both our senior and junior levels.

Overall, we currently have a higher percentage of male employees and whilst this has impacted on some of our data, as a business, and in an effort to continue to close the gap, we have set ourselves clear ambitions around an equal split of genders. We have made positive progress over the last 12 months and will continue to prioritise it as part of our wider [Diversity and Inclusion Strategy](#).

## OUR GENDER PAY GAP CONTINUES TO BE FAR AHEAD OF THE NATIONAL AVERAGE, AND YEAR-ON-YEAR WE'RE DEMONSTRATING PROGRESSION.

We have also listed out ambitious diversity and inclusion plans, and our Diversity and Inclusion report details our ambition. We will continue to work on ensuring fairer representation in all areas of the business and are committed to continue narrowing the pay gap, as well as ensuring that we continue to recruit a diverse team across all of LADbible Group.

We confirm that LADbible Group's Gender Pay Gap report is accurate and meets the requirements of The Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

**Felicity Rothwell**  
HR Director, LADbible Group

**Sinead Allchurch**  
HR Director, LADbible Group