

A woman with long brown hair, wearing a straw hat with a dark band and a black one-piece swimsuit, is sitting in a white hammock. She is smiling and looking towards the camera. The background shows a beach with sand, some greenery, and the ocean under a clear sky.

Boux
— AVENUE —

GENDER PAY GAP REPORT 2018



A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

Boux Avenue is part of the Theo Paphitis Retail Group, which also includes Ryman, Robert Dyas and London Graphic Centre with over 4,000 colleagues and over 330 retail stores across the UK.

We are proud to say that Boux Avenue is a Brand for females, both in terms of the customer and our colleagues, of which 96% are female. Every single product sold at Boux Avenue is sourced by a female and sold by a female to mainly female customers in our stores. So, by virtue of its intimate nature and product-base, Boux Avenue is dominated by females and prioritises opportunities for females to work at all levels of the business.

Since last year's report, there has been a significant change to our overall statistics, due to the investment in a purpose-built warehouse for Boux Avenue in October 2017 to deliver a better service for our customers. This has attracted a 79% female workforce. To have female colleagues in stores, as well as in many senior roles, is wholly intentional due to the intimate nature of our business.

Boux Avenue continues to focus on offering opportunities across all levels of our business and have invested in a partnership with Retail Week's 'Be Inspired' Programme which is dedicated to developing and empowering retail's future female leaders, including a Senior Leadership Academy programme.

We will, of course, continue to use data to test our progress in this area, ensuring that this reflects our belief that diversity and equality have been and will continue to be a key element of our success.

Thank you

Michael Kerr
Boux Avenue Chief Executive Officer

UNDERSTANDING THE GENDER PAY GAP DATA

This report sets out to explain our gender pay gap data. All public, private and voluntary sector organisations with over 250 or more employees have to report on their gender pay gap using 6 different measures and this has to be done annually commencing April 2018. In addition we have to publish the data on the government-sponsored website where you can compare our statistics against the government national statistics and other organisations.

As an employer who values talent and championing equality we see this as a positive step and will continue to analyse the data and take action when necessary.

OUR GENDER PAY GAP

A Gender Pay Gap is a measure of the difference in the average pay of men and women across an entire company or group of companies regardless of the nature of their work and is different from an equal pay comparison, which would involve direct comparison of two people or groups of people carrying out the same, similar or equivalent work.

BOUX AVENUE

MEAN

57.7% 2017 75.4%

MEDIAN

15.6% 2017 75.7%

OFFICE OF NATIONAL STATISTICS PROVISIONAL FOR RETAIL

MEAN

17.6% 2017 16.4%

MEDIAN

9.1% 2017 9.3%

OFFICE OF NATIONAL STATISTICS PROVISIONAL FOR THE UK

MEAN

17.1% 2017 17.4%

MEDIAN

17.9% 2017 18.4%

MEAN

The difference between the average hourly rate of pay for women compared to the average hourly rate of men

MEDIAN

The mid point of all the hourly rates of pay for women compared to mid point of all the hourly rates of pay for men

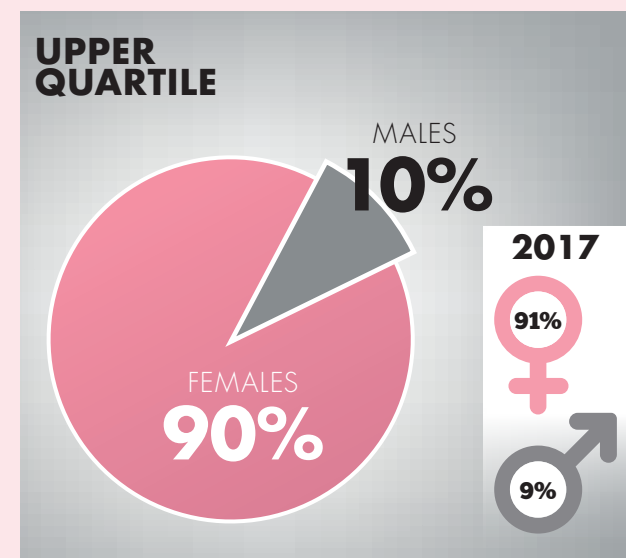
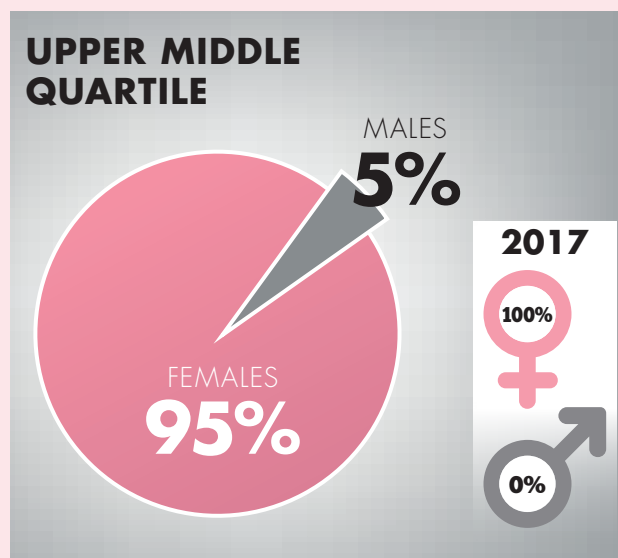
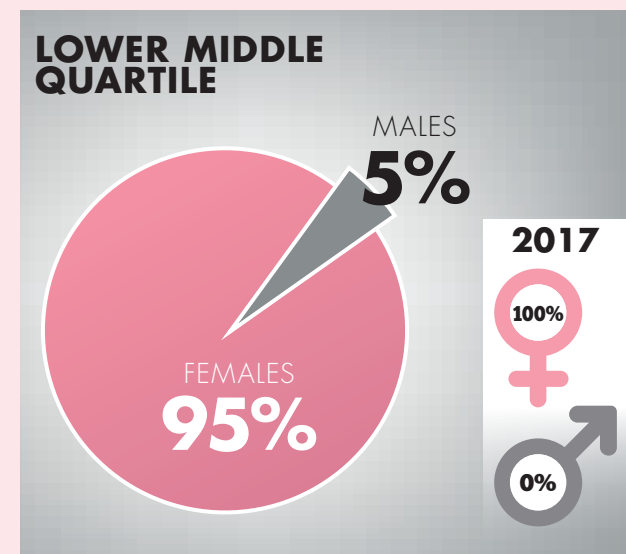
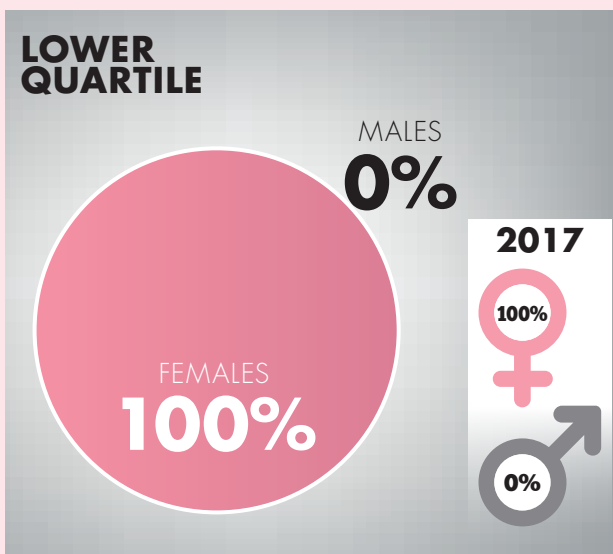
UNDERSTANDING THE STATISTICS

- We are an intimate lingerie business that is intentionally run predominantly by females. The Gender Pay Gap statistical formulas are therefore difficult to read when compared to the marketplace.
- The investment in our purpose-built Boux Warehouse has resulted in the recruitment of male colleagues who now represent 21% of the team, which is the main reason for the significant change in the figures (a drop in the Mean by 18% and the Median by 60%). We are however very pleased that 79% of our warehouse colleagues are female.
- Boux Avenue's make-up is 96% female, so a business, in the main, run by females for females.



OUR PAY QUARTILES

Proportion of male and female employees according to quartile pay bands:



Our good news stories & how we continue to retain, recognise and nurture talent

Boux is delighted to be partnering with Retail Week's 'Be Inspired' Programme which exists to promote gender balance at all levels across retail and encourage females to fulfil their career aspirations, fostering a culture of career confidence.

- * All delegates attending the 'Be Inspired' events share their experience and this is communicated monthly to share the findings with a wider audience. The events are so popular there is often a waiting list.
- * Both Laura Keane, Group HR Director, and Kirsten Lawton, Group Company Secretary, have taken ambassador roles for the 'Be Inspired Programme' and ensure it is part of the agenda at the monthly board meetings. They are also giving their time, skills and support to inspire and connect women at all stages of their career.
- * Jess Littlewood, Group Head of PR, and Jessica Kissoon, Head of HR for Boux Avenue, were nominated to take part on the 'Be Inspired' Senior Leadership Academy, which is a 12-month programme for talented and aspiring senior colleagues and they are sharing their learnings through regular communications.
- * As part of our development ethos and in particular for females, we have supported & invested in 11 female managers attending either the prestigious Oxford Summer School Programme or our own Management Development Programmes for future leaders.



"After graduating university I joined Boux Avenue as a Marketing & PR Assistant. The company has helped me to grow my career, developing my skill set and knowledge in all aspects of marketing, over the past five years; from social media, advertising, public relations and influencer marketing. I am now the Junior Head of Marketing and enjoy creating empowering and female-focused campaigns."

Rebecca Green, Junior Head of Marketing

OUR GENDER BONUS GAP

MEAN Gender
Pay Gap in Bonus Pay

67%

2017
-100%

MEDIAN Gender
Pay Gap in Bonus Pay

-95%

2017
-100%

WHO RECEIVED BONUS PAY

MEN

70%

2017
0%

WOMEN

86%

2017
81%



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

Laura Keane

Laura Keane
Group HR Director