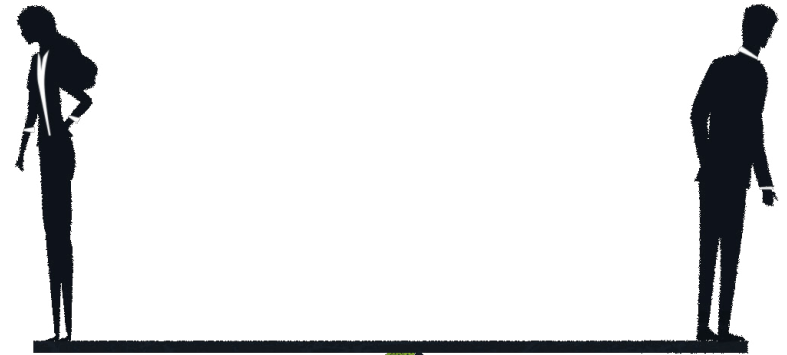
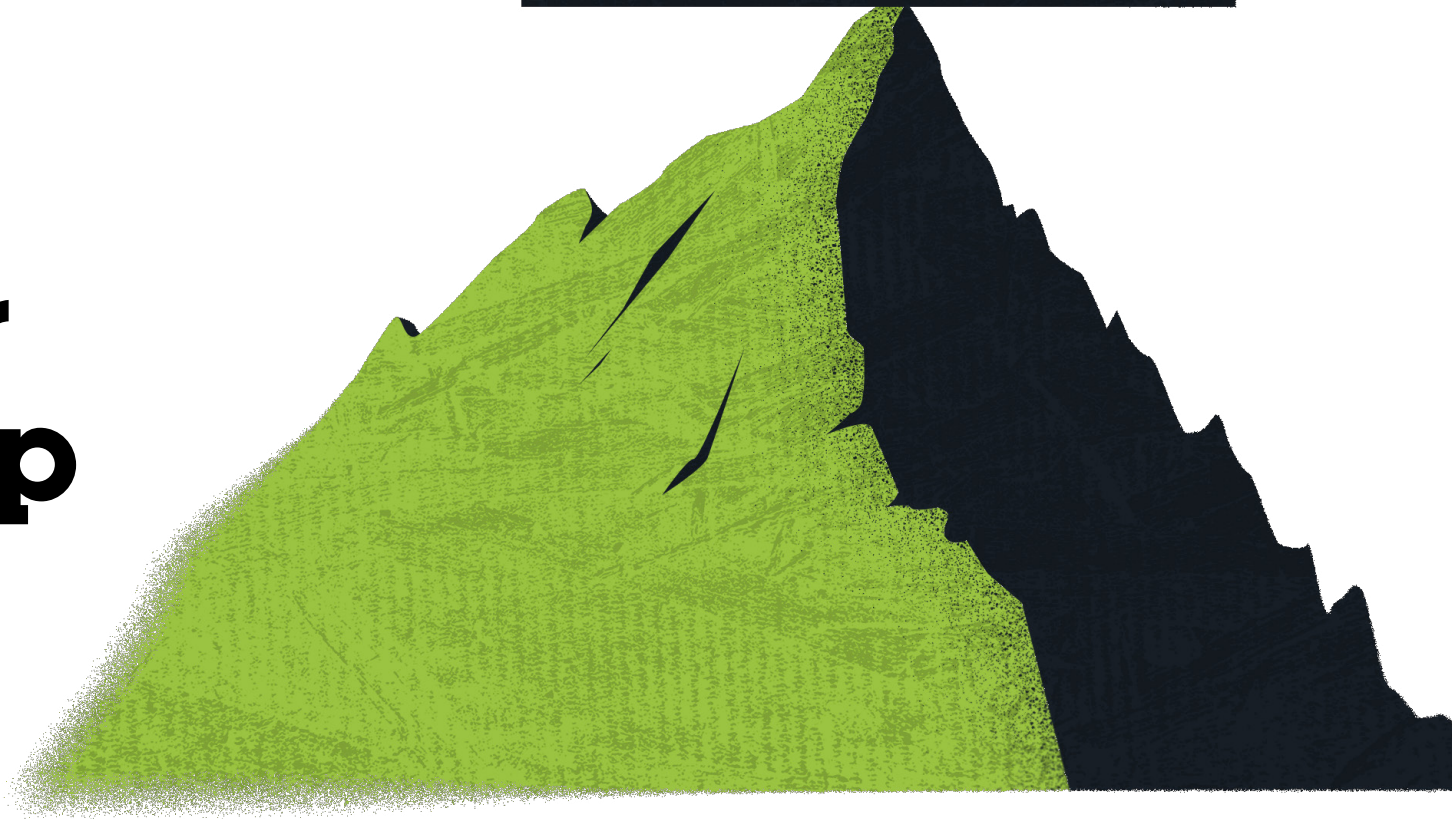


ecotricity



Gender Pay Gap Report

2025



Gender Pay Gap

Every year we are required to report our pay gap data. This report covers 2025 and uses a snapshot of our payroll in April that year.

Before we get into the numbers – it's helpful to understand a few points:

What is Gender Pay Gap?

The Gender Pay Gap is the difference between the average earnings of men and women across a workforce. It is measured using two metrics – mean and median average. Employers with more than 250 colleagues are required to report any pay gap by law. It is a useful measure for businesses to understand the size and causes of the gap they have so that action can be taken to close it.

All relevant businesses are required to report by gender, provide the breakdown of general pay along with any bonus payments awarded in that year.

Whilst we appreciate that pay gap metrics are important for people to see, and they do help us develop targeted action plans, it is important to recognise the supporting narrative too. There is always context to the picture created by the data, so it is important that the results are reviewed alongside the internal and external factors we have identified that impact the results.

What does mean and median average mean?

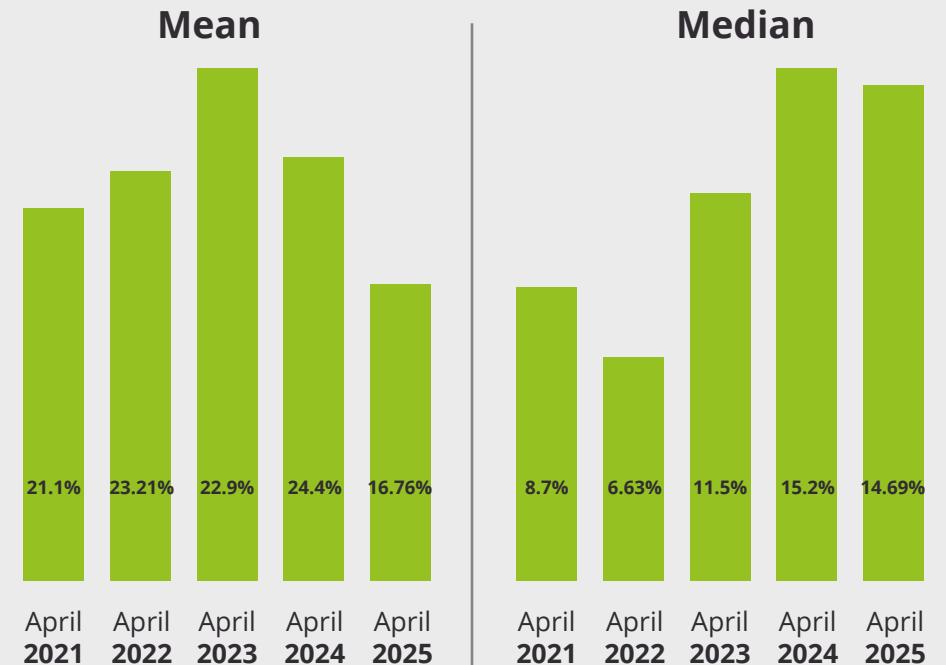
The median average is the mid-point of everyone's pay (lowest to highest) for both men and women. The gap reported is the percentage difference between the two mid points.

Mean average is the difference between the average pay of every man and woman regardless of role or level in an organisation.

Most businesses consider the median measure to be the most useful comparison measure. The mean average can be heavily skewed by a few highly paid people.

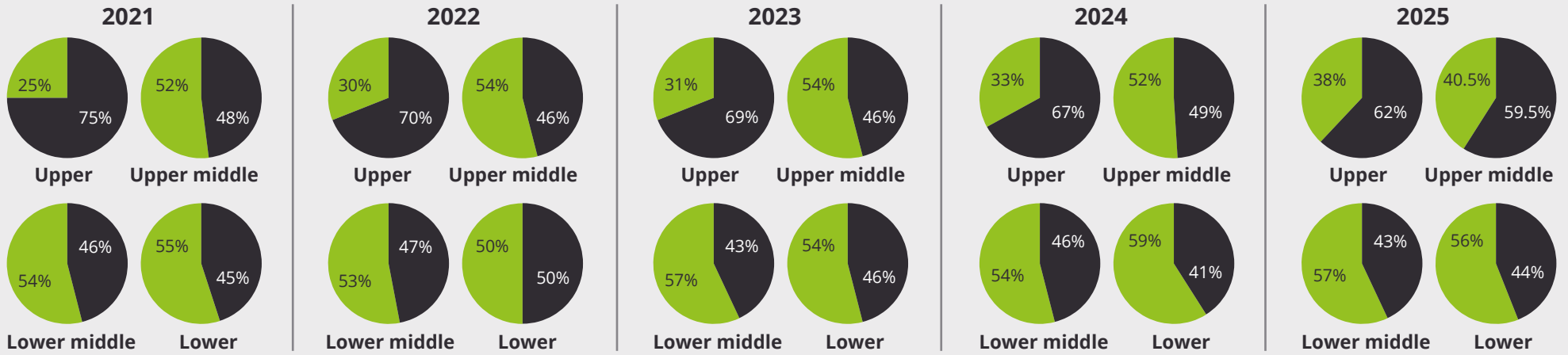
So...what are our results this year?

Average Gender Pay Gap - 2021 to 2025

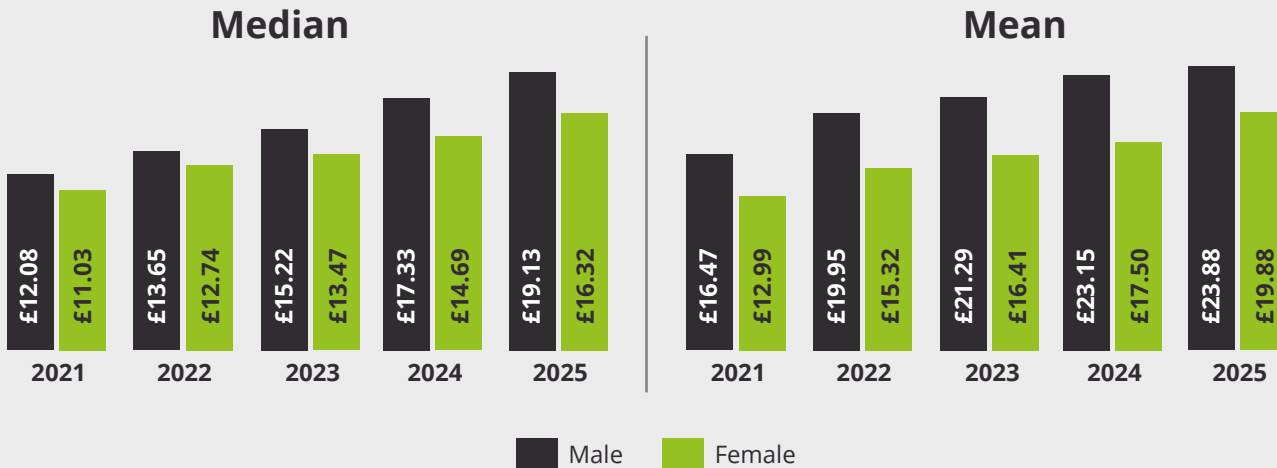


Male Female

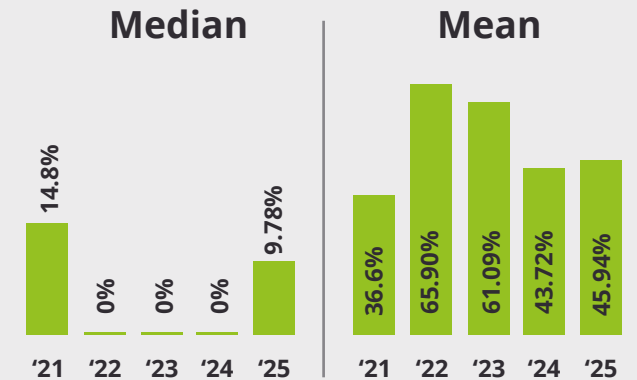
Quartiles by Gender



Hourly Rate by Gender



Average Bonus Pay Gap



What does our data say?

Last year we reported an increase in our pay gap as of April 2024 versus our position in April 2023, it was our first increase for a number of years. We're proud to report that in April 2025 Ecotricity's gender pay gap had reduced.

We recognize the importance of closing the gender pay gap in our business and we have already taken progressive steps to reduce some of the imbalances we saw in the data from last year. This is the smallest gap in mean pay since 2021 and our median pay gap is moving in the right direction.

The Office of National Statistics reported that in April 2025 the national median average gender pay gap across full-time employees was 6.9%, down from 7.1% in April 2024*. Ours is 14.38% by comparison, but this is an improvement from 2023 when our median gap was 15.20%. It is important that we continue to work towards closing this gap.

We continue to support working parents with the embedding of flexible working and our hybrid working model ensures our people can be set up to work from home, reducing commuting time (and emissions!) and often affording our parents additional flexibility in managing childcare. Where possible, we offer part-time opportunities, which is beneficial especially for our female colleagues who continue typically to bear the responsibility of childcare and therefore have more of a need for flexible working arrangements.

Our lower three quartiles continue to show median pay gaps of less than 2%, which we are really proud of. However, we recognize there is still work to be done when it comes to our upper quartile, where the median gap remains bigger than we'd like. Whilst this is an improvement from the previous year, we'd like to see that gap get smaller.

We've seen a small increase of female representation in our upper quartile – even though it is a small increase it's an important one. It is clear that we need to focus some

attention on the development of our female colleagues into senior leadership roles. Typically, our more technical roles remain largely male dominated (technical, sales, engineering etc.) whilst our service roles continue to attract more female candidates. We recognize that female representation in STEM roles, as an example, is lacking in wider society, and we are pleased to report that our tech team is bucking the trend at 31.5% female representation, in comparison to the UK average of 21%**.

Whilst we cannot effect mass change when it comes to the UK averages, we continue to play our own part by having an active role in early career development where we can with our outreach to local schools, sixth forms and careers fairs.

Our bonus pay gap is reflective of the fact that bonuses in this reporting period were index linked to salaries and therefore the impact of our hourly gender pay gap is felt in our bonus gender pay gap.

What will we be focussing on in 2026?

We already offer generous occupational maternity and shared parental leave policies that encourage both fathers and mothers to take an active role in caring for their young babies, and we are committed to reviewing our occupational Paternity leave policy to further support working mothers by making it more financially viable for fathers to take time off when it really matters. We are firm believers that caring responsibilities should be shared equally between men and women, and we want to be enablers of that where we can.

Developing our female colleagues

In 2024 we launched a new internal leadership development programme aiming to support our colleagues to grow their green careers with us – female colleagues have represented an average of 35% of the applicants for this programme since it launched which we are hoping to increase to at least 50% in the next cohort,

promoting leadership development opportunities for our female colleagues. Many of our female graduates of this programme have since secured promotions.

Our biggest challenge when it comes to our pay gap is not dissimilar to most organisations in today's world – our upper quartiles are typically attracting males. We hope that our future efforts in the ED&I space will see more of the valuable female colleagues we already have in our team progress to more senior roles. To help ensure complete comfort when it comes to tackling unconscious bias, we intend to trial a period where applications for any senior role are sifted 'blind' until interview stage – that means no names or genders, decisions made with a 100% assurance of no biases.



Asif Rehmanwala
Chief Executive Officer

References

[*Gender pay gap in the UK: 2025](#)

[**Diversity in UK Tech: executive summary](#)