



# Gender Pay Gap Report 2023



# A message from Theo



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-brands employing over 3500 colleagues across 300 retail stores, focused on delivering fantastic customer service and first class product knowledge.

Our colleagues are at the heart of everything we do and our commitment to those on the frontline was to pay above the national minimum wage to help us compete for skills & talent. It was a significant investment but recognises the vital role our frontline colleagues continue to play.

We continue in our vision to create a feeling of belonging where we can all be ourselves without fear or judgement, no matter our background, identity or circumstances. We continue to offer equal opportunities to develop and progress at whatever stage in your career.

We also regularly review our data to test our progress in all areas ensuring this reflects on our belief that diversity and equality have been, and will continue to be a key element of our success.

A handwritten signature in black ink, reading 'Theo'.

Theo Paphitis  
Chairman

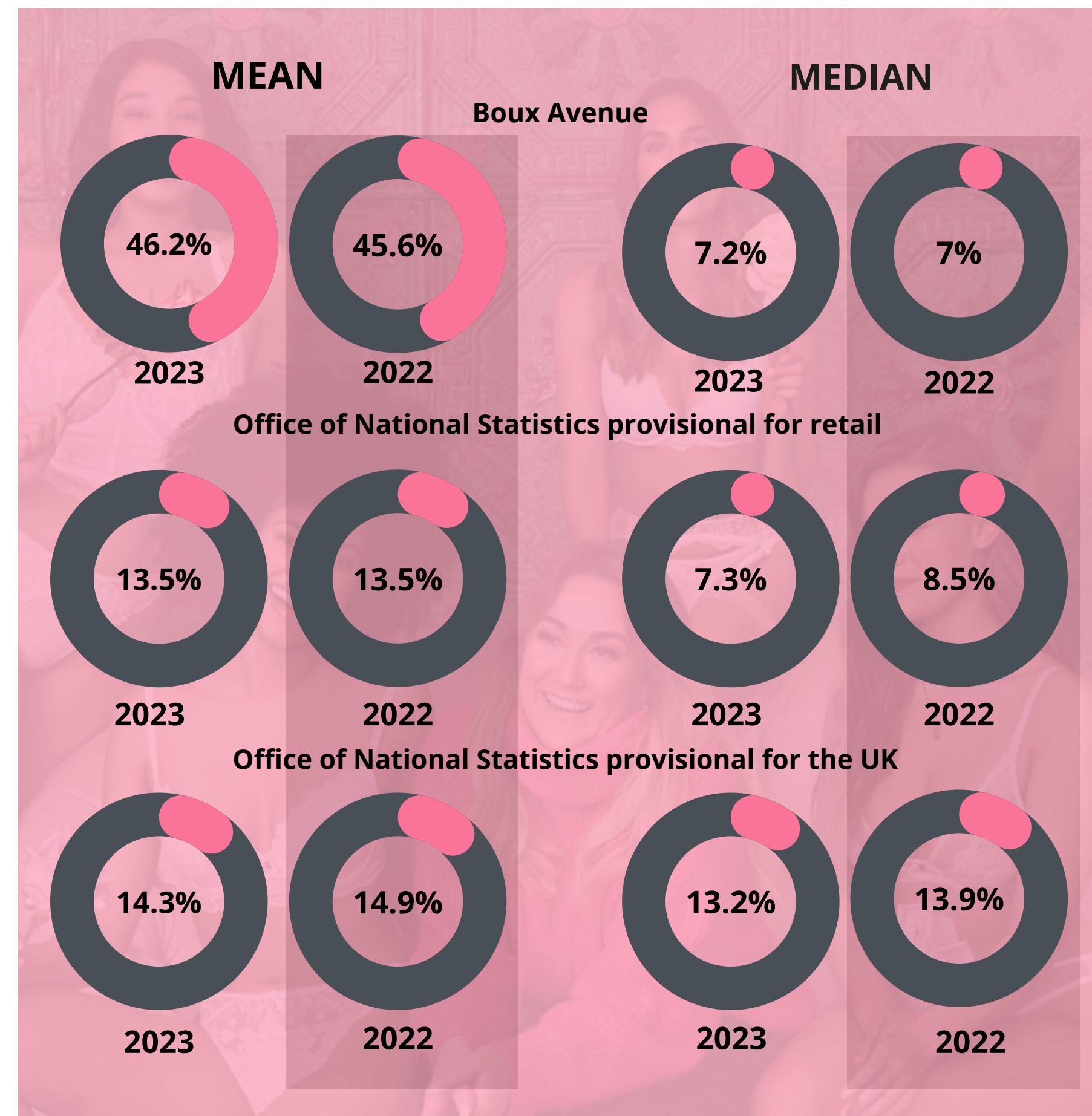


# Gender Pay Gap: What do we report on and our statistics?

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

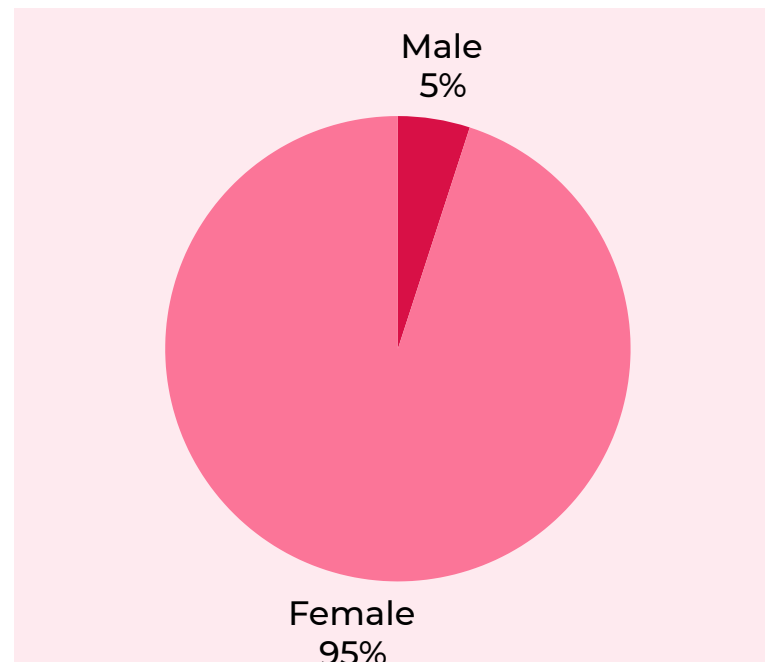
When reporting on the Gender Pay Gap, we look at the following data:

- Our MEAN** data, which is the difference between the average hourly earnings of men and women.
- Our MEDIAN** data, which is the difference between the midpoints in the ranges of hourly earnings of men and women.
- Our PAY QUARTILES**, 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.
- 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.



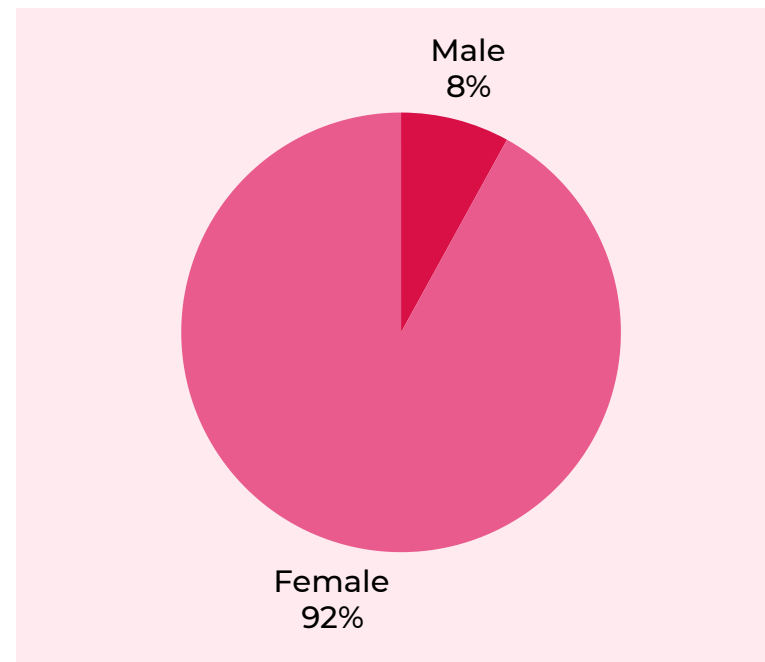
# Our Pay Quartiles 2023

Lower Quartile



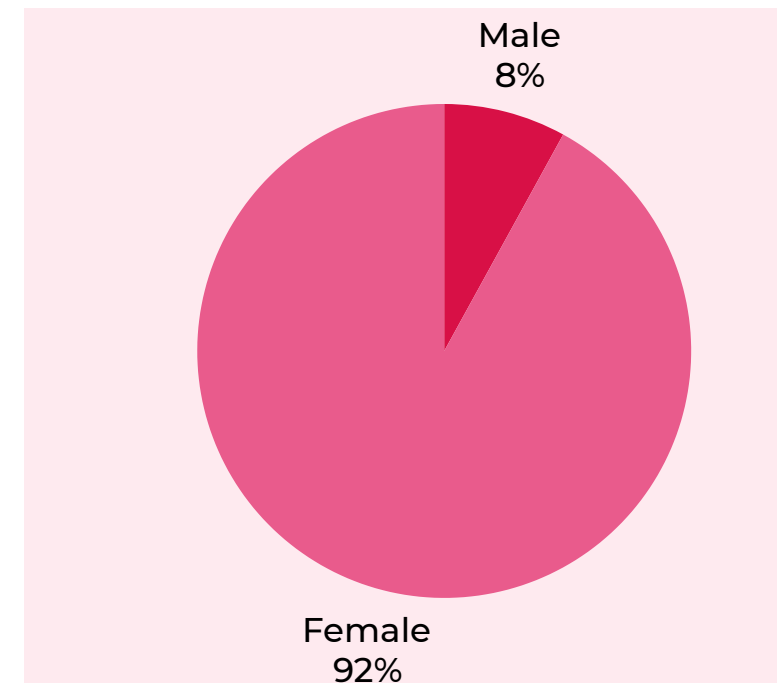
2022:  
Male - 2%  
Female - 98%

Lower Middle Quartile



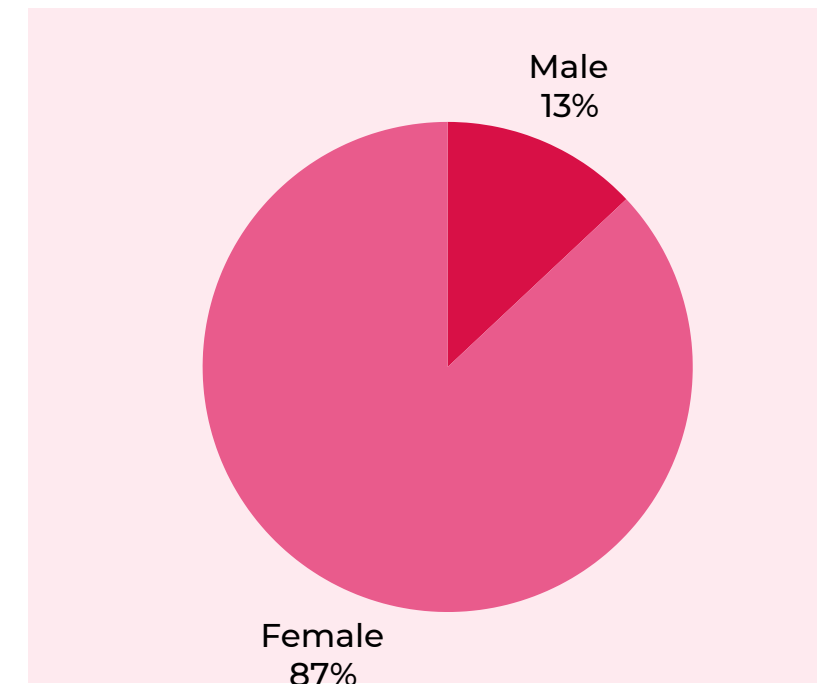
2022:  
Male - 4%  
Female - 96%

Upper Middle Quartile



2022:  
Male - 7%  
Female - 93%

Upper Quartile



2022:  
Male - 10%  
Female - 90%

Here at Boux Avenue we are proud to have an equal male/female leadership team, and are proud to champion the development of females throughout the business.

# Understanding our statistics and actions

*B* Boux continues to be an intimate business with all of our products being created by females for females and whilst our Mean percentage remains similar to 2022 we are pleased that the Median remains just below that of the Office for National Statistics average percentages.

The minus bonus pay gap statistics is driven by females earning bonuses.

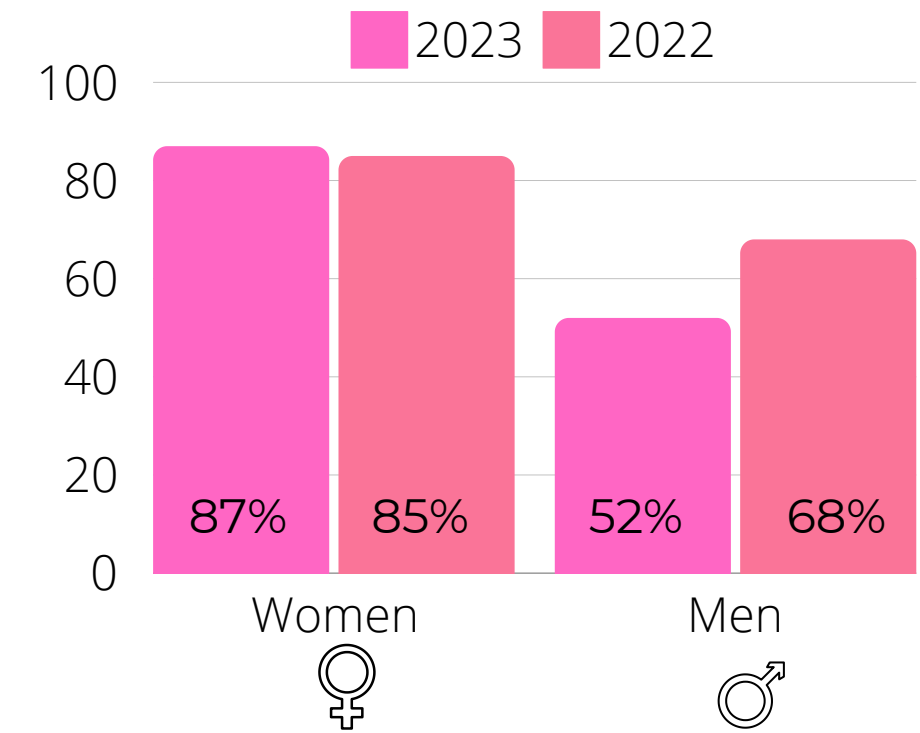
*B* We are working with our managers to upskill and educate to minimise unconscious bias in all people-related processes.

*B* Alongside upskilling and creating succession, we rolled out our e-learning platform for all colleagues, giving access to a wide selection of training and development tools, helping them learn wherever they are.

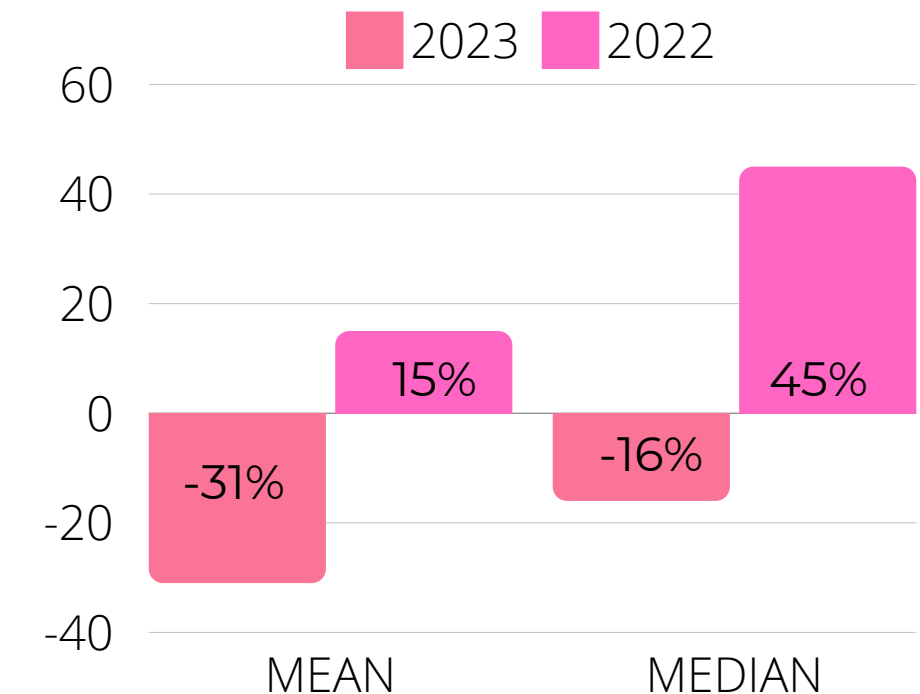
*B* We have invested in a new fully integrated HR Information System that will help us monitor and report on workplace diversity.

## Our Gender Bonus Gap

Who received Bonus Pay



Gender Pay gap in Bonus Pay





# Our people are at the of what we do



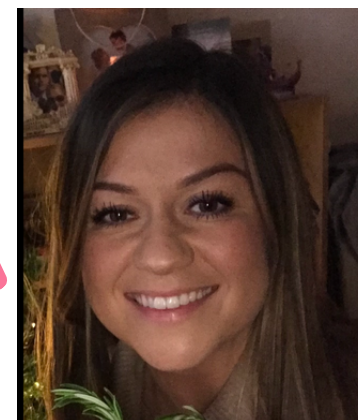
I can confirm that our data has been calculated according to The Equality Act 2010 (Gender Pay Gap Information Regulations 2017)

**Laura Keane**  
Group People Director

I've worked for Boux for five years and in that time I've seen how much the brand has grown and adapted. Over the pandemic I was fortunate enough to keep my role in the E-commerce team and we worked harder than ever to continue to deliver great customer experience and achieved some of our best results to date. The brand is resilient and agile; always looking for ways to improve, and it's a pleasure to be part of a business surrounded by so many hard working, talented people that are genuinely passionate about their work and moving the brand forward.

**Rachel Woolnough**

Junior Ecommerce Trading Manager



Regardless of your level, gender or age, I believe everyone here at Boux Avenue has a voice. We are based on what we bring to the company and our ability, not our gender. I presented my ideas to the board in recent months, where I was listened to and they welcomed my ideas. I've also received the 'rising star' award - where I was recognised for my contributions to the company. As a woman within this business, I feel we have equal opportunities.

**Alice Kingsbury**

Senior Digital Change Manager

