

2025 PAY GAPS



GYMSHARK GENDER PAY GAP DATA – 2025

	2022	2023	2024	2025	
Mean Pay Gap	30%	29%	23%	20%	-3%
Median Pay Gap	29%	25%	19%	21%	2%
Mean Bonus Gap	8%	16%	62%	59%	-3%
Median Bonus Gap	48%	33%	52%	38%	-14%

Gender split:

■ M: 43%
■ F: 57%



Pay Quartiles:

This is the proportion of men and women by quartile pay bands.

Quartiles	Male	Female
Upper Q	57%	43%
Mid Upper Q	41%	59%
Mid Lower Q	38%	62%
Lower Q	36%	64%

Bonus Awards:

This is the proportion of men and women who received a bonus payment. A bonus was paid to employees within our central head office business for this reporting period. Bonus was tied to salary within this pay period

M: 62%
F: 62%

KEY NOTES:

Our Gender Pay Gap is driven mostly by there being significantly more women in entry level, lower salaried roles, which span the Mid Lower to Lower Quartile bands.

Entry level positions make up a *higher proportion* of our total workforce, and of our Head Office roles there is a higher proportion of women. These include roles across customer support, graduate roles and student placements.

A secondary driver for our pay gap is there are *more men in senior, higher salaried roles*. Whilst there's a smaller population in these roles, it does still bring up the average salary affecting the overall gap and percentage of salary paid as bonus.

The main reason for our *mean pay gap reducing* is the recruitment of males within our London retail stores. This has increased the number of males within more store junior roles overall, which has brought down the average pay for males.





GYMSHARK ETHNICITY PAY GAP DATA – 2025

	2022	2023	2024	2025	
Mean Pay Gap	8%	19%	20%	18%	-2%
Median Pay Gap	6%	20%	19%	27%	8%
Mean Bonus Gap	11.5%	26%	33%	59%	26%
Median Bonus Gap	5%	40%	21%	38%	17%

Ethnicity split:

White: 68%
 AEM*: 29%
 PNTS: 3%



(*All Ethnic Minority)

Pay Quartiles:

The proportion of White and AEM Employees by quartile pay bands.

Quartiles	White	AEM
Upper Q	80%	20%
Mid Upper Q	73%	27%
Mid Lower Q	66%	34%
Lower Q	60%	40%

Bonus Awards:

This is the proportion of White and AEM employees who received a bonus payment. A bonus was paid to employees within our central head office business for this reporting period.

White: 70%
 AEM: 45%

KEY NOTES:

AEM colleagues represent 29% of our total workforce.

Colleagues sharing their ethnicity with us is 97%, providing us with an accurate reflection of our ethnicity pay gap.

Our ethnicity split by region represents the census data for that region:

- 78% white in Solihull vs Census of 82%
- 42% white in inner London vs Census of 53%

Our Ethnicity Pay Gap is driven mostly by our retail store having a high proportion of ethnic diversity, however the majority of the roles within the store are entry level. As a result, this is bringing down the overall average salary for colleagues identifying as AEM. This shows a fair reflection of the communities we operate in.



PAY GAP REPORTING IS NOT THE SAME AS EQUAL PAY

The pay gap report is not a measure of equal pay, so the figure does not mean that men and women, or white and AEM (all ethnic minority) colleagues doing the same job are getting paid differently. That refers to an 'equal pay gap'. We've conducted an equal pay review to check this, and we **don't** have an equal pay discrepancy here.

The pay gap report also does not measure equality at Gymshark. It's one measure, so we also need to look at equal pay, equality of opportunities, our recruitment funnels, staff retention, exit questionnaires and our employee engagement survey to get the full picture of gender and ethnicity equality at Gymshark.

There are positive things we do at Gymshark that can have a negative effect specifically on the gender pay gap (GPG). Flexible working, including part time/reduced hours, and an enhanced maternity leave package are some of those things. Currently, more women than men work flexibly, which is great to see we can support work life balance and personal commitments; however, it would be better to see more men taking advantage of this offering too. Despite knowing that this currently affects our GPG scores in a negative way we will continue to promote and offer flexible working.





I confirm the data reported is accurate.

Ben Francis

Ben Francis

Founder & CEO