



Gender Pay Gap Analysis

(Snapshot date 5 April 22)

This is the third 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.

Last year's data highlighted a shift from a negative pay gap to positive, more in favour of our male workforce, this year’s data shows more improvements can be made, in light of fluctuations in our workforce demographic in different levels of the business.

Our Pay Gaps*

Our Mean Pay Gap = **6.4%**

Our Median Pay Gap = **0%**

Our Bonus Gaps*

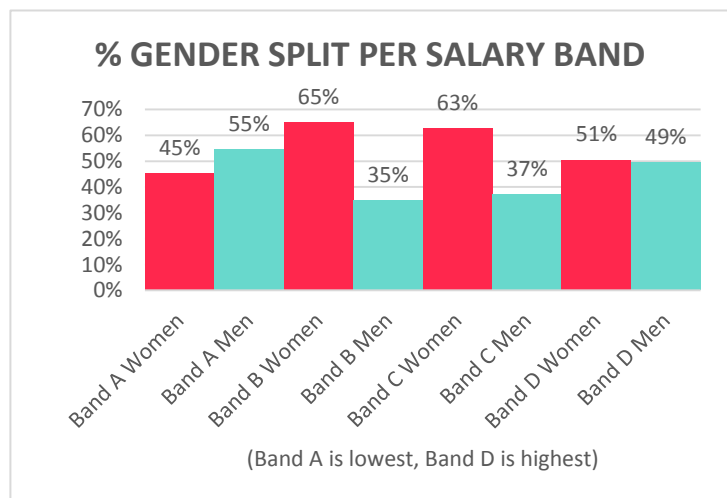
Our Mean Bonus Gap = **12.6%**

Our Median Bonus Gap = **-6.5%**

*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:

Band A (lowest salaries)	Women	45
	Men	55
Band B	Women	65
	Men	35
Band C	Women	63
	Men	37
Band D (highest salaries)	Women	51
	Men	49



What percentage of men and women received a bonus?

- **80.8%** of women received a bonus
- **88.2%** of men received a bonus

All employees are eligible to participate in a discretionary bonus scheme once they have completed 3 months service before the end of the previous Lovehoney financial (calendar) year. We are confident that males and females have an equal opportunity to participate in the bonus scheme, and all those who were ineligible for a bonus in 2022 were employees whose start date was outside of the parameters of eligibility in line with our policy, regardless of gender or any other qualifying requirements.

Reasons behind our findings;

As of our snapshot date, our workforce is 56% women, with more women than men in the middle and upper pay quartiles. However, there are fewer women at senior leadership level, in contrast to the previous year.

This is reflected in the median pay gap, which suggests no pay gap for our mid-range salaried staff, and the bonus figure is weighted in favour of women.

More men than women receive a bonus; the mean bonus gap figures reflect this. The mean salary gap is also weighted towards men, which is expected due to the higher number of men in the most senior roles at that time.

Furthermore, in 2021, staff received additional “covid thank you” bonus payments. This had had a bearing on the difference in bonus gap figures from last year, which were previously weighted heavily in favour of women (a jump from a mean bonus gap of -2% to +12.6%).

We expect the bonus gap to be closer to the salary gap figure next year. This is due to recent changes in our bonus scheme, whereby the actual bonus earned is no longer calculated using individual performance results, but instead only dictated by the contracted bonus percentage entitlement multiplied by company financial results alone.

The data reported within this document relates to the snapshot date of 5 April 2022 and the 12 month period prior to this. I confirm this information is accurate.

Steve Moore

Stephen Moore

[Stephen Moore \(Mar 23, 2023 13:33 GMT\)](#)

Chief Financial Officer
Lovehoney Ltd

Date: Mar 23, 2023