

# Gender Pay Gap Report 2024

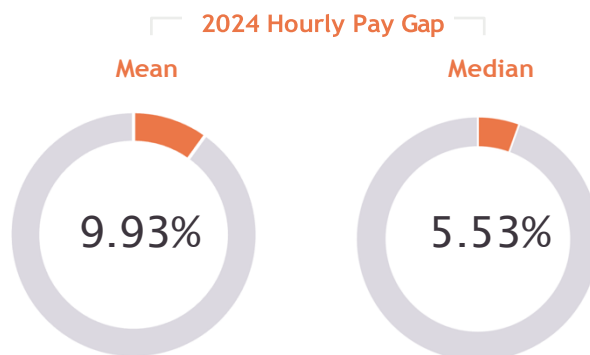
At Double Eleven, creating an environment where people feel respected, supported and able to thrive continues to be an important part of how we operate. We want our culture to be inclusive, accessible and fair, with opportunities for progression available to everyone.

Gender pay gap reporting gives us one way of understanding how representation across the business influences pay outcomes. While it does not measure equal pay, it helps identify where there are imbalances in workforce distribution and where continued focus is needed.

This is our second year of reporting, and the latest figures show positive movement across several measures. Although these results continue to reflect wider challenges seen across both our sector and the broader labour market, they also indicate progress in areas where we have been working to improve representation.

The calculations in this report are based on ordinary pay, allowances and bonus payments received during the relevant pay period, in line with statutory reporting requirements.

The figures in this report are based on the snapshot date of 5 April 2024.



Women’s **mean hourly rate** is 9.93% less.

Women’s **median hourly rate** is 5.53% less.

## Hourly Pay Quartiles

Below is the proportion of male and female employees split into quartile bands based on hourly pay. The distribution shows improved female representation in the upper pay quartile compared with the previous year, although women remain underrepresented across the higher paid quartiles overall.

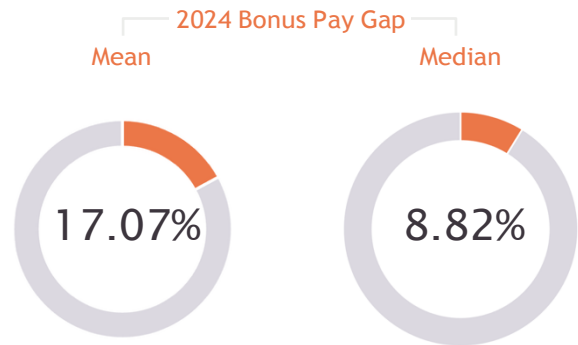
Group	Pay Gap (mean)	Pay Gap (median)	Percentage of Males	Percentage of Females	Contribution to Pay Gap
Lower quartile	5.80%	0.69%	79.01%	20.99%	-2.43%
Lower middle quartile	0.77%	0%	80.25%	19.75%	-2.75%
Upper middle quartile	-2.26%	2.48%	82.72%	17.28%	-0.02%
Upper quartile	3.81%	10.73%	87.65%	12.35%	15.14%

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## Bonus Payments

All eligible employees at Double Eleven continue to participate in our discretionary company bonus scheme, subject to being employed before 1 October in the relevant bonus year and not being under notice when payment is made.

During this reporting period, 95% of women and 94% of men received bonus pay. The median bonus gap reduced to 8.8%, with the mean bonus gap also improving to 17.1% compared with the previous year.



Women's **mean bonus pay** is 17.07% less.

Women's **median bonus pay** is 8.82% less.

## Bonus Payment Quartiles

Below is the proportion of male and female employees split into quartile bands based on hourly pay. The distribution shows improved female representation in the upper pay quartile compared with the previous year, although women remain underrepresented across the higher paid quartiles overall.

Group	Bonus Pay Gap (mean)	Bonus Pay Gap (median)	Percentage of Males	Percentage of Females	Contribution to Bonus Pay Gap
Lower quartile	3.42%	18.75%	81.82%	18.18%	-0.01%
Lower middle quartile	0.18%	0%	76.32%	23.68%	-3.52%
Upper middle quartile	-2.47%	-7.50%	81.82%	18.18%	-0.80%
Upper quartile	-113.05%	-11.65%	89.47%	10.53%	-12.75%

## Tackling the Pay Gap

Our data continues to show that the main factor influencing the gender pay gap is workforce composition, particularly the lower proportion of women in more senior and higher paid roles.

We remain focused on actions that support longer-term improvement, including:

- **Attraction** - widening access to opportunities and improving representation through recruitment activity
- **Development** - supporting progression through learning, growth and career pathways
- **Retention** - maintaining policies and support that help create an environment where people can build long-term careers

I confirm that the data published in this report is accurate.

Kimberley Turner, Chief Finance Officer