

Gender Pay Gap Report: 2025 Reporting Year: April 2024-2025

Introduction

THG Ingenuity is a global ecommerce solution, empowering brands to scale through three integrated, performance-driven providers. Our mission is to empower brands with exceptional, future-ready customer experiences that position them as market leaders

This report sets out our gender pay gap figures for 2024/25. We are committed to transparency on this issue and to taking meaningful action to close the gap. The figures cover our mean and median pay and bonus gaps, the distribution of men and women across our four pay quartiles, and bonus receipt by gender.

The hourly pay data in this report is reflective of snapshot date of 5th April 2025, and the bonus data is reflective of the period from April 2024 to April 2025. The data is only reflective entity FIC Shareco Limited as this entity has more than 250 employees

Statutory figures	
Metric	2024 / 25
Mean hourly pay gap	20.52%
Median hourly pay gap	13.04%
Mean bonus pay gap	36.80%
Median bonus pay gap	0.00%
Proportion of women receiving a bonus	36.00%
Proportion of men receiving a bonus	35.00%

Pay quartile representation		
Pay band	Female	Male
Lower quartile (Q1 – lowest paid 25%)	44.61%	55.39%
Lower middle quartile (Q2)	42.91%	57.09%
Upper middle quartile (Q3)	40.15%	59.85%
Upper quartile (Q4 – highest paid 25%)	27.36%	72.64%

Behind the Gap

Overall, there has been year-on-year reduction in our gender pay gap. However there is still a pay gap which we're committed to addressing and closing.

- Our gender pay gap is driven primarily by workforce composition rather than unequal pay for the same role. Men make up a larger share of our workforce overall, and a particularly high share of our most senior and technology roles.
- Quartile Data — Men make up 72.6% of the upper quartile, 59.8% of the upper middle.
- Our median bonus gap remains at 0% — men and women received the same bonus at the median (£250). The mean bonus gap has widened this year, reflecting a small number of large bonuses awarded to employees in upper quartiles, where men are over-represented.

Our actions to close the gap

- Support career development and progression pathways for women across the business, particularly into our upper quartiles.
- Continuing to review our reward and bonus frameworks to ensure they remain fair, transparent and consistent.

Statement

We confirm that the information provided in this report is accurate and is in line with the statutory requirements.



Konrad Hill

Chief People Officer