

BouX
— AVENUE —

GENDER PAY GAP

Report 2025





A Message from

**THEO
PAPHITIS**

CHAIRMAN - THEO PAPHITIS RETAIL GROUP

Boux Avenue is part of my retail group that also encompasses Ryman, Ryman Design, Robert Dyas and London Graphic Centre.

We are a family of multi-brand retailers, employing over 3,500 colleagues across 300 stores, all dedicated to delivering exceptional customer service and expert product knowledge.

Our people are at the heart of everything we do. That's why we've made a strong commitment to our frontline teams, ensuring we pay above the national minimum wage to attract and retain top talent. This significant investment reflects our appreciation for the vital role they play in our success.

We are driven by a vision of inclusivity, creating an environment where everyone feels a true sense of belonging, free from fear or judgment, regardless of background, identity, or circumstances. We provide equal opportunities for growth and development at every stage of our colleagues' careers.

To ensure we uphold our values, we continuously review our data to track progress across all areas. This reinforces our belief that diversity and equality have always been, and will remain, fundamental to our success.

Gender Pay Gap

What We Report On & Our Statistics

The legislation requires a UK employer with 250 employees or more to publish their Gender Pay Gap each year.

When reporting on the Gender Pay Gap, we look at the following data:

B **Our MEAN** data, which is the difference between the average hourly earnings of men and women.

B **Our MEDIAN** data, which is the difference between the midpoints in the ranges of hourly earnings of men and women.

B **Our PAY QUANTILES**, breaking down the levels of our employees into four areas (lower quartile, lower middle quartile, upper middle quartile and upper quartile). We are an intimate lingerie business that is intentionally run predominantly by females. The Gender Pay Gap statistical formulas are therefore difficult and misleading to read when compared to the marketplace. Fuller details can be found on the next page of the report.

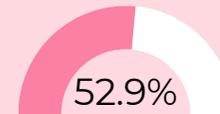
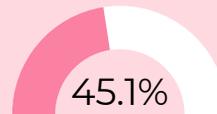
B **Our BONUS PAY GAP**, reporting on the percentage of men and women who received a bonus and our MEAN and MEDIAN data specifically looking at who received a bonus. Fuller details are later in the report.

MEAN

2024

2025

Boux Avenue



ONS Provisional for Retail



ONS Provisional for UK

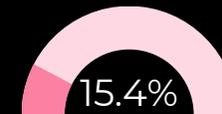


MEDIAN

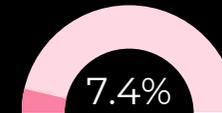
2024

2025

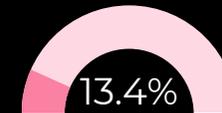
Boux Avenue



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Our Pay Quartiles 2025



We are proud to be a female-driven business that caters predominantly to women. This is why females make up the majority across all pay quartiles, and particularly in our stores.

2025

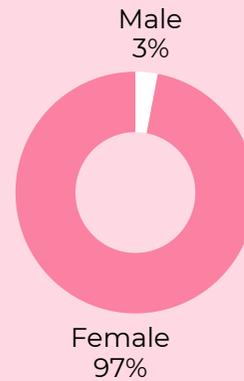
Lower Quartile



Lower Middle Quartile



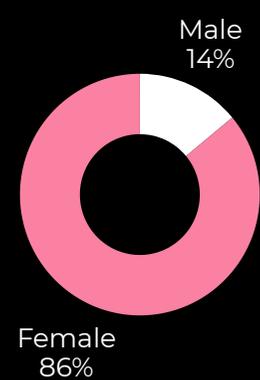
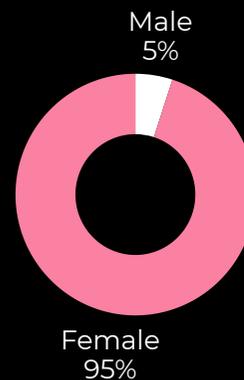
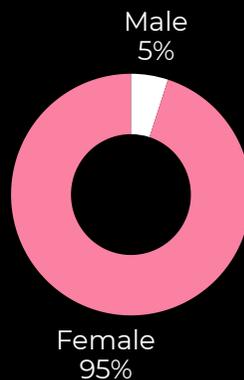
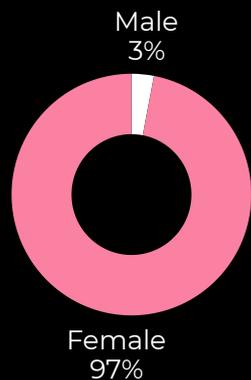
Upper Middle Quartile



Upper Quartile



2024



Understanding Our Statistics & Actions

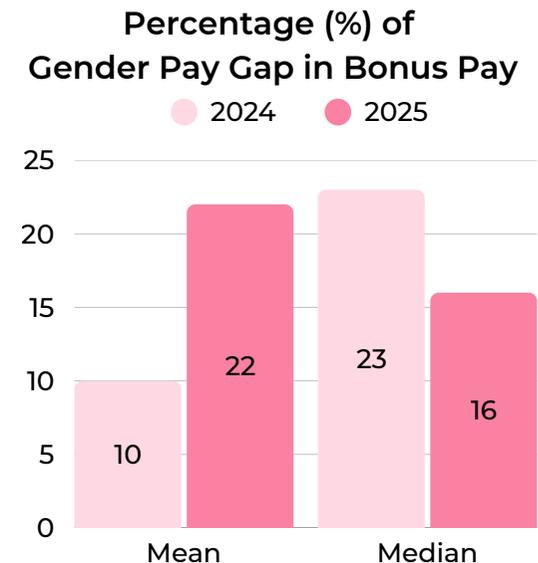
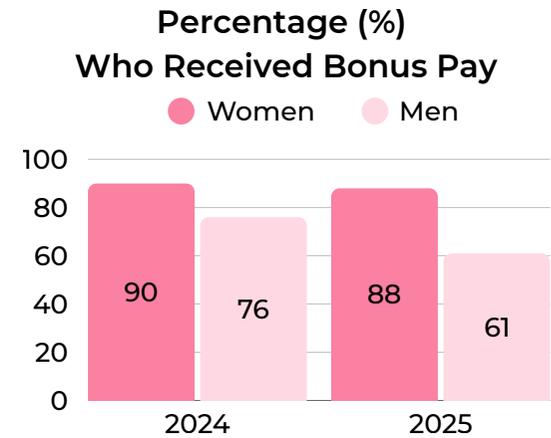
B Boux continues to be an intimate business with all of our products created by us for you. Both our Mean and Median have increased, but this is fully reflective of being a female driven business. This is also driven by the high population of part time females within our stores which is reflected in the lower quartile.

B The methodology stated in the gender pay gap regulations requires us to report on the difference in the actual amount of bonus received by our colleagues. The shift for 2025 is reflective of the increase of females in our higher paid roles within the brand.

B We are continuing to work with our managers to upskill and educate to minimise unconscious bias in all people-related processes.



OUR GENDER BONUS GAP



Our People Are At The Of What We Do



 **Tanya Adderley**
Store Manager

I have worked for Boux Avenue for 7 years and in that time I have had the opportunity to work my way up from a Team Manager to now running my own store as a Store Manager.

I have been offered many great opportunities to further my skills such as helping to run sample sales, supporting other stores allowing me to work with new teams and helping to open new stores across the country.

I am grateful to work for a company so passionate about its people and the opportunities it's always willing to offer.



 **Laura Keane**
Group People Director

I can confirm that our data has been calculated according to The Equality Act 2010 (Gender Pay Gap Information Regulations 2017)



 **Amber Pollock**
**Trade Marketing
Manager**

In my two years at Boux Avenue, I've been encouraged to push myself beyond my immediate remit. From stepping up to manage PR in our PR Manager's absence to supporting TikTok lives with our Social and eComm teams, there have been plenty of opportunities for growth. It's also been a privilege to work closely with our partner female charities, seeing first hand how the business proudly supports these causes through year-round fundraising.

It's incredibly motivating to work alongside so many inspiring females, from Head Office to our Stores, whose passion for our brand is truly contagious. Being trusted with my ideas and seeing them celebrated, like winning colleague of the month 4 months into my role, proves that this is a business that truly celebrates your wins and inspires us all to reach our full potential.



 **Lesley-Ann Potter**
Retail Stores Trainer

I have worked in retail for over 20 years and have been with Boux Avenue for over 7 years. I started as a Store Manager and progressed into the role of Retail Store Trainer.

During my time with the brand, I have had numerous opportunities to grow, including participating in management programs and supporting stores across the business. These experiences have developed my professional skills and reinforced the "one team" mentality we value at Boux Avenue.

I am grateful to be in my current role supporting Learning and Development across stores. My focus is on building a flexible strategy to help store management and their teams grow their business further.

Additionally, I am currently enrolled in an apprenticeship through Boux Avenue, which is further enhancing my skills to support the wider business.