

2022 GENDER PAY GAP REPORT

ACCORDING TO THE OFFICE FOR NATIONAL STATISTICS (ONS), **THE OVERALL GENDER PAY GAP AMONGST ALL UK EMPLOYEES IN 2022 WAS 8.3%. AT LADBIBLE GROUP, THIS GAP IS CURRENTLY 5.3%.**

We are proud to have continued to keep our gap substantially lower than the UK average, but we also acknowledge that there's still work to do. We are dedicated to continuing to work towards closing the gender pay gap and building out a diverse and inclusive workforce, with greater representation at all levels.

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.

LADBIBLE GROUP'S 2022 GENDER PAY GAP OF 5.3% REMAINS INDUSTRY LEADING.

Our median pay gap in comparison, remains in favour of our female employees. This year, this is in part due to us achieving a more equal split of genders across each quartile which is an ambition we set last year. In contrast to last year, where there was a higher percentage of male employees at junior levels, we have worked hard to diversify and attract more women into the company at the beginning of their careers which is also reflected in the quartiles.

Although we currently have a higher percentage of male employees, we are proud to have made substantial progress in seeing the number of male and females become more equal in the last year, [55% male, 44% female] and we remain focused going further.

SENIOR LEADERS

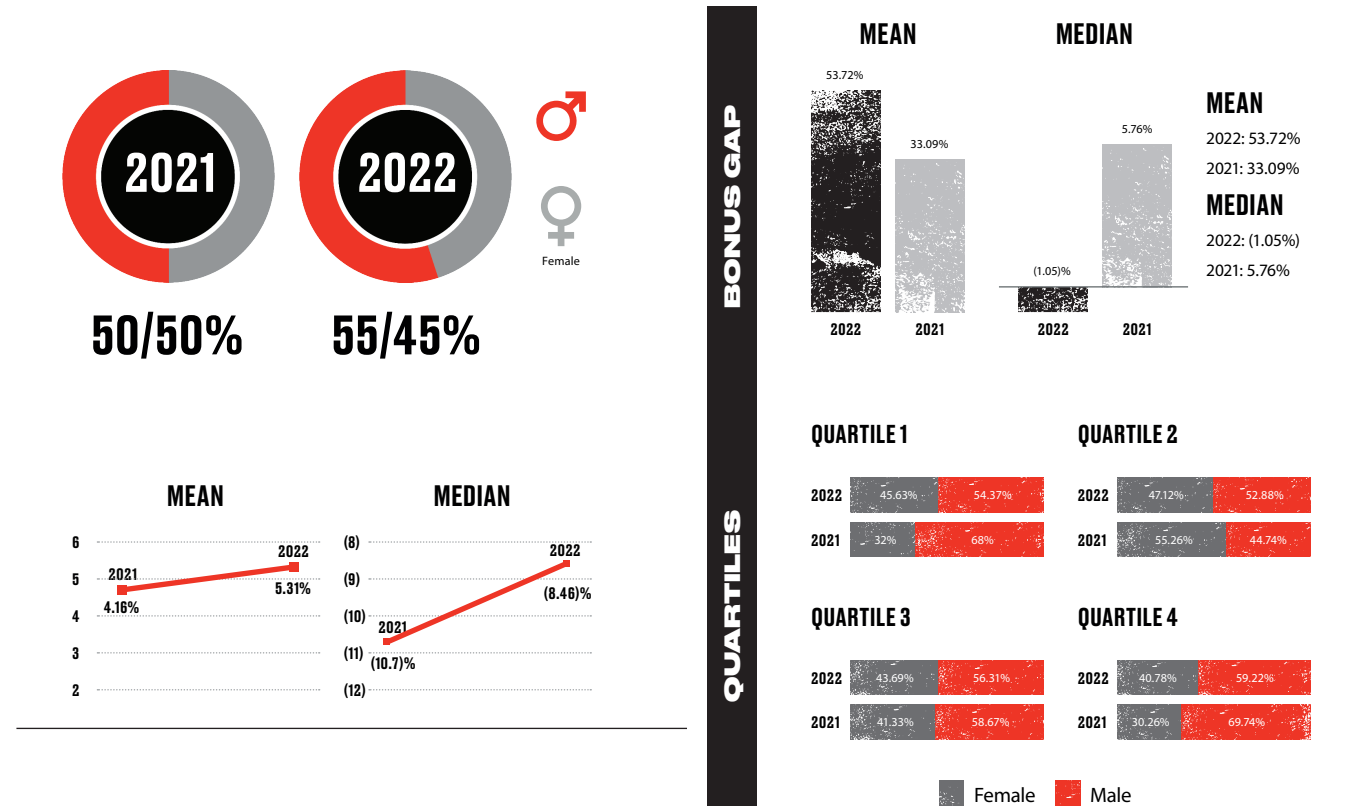
More importantly, we have seen this gap reduce at more senior levels too with more senior females joining the company. However, we recognise that there is more work to be done with regards to bonuses delivered to females within the company and this is something we are looking to prioritise it as part of our wider people strategy.

OUR GENDER PAY GAP CONTINUES TO BE FAR AHEAD OF THE NATIONAL AVERAGE, AND WE HAVE MADE STEADY PROGRESS IN IMPROVING MALE AND FEMALE REPRESENTATION ACROSS ALL QUARTILES.

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.



OUR RESULTS



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.

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.