

Gender Pay Gap Report 2025

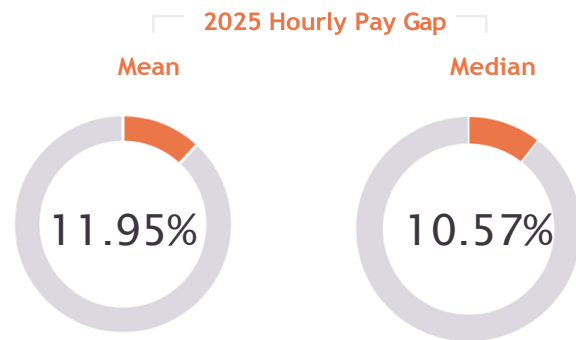
At Double Eleven, creating an environment where people feel respected, supported and able to thrive continues to be an important part of how we operate. We want our culture to be inclusive, accessible and fair, with opportunities for progression available to everyone.

Gender pay gap reporting remains an important way of understanding how representation across the business influences pay outcomes. While it does not measure equal pay, it helps identify where workforce composition affects overall pay and where continued focus is needed.

This is our third year of reporting. The latest figures show some movement compared with the previous year, with hourly pay gaps increasing while bonus outcomes have moved in favour of women. As with previous years, these changes are primarily influenced by workforce composition during the reporting period.

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 2025.



Women's **mean hourly rate** is 11.95% less.

Women's **median hourly rate** is 10.57% less.

Hourly Pay Quartiles

Below is the proportion of male and female employees split into quartile bands based on hourly pay. The distribution continues to reflect lower female representation across higher paid quartiles, with year-on-year movement influenced by workforce changes during the reporting period.

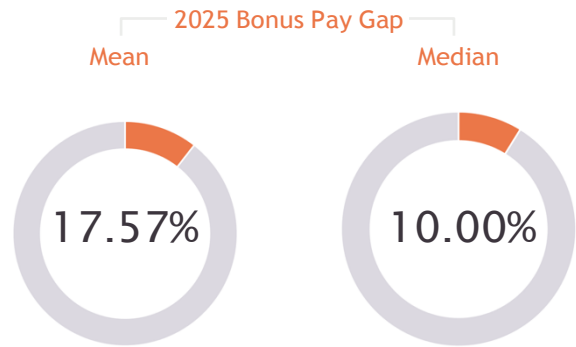
Group	Pay Gap (mean)	Pay Gap (median)	Percentage of Males	Percentage of Females	Contribution to Pay Gap
Lower quartile	0.41%	3.85%	80.25%	19.75%	-3.06%
Lower middle quartile	1.10%	-1%	71.25%	28.75%	-16.46%
Upper middle quartile	4.46%	0.00%	92.50%	7.50%	16.73%
Upper quartile	-2.97%	10.17%	88.75%	11.25%	14.73%

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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, 87.0% of women and 89.9% of men received bonus pay. Bonus outcomes this year moved in favour of women, with women’s median bonus pay 10.0% higher and mean bonus pay 17.6% higher than men’s, reflecting the distribution of bonus payments across eligible employees during the reporting period.



Women’s **mean bonus pay** is 17.57% more.

Women’s **median bonus pay** is 10.00% more.

Bonus Payment Quartiles

Below is the proportion of male and female employees split into quartile bands based on bonus pay. The distribution reflects variation in bonus values across eligible employees during the reporting period.

Group	Bonus Pay Gap (mean)	Bonus Pay Gap (median)	Percentage of Males	Percentage of Females	Contribution to Bonus Pay Gap
Lower quartile	25.35%	50.00%	84.72%	15.28%	1.80%
Lower middle quartile	6.31%	0%	83.33%	16.67%	0.44%
Upper middle quartile	-2.98%	-7.14%	76.39%	23.61%	-8.81%
Upper quartile	-107.21%	-49.15%	90.14%	9.86%	-11.00%

Tackling the Pay Gap

Our data continues to show that the overall gender pay gap is influenced by how employees are distributed across roles and levels within the business, particularly where there are smaller populations in senior and specialist positions. In a year where both the wider games industry and internal business structures saw continued change, movements in hiring, progression and role composition have had a visible impact on this year’s reporting outcome.

We remain committed to improving representation over time by continuing to strengthen how we attract talent, support progression and create an environment where people can build long-term careers at Double Eleven.

This includes maintaining a focus on inclusive recruitment practices, investing in development opportunities and ensuring our policies and ways of working support retention across all stages of career development.

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

Kimberley Turner, Co-CEO