

GENDER PAY REPORT 2023

SUPERDRY®



Gender Pay Report 2023

Introduction



Suzie Noble
People Director

Superdry is committed to providing a workplace where all employees, regardless of their background or circumstance, can thrive and succeed.

For this reporting year, we are pleased to confirm that for the second year running our median gap for C-Retail, and Group as a whole, remains at 0%.

Furthermore, we have observed a decrease in the mean gender pay gap, with a reduction of 1.2% in C-Retail and 3.9% for the Group. This has been achieved through the continual review of our practices and policies, ensuring that everything we do has a positive impact, and that our employees are at the heart of decision making.

While we recognise there is still progress to be made, we are confident that through tangible actions and continual adaptation to support our workforce, we will make significant strides forward.

The data in this report has been produced at the snapshot date of April 5th, 2023. 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 .

Gender Pay Report 2023

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 2022 and March 2023.

Who receives a bonus?

Superdry runs two bonus schemes; a Group Annual Bonus, and the other is for our commercial sales team. Not all colleagues are included within a bonus scheme.

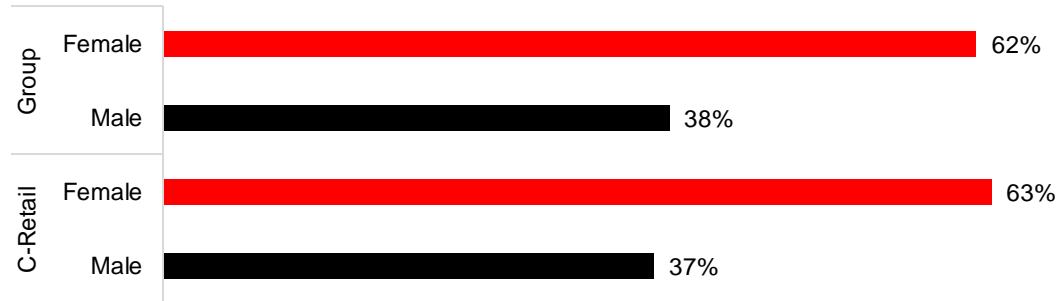


SUPERDRY®

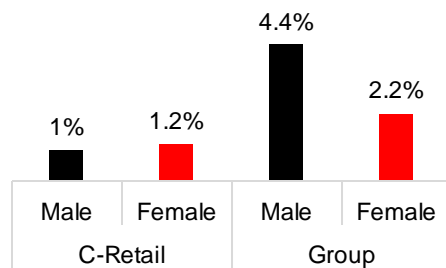
Our Results

MALE FEMALE

GENDER PROPORTIONS



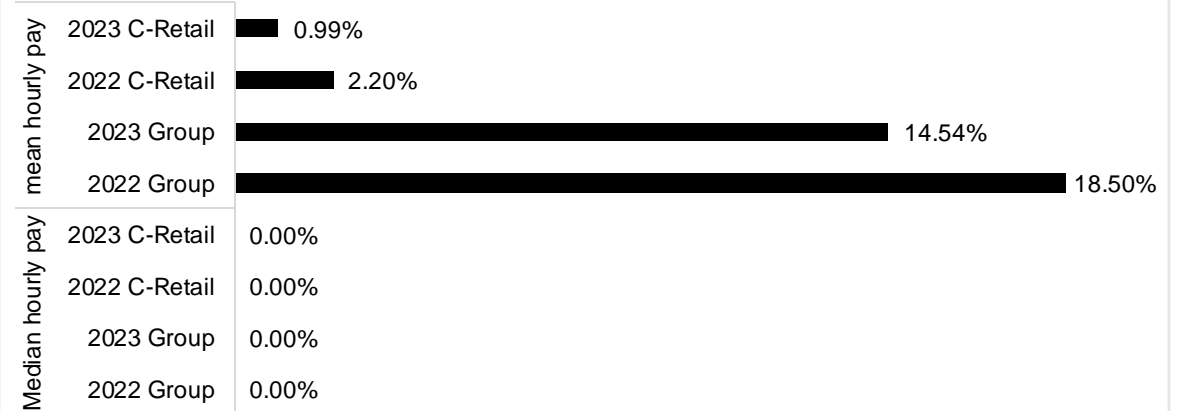
PROPORTION RECEIVING A BONUS



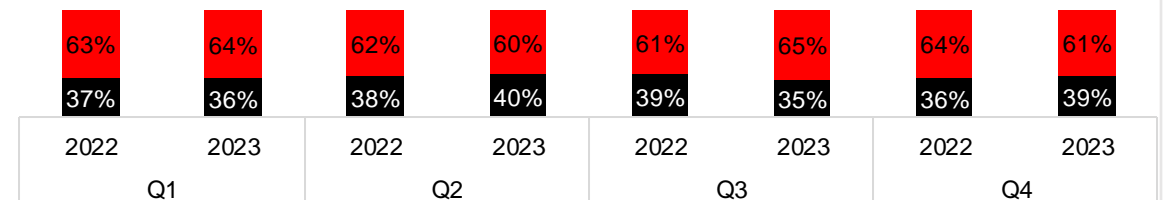
BONUS GAP



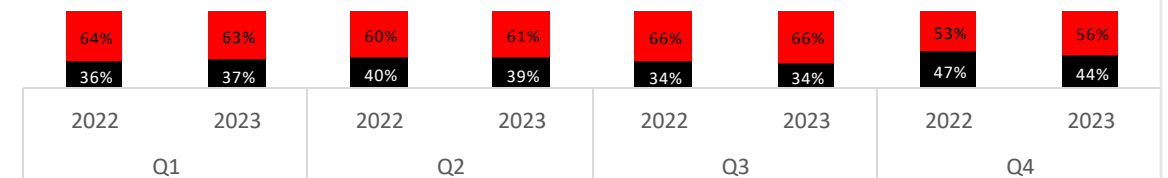
OUR GAP



C-RETAIL QUARTILES



GROUP QUARTILES





Gender Pay Report 2023

Our Gap Explained

C-Retail Ltd is the only entity that we are statutorily required to report on, and this contains 1,631 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 533 colleagues

Superdry Group

The Group data shows a mean pay gap of 14.54% in April 2023 compared with 18.5% in April 2022, a reduction of 3.96%. Superdry Group maintains a median pay gap of 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 non-bias.

C-Retail

C-Retail Ltd shows a mean pay gap of 0.99% in April 2023 compared with 2.2% in April 2022, a reduction of 1.2%. C-Retail Ltd maintains a median pay gap of 0% in April 2023.

Results Review

The mean and median pay gap have shown a significantly positive improvement both at Group level and in C-Retail. The closure of the gap has been driven by increased male representation in our lower quartile and our commitment to reviewing our pay models in both head office and our retail stores.

GENDER PAY REPORT 2023

SUPERDRY®

