

# Gender Pay Gap Report 2025-2026

As an employer with a workforce of more than 250 employees, we are pleased to present our gender pay gap findings for 2025-2026. We remain committed to promoting diversity and inclusion within our workforce and using the information in this report to recognise where we have achieved pay parity, as well as highlight areas where further improvements can be made.

Over the past 12 months, it has been encouraging to see improvements across all areas, demonstrating progress towards reducing the gap between male and female pay. The gap between males and females receiving bonuses has narrowed, reflecting more equitable recognition of contributions, and there is a positive trend towards a more balanced distribution across pay quartiles in 2026 compared to 2025. Mean and median bonus gaps have reduced significantly by 2026, suggesting improved equity in reward practices, and the median hourly pay gap remains low, indicating parity or slightly higher pay for women in the median range. While we recognise there is still work to be done, these results demonstrate our ongoing commitment to gender equality and inclusivity within our organisation.

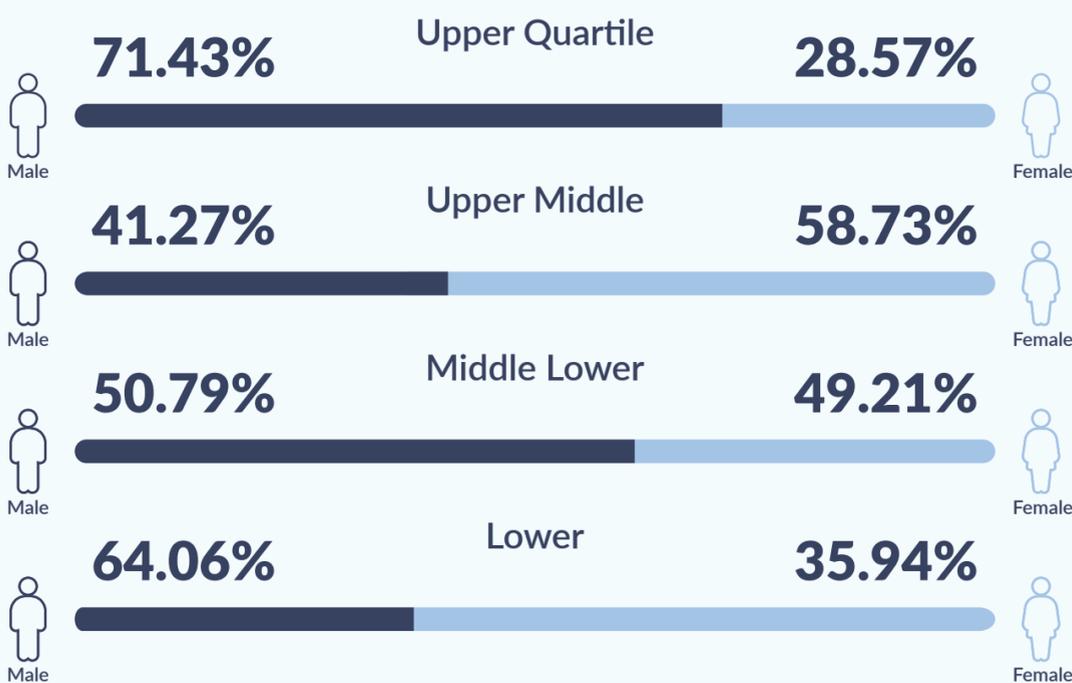
It is important to note that the gender pay gap should not be confused with equal pay. We are confident that we have robust checks and processes in place to ensure that men and women are paid equally for performing the same roles within our business, and that individual contribution is recognised regardless of gender. Our recruitment, selection and development practices are continually reviewed to ensure fairness and objectivity in the decisions we make. We will continue to use these insights in our gender pay gap reporting to refine policies, enhance transparency, and create equal opportunities for all employees.

I confirm that the gender pay gap information published in this statement and submitted to the gender pay gap service is accurate and has been calculated according to the requirements and methodology set out in the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

**Lucy Goddard**  
People Director



## Pay Quartiles



Over 50% (50.46%) of our female employees are accounted for in the upper and upper middle quartiles, compared to 49.31% of our male workforce across the same quartiles. Therefore, whilst we do have more male employees than female (57%, compared to 43%), we are comfortable that there is fair and proportionate representation across the workforce.

## Hourly Pay

Median gender pay gap using hourly pay

**-1.2%**

On average, women at Pricecheck are paid 1.2% more than men. For every £1 a man earns, a woman earns £1.01.

Mean gender pay gap using hourly pay

**20%**

When comparing the mean, women's average hourly pay is 20% lower than men's. For every £1 a man earns, a woman earns 80p.

Like many organisations of our size, our Board salaries have a significant impact on our gender pay gap. If we were to exclude the Board (M=5, F=2) from the data, the overall mean gender pay gap would fall from 20.02% to 15%, and the median becomes -2%.

## Bonus Pay

Median gender pay gap using bonus pay

**-1.65%**

On average, for every £1 that a man earns in bonus, a woman earns £1.02.

Mean gender pay gap using bonus pay

**55.26%**

when comparing the mean, for every £1 that a man earns in bonus, a woman earns 45p.

## % of men and women receiving bonus pay



**92.66%**  
of men received a bonus.



**90.6%**  
of women received a bonus.

The bonus figures include commission, which is paid on a monthly basis to our traders and forms part of their 'regular' pay. The majority of our performance-related pay employees are male, hence the bonus figure reporting higher. We continue taking steps to welcome applicants from female traders to help to close this gap.

In addition to the commission scheme, we also operate a company wide bonus scheme, which is a percentage paid linked to basic pay. We have a number of employees who choose to work part-time hours, and this group of colleagues are largely female. Whilst we are pleased to accommodate reduced hours, this does see a pro-rata reduction in their pay, which is also reflected in a lower bonus than if working full-time equivalent hours.