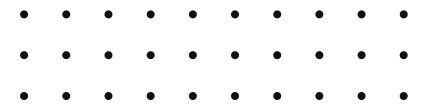


Boux Avenue



Gender PAY GAP

Report 2024





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.

A Message from
THEO

A handwritten signature in black ink, appearing to read 'Theo'.

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.

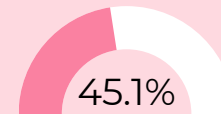
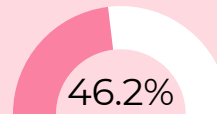
B **Our BONUS PAY GAP**, reporting on the percentage of men and women who received a bonus and our MEAN and MEDIAN data specifically looking at who received a bonus. Fuller details are later in the report.

MEAN

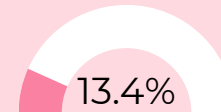
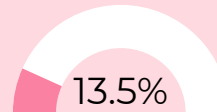
2023

2024

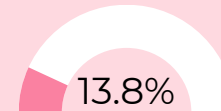
Boux Avenue



ONS Provisional for Retail



ONS Provisional for UK

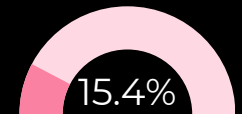
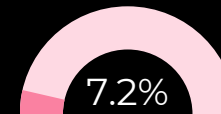


MEDIAN

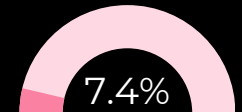
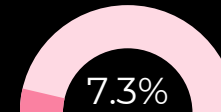
2023

2024

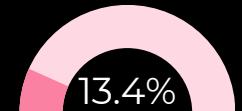
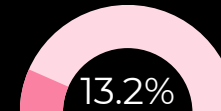
Boux Avenue



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Our Pay Quartiles 2024

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.

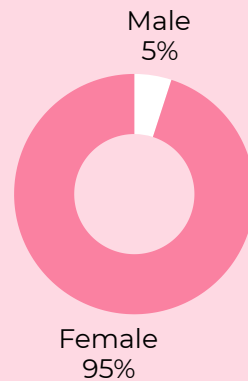


2024

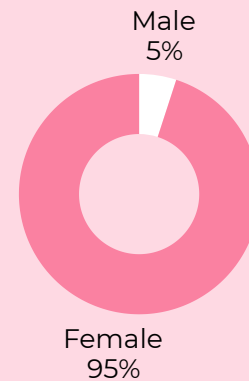
Lower Quartile



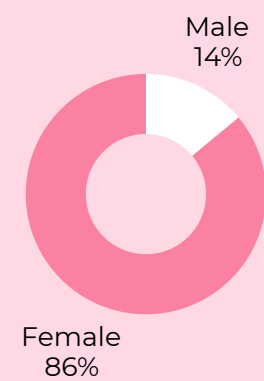
Lower Middle Quartile



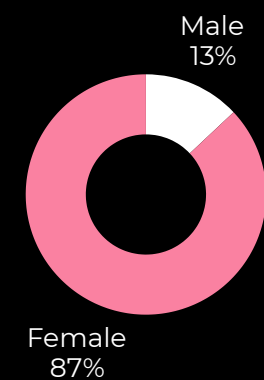
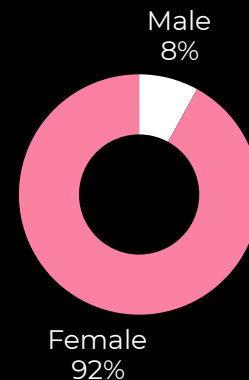
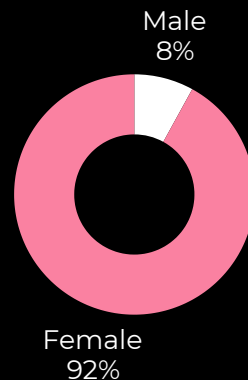
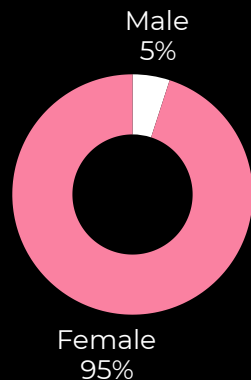
Upper Middle Quartile



Upper Quartile



2023



Understanding Our Statistics & Actions

B Boux continues to be an intimate business with all of our products created by us for you. Whilst our Mean percentage remains similar to 2023, the Median has slightly increased but is reflective of our high population of part time lower paid females within our stores.

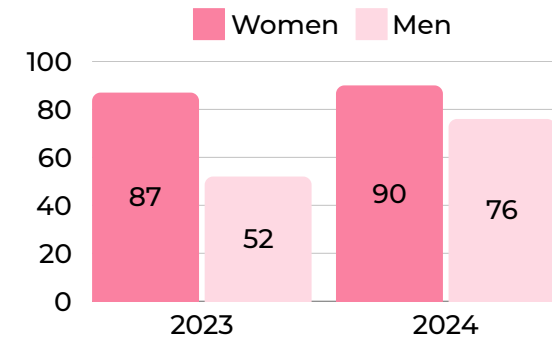
B The methodology stated in the gender pay gap regulations requires us to report on the difference in the actual amount of bonus received by our colleagues. The shift for 2024 is due to the stores' frequency of bonus on a monthly basis reducing the midpoint for females below the midpoint for males.

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

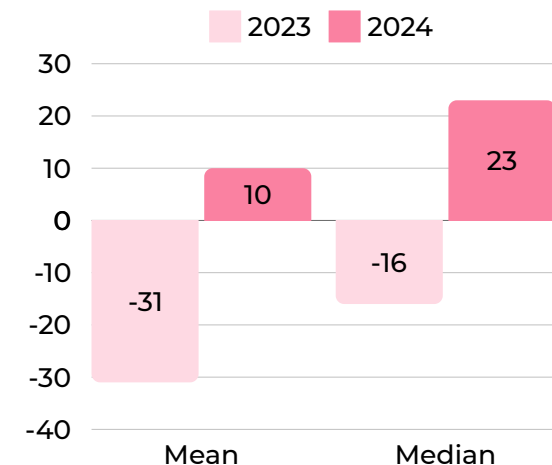


OUR GENDER BONUS GAP

Percentage (%)
Who Received Bonus Pay



Percentage (%) of
Gender Pay Gap in Bonus Pay



Our People Are At The Of What We Do



 **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)



 **Axia Gaitskell-Kendrick**
Marketing Director

"Talking to team members in the various departments which make up Boux Avenue, there's such a buzz around the place and a palpable sense of excitement about all the cool stuff we're doing as a brand and business.

If you've got a great idea, the attitude here is very much "Let's do it!" and that's hugely empowering for everyone."



 **Melissa Brown**
Store Manager, Belfast

"Having worked in retail for 17 years (with 6 of them at Boux), I feel really grateful for the opportunities this brand has given me. They really value their colleagues, listen to our aspirations & career goals and support in making that happen.

I joined the business as a Team Manager, developing my skills with the help of the business and became store manager within 6 months. I really enjoy the team aspect - not just in my store but also with my colleagues across the water. Despite being the only store in Ireland, I still feel part of the wider team and involved in opportunities within the company.

I am proud to be a member of the mental health first aiders for our company and really enjoy being able to make a difference and meet colleagues from other brands."