



# Gender Pay Gap Analysis

(Snapshot date 5 April 21)



This is the second year that Lovehoney has reviewed and reported on gender pay. Our mission continues to not only be the world's leading sexual happiness company, we also want to be recognised as a great place to work.

Our 2021 findings interestingly highlighted a negative pay gap which is an usual result which we no longer see when reporting our figures this year. This year's data highlights a shift from a negative pay gap to positive, now more in favour of our male workforce. Although under the average amount of 7.9% reported last year<sup>1</sup>, we still have work to do.

### Our Pay Gaps\*

Our Mean Pay Gap = **5.5%**

Our Median Pay Gap = **2.2%**

### Our Bonus Gaps\*

Our Mean Bonus Gap = **-20.4**

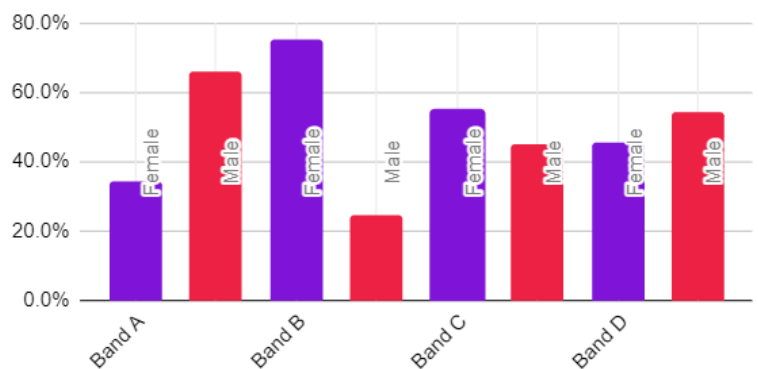
Our Median Bonus Gap = **-65.8%**

\*These figures are expressed as a percentage of men's earnings (e.g. women earn x% less than men). A negative percentage indicates that women earn more than men.

### Proportion of men and women in quartile pay bands:

<b>Band A</b> (lowest salaries)	Women	34.1%
	Men	65.9%
<b>Band B</b>	Women	75.3%
	Men	24.7%
<b>Band C</b>	Women	54.9%
	Men	45.1%
<b>Band D</b> (highest salaries)	Women	45%
	Men	55%

Proportion of men and women in quartile pay bands



### What percentage of men and women received a bonus?

- **57.0%** of women received a bonus
- **63.1%** of men received a bonus

All employees are eligible to participate in a discretionary bonus scheme and we are confident that males and females have an equal opportunity to participate in and earn a bonus.



## Reasons behind our findings;

More men than women receive a bonus however the median bonus gap figure is in favour of our female employees.

On the snapshot date (5 April 2021) that this information relates to, our senior leadership team continued to have a strong female representation (75% female, 25% male) which contributed towards our negative bonus gender pay gap. We did however see the arrival of a new male CFO which will reflect in next year's findings. Adhoc 'covid thankyou' bonus payments may have also had a bearing on the results.

The busy period we experienced during covid continues on leading us to see an increase in tech roles, known as a male dominated area, which in turn attributes to the increase in our gender pay gap.

The data reported within this document relates to the snapshot date of 5 April 2021 and the 12 month period prior to this. I confirm this information is accurate.

DocuSigned by:  
  
77A9F95CF1B945B...

Steve Moore  
Chief Financial Officer  
Lovehoney Ltd  
1st April 2022