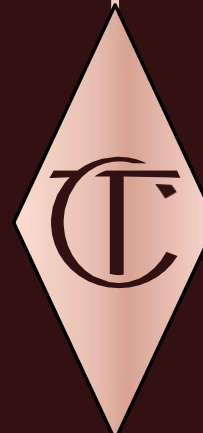


Charlotte Tilbury  
GENDER PAY REPORT  
Ireland 2024



# INTRODUCTION - GENDER PAY GAP REPORT 2024

At Charlotte Tilbury Beauty, our mission and purpose is to **empower everyone, everywhere** to feel and look like **the most beautiful, confident version of themselves**.

We are committed to creating an inclusive, supportive culture. We are focused on hiring people with diverse backgrounds, voices, beliefs, and perspectives into our growing workforce. By doing so, we better serve our communities, customers, and employees.

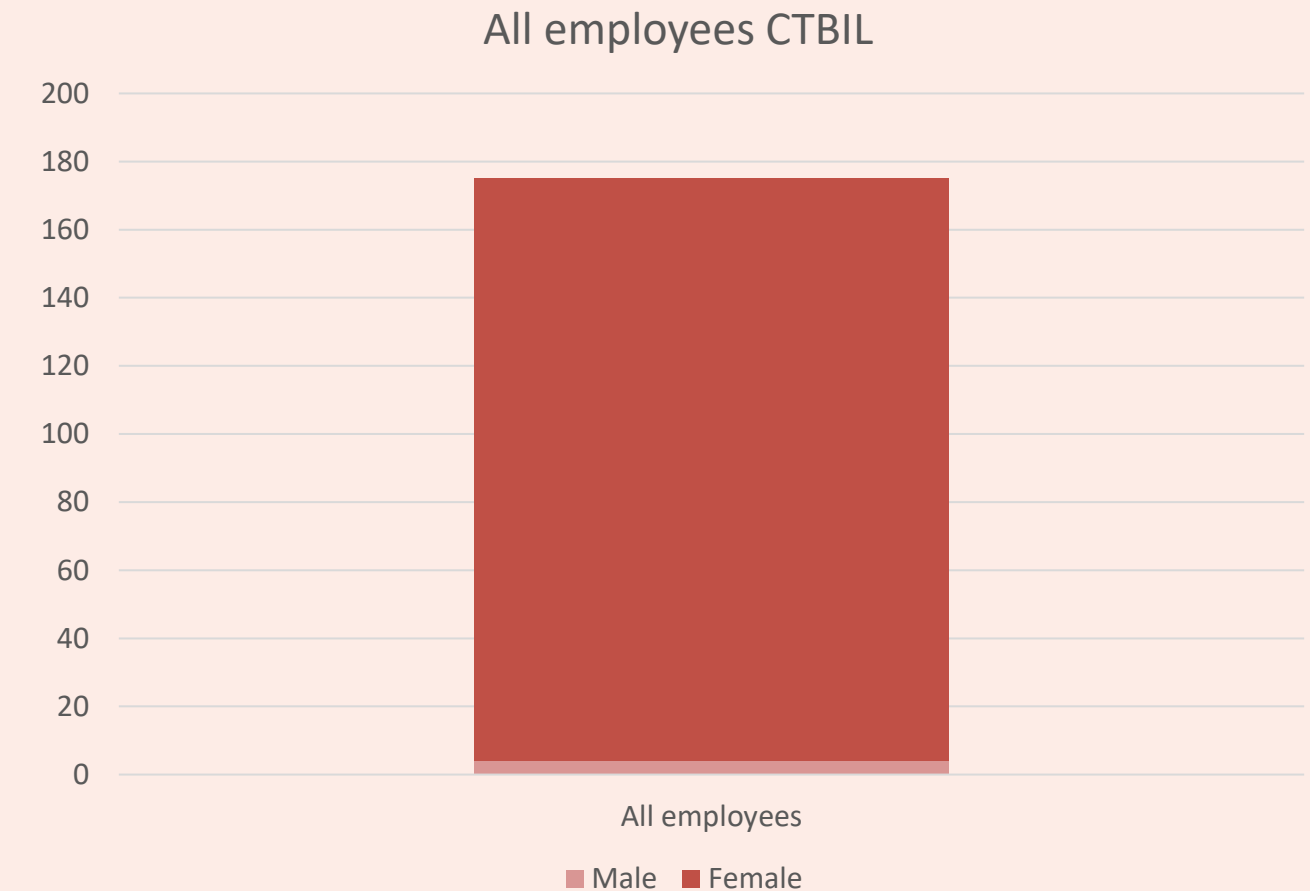
As a female-founded, female-led business, we are proud that we create meaningful employment for women throughout our global workforce. Visible role models are important, and we're proud that our executive team is 80% female – this includes Charlotte Tilbury, our President, Chairman, Chief Creative Officer and Founder, our Chief Executive Officer, Demetra Pinsent, as well as our Chief Legal Officer & General Counsel, Chief Growth & Technology Officer, Chief Commercial Officer.

*Charlotte Tilbury Ireland 2024 Gender Pay Report. This report contains our Irish 2024 gender pay disclosures, calculated in line with the Gender Pay Gap Information Act 2021.*

## Our Employees

Our Irish employees are employed by Charlotte Tilbury Beauty Ireland Limited (“CTBIL”). As CTBIL has over 150 employees, we are required to publish gender pay information annually.

In line with the global beauty retail industry, we employ a large number of women across our business. 97.7% (175 employees) of CTBIL staff are part of our Retail team. Only 8 employees work in our Head Office and Field teams, all are female.



	Male	Female
Head Office	0	1
Field	0	7
Retail	4	163

	Charlotte Tilbury Beauty Ireland (CTBIL)	
Female	171	97.7%
Male	4	2.3%
<b>Total Relevant employees</b>	<b>175</b>	<b>100%</b>

# UNDERSTANDING THE GENDER PAY GAP

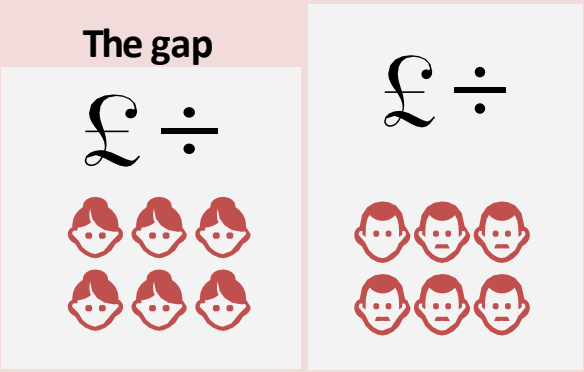
It is important to remember that the Irish Gender Pay Gap is a different concept than the “Equal Pay” gap. Equal pay focuses on the principle that men and women should receive the same pay for carrying out the same or similar work in the same employment.

The Gender Pay Gap reflects the disparity in average earnings of women and men across the business (shown as a percentage of men’s earnings), regardless of the work they do. This is expressed through reporting the differences in mean and median earnings between women and men calculated on the basis of equivalent hourly rates. This includes base pay, allowances and any other bonus and incentive pay paid in March 2024.

Across Charlotte Tilbury Beauty Ireland Limited business, we ensure that all of our employees are paid fairly and equitably for their role.

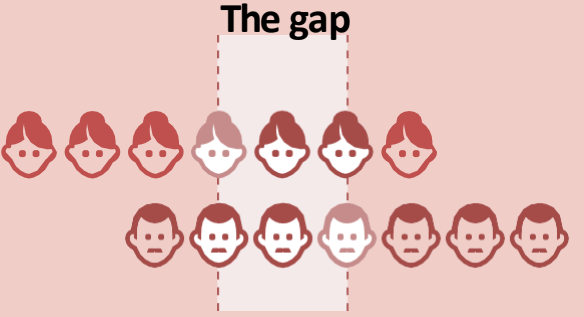
The gender bonus gap is the difference in all incentive pay received by men and women in the 12 months to June 30, 2024. This includes all bonuses, and sales commission payments

**The gap**



**Mean:** The mean is calculated by adding up the total pay of employees and dividing by the number of employees in the list. The calculation is completed separately for men and women, and the totals are compared.

**The gap**



**Median:** The median is the middle number of a ranking of pay from lowest to highest and gives us the best view of ‘typical’ pay.

# 2024 RESULTS – PAY GAP AND BONUS GAP

## GAP

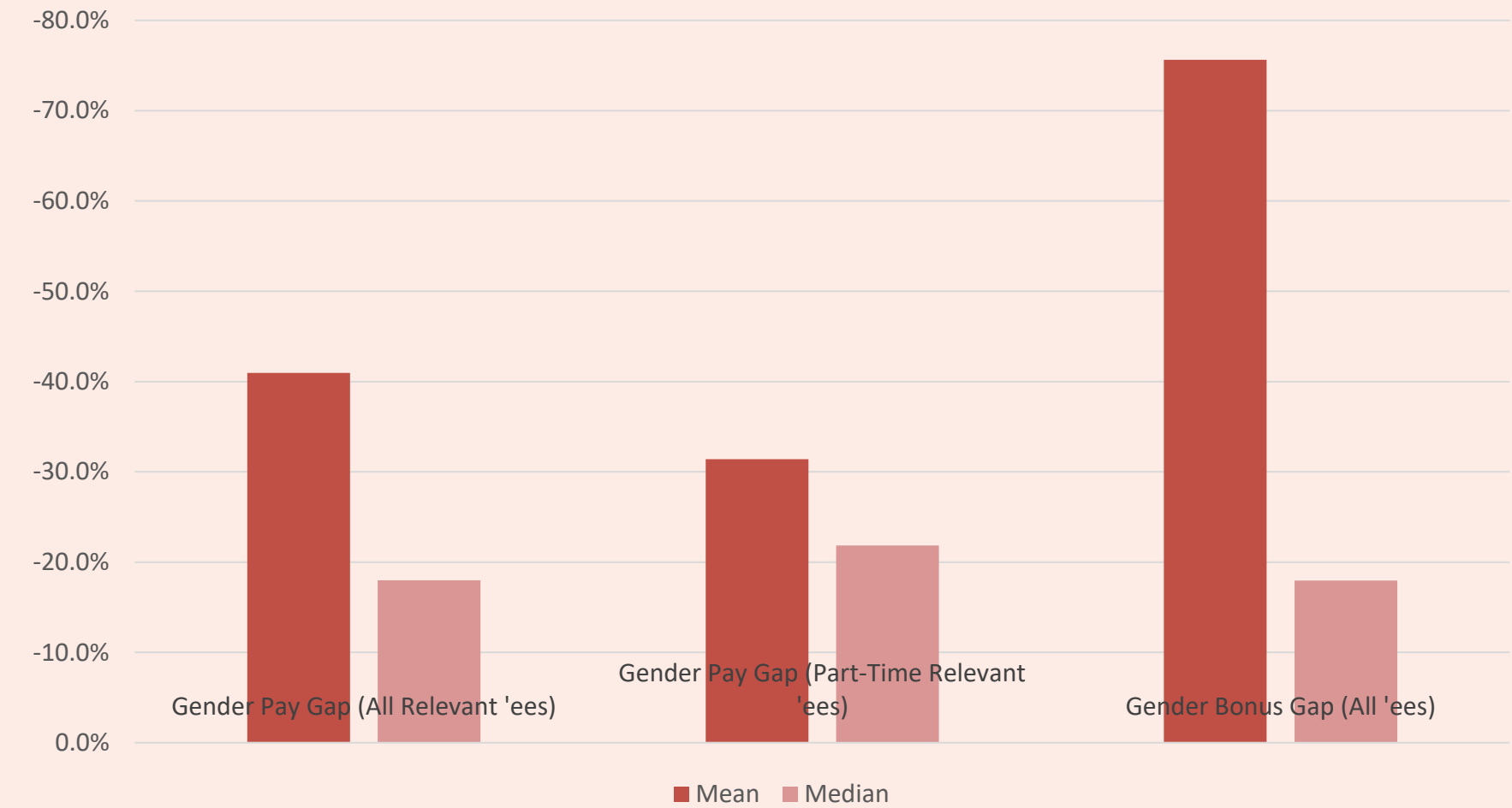
### CHARLOTTE TILBURY BEAUTY IRELAND LIMITED (CTBIL)

	MEAN	MEDIAN
Gender Pay Gap (All Relevant employees)	-41.0%	-18.0%
Gender Pay Gap (Part-time Relevant employees)	-31.4%	-21.8%
Gender Bonus Gap*	-75.6%	-18.0%

CTBIL Gender Pay Gap (All employees): for every €1.00 male employees earned, female employees earned on average €1.41

None of our Relevant Irish employees are on Fixed Term Contracts  
 None of our Relevant Irish employees received Benefits-in-Kind during the snapshot period  
 \*Bonus calculations include head office bonus and retail commission

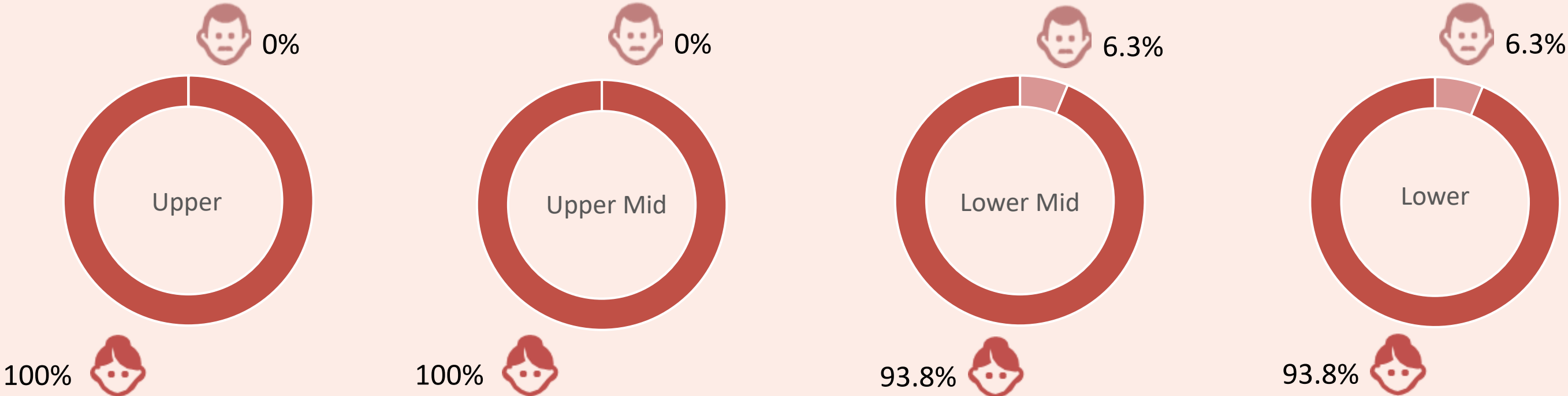
Charlotte Tilbury Beauty Limited (CTBIL)



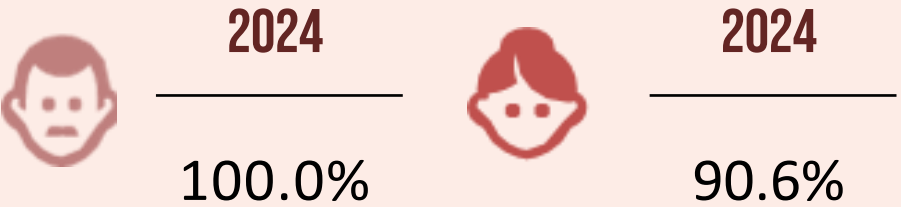
The charts show the mean and median gender pay & bonus pay gaps for CTBIL.

# 2024 RESULTS – STATUTORY REPORTING

PROPORTION OF RELEVANT IRISH EMPLOYEES PER QUARTILE



PROPORTION OF RELEVANT IRISH EMPLOYEES RECEIVING BONUS PAY



Male  
Female

# UNDERSTANDING OUR RESULTS

Whilst this is the first year we are reporting the Gender Pay Gap for Charlotte Tilbury Beauty Ireland Limited (CTBIL), we recognise that as a growing global business we will be required to report our Gender Pay Gap results in more countries as our organisation grows.

To support our reporting globally, we have introduced an internal global framework to aid us in categorising roles of similar impact and accountability. This categorisation enables us to ensure we are compensating these roles similarly which works towards closing the gender pay gap.

## CHARLOTTE TILBURY BEAUTY IRELAND LIMITED (CTBIL)

- 97.7% of our workforce in Ireland is female. Our pay rates are market competitive and aligned with the benchmarks for the Irish retail market. These levels tend to be lower paid than office-based roles.
- 80.8% of our Retail roles are occupied by employees working part-time. 97.8% of which are female.
- In CTBIL, we employed 4 men at the snapshot date. Men represent 2.3% of the population which allows for a much larger spread in pay and bonus for women by virtue of a much larger population size
- 95.4% of the population is Retail based (as opposed to working in Head Office) and earn commission monthly. Due to the population distribution of Relevant Irish employees and the nature of the Retail sector, we are more likely to find high performing females who earn high commission each month.

# OUR COMMITMENT

## SUPPORTING OUR PEOPLE

We are taking proactive steps to address the gender pay gap at Charlotte Tilbury, including:

- Highlighting balanced gender representation in ‘Day in the Life’ and ‘Tilbury talks’ posts targeting a 50/50 visibility
- Inclusivity training for hiring managers

## CAREER DEVELOPMENT

- Introduction of job grading frameworks and Salary Bands to ensure roles with similar impact on the business are benchmarked at appropriate levels
- Focused on leadership development programs and strengthening of career pathways to enable talent to drive their growth at CT and support their overarching development.
- LinkedIn Learning launch and roll out – Broad learning programs available to all employees next year
- Tools and coaching practices tailored to support individual talent progression
- Reviewing all talent management/performance practices, tools and resources to ensure inclusive language and limit potential biases

## OUR BROADER DIVERSITY, INCLUSION PROPOSITION

### Completed in 2024

- Finalised developing our job descriptions and vacancy marketing to ensure we promote inclusivity

### Developing in 2025 and beyond

- Building partnerships with recruitment agencies who focus on representing diverse talent
- Running of cross-cultural workshops
- Introduction of various toolkits to support Managers and the business with implementing inclusive practices
- Working closely with our Purpose partners – The King’s Trust and Women for Women – to create internal programmes that further support young entrepreneurs

# Charlotte Tilbury

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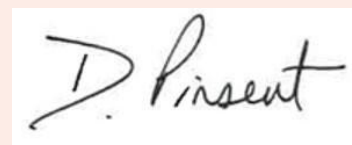
## GENDER PAY GAP

## REPORT 2024 - Ireland

Charlotte Tilbury Beauty is a global beauty business which is committed to our responsibility as an employer to empower people to feel like the most beautiful, confident version of themselves. We do this by giving our teams the tools and supportive environment that they need to begin, grow and succeed in their careers.

We are committed to continuing to execute our DE&I strategy, promoting diversity and inclusion for the benefit of all our employees and customers.

This report has been prepared in accordance with the Gender Pay Gap Information Act 2021, which require large employers to publish their Gender Pay Gap data. I confirm that the data included in this report is accurate.



Demetra Pinsent

**Chief Executive Officer**



