

## Yell Gender Pay Gap Report – 2022/23

We are reporting key pay and bonus statistics by gender<sup>1</sup> for Yell Sales Limited ('YSL') as at 5 April 2023. Gender Pay Gap ('GPG') reporting is not a comparison of how much we pay men and women in the same or similar roles and is therefore not a report on equal pay.

### Our approach

Our aim is to recruit, train and promote the best person for the job, to make full use of the talents and resources of all our people and to create a working environment free from discrimination, victimisation and harassment in which all individuals are treated with dignity and respect. We have robust systems in place to review, benchmark and moderate our salaries and bonuses to ensure we pay our people fairly for the work they do.

### Our Gender Pay Gap statistics

#### 1. Hourly pay rates

Median
14.3%
Mean
6.1%

At 5 April 2023, YSL employed people in Sales roles (both telesales and face-to-face/field sales) and a range of Corporate and Service functions including customer services, finance and HR, of whom around 600 are in scope for this period's GPG reporting. The mean gender pay gap of 6.1% has improved from 7.7% in the previous report and represents the fifth consecutive year of our mean gender pay gap narrowing. The median pay gap has also reduced from 17.9% in our last report.

#### 2. Bonus payments

Median
31.9%
Mean
11.0%

Our mean bonus pay gap has continued a downward trend. When considering bonus statistics, the GPG methodology does not reflect that those working part time will tend to earn lower bonuses in absolute terms compared with their peers working full time. Part-time workers make up 24% of females in scope for this reporting period, compared with 7% of males. When considering the extent to which females and males are achieving their on-target bonus figure, which reflects their individual contracted work pattern, we see female-positive gaps on both a mean and median basis across Corporate/Service and Sales areas.

#### 3. Receipt of bonus

Female	Male
93.3%	96.0%

All YSL employees are eligible to earn a bonus, and achievement levels remain high.

#### 4. Pay quartiles

For these statistics we have listed all employees in scope for GPG reporting from highest to lowest paid and divided the list into four equal portions or 'quartiles'. We then identify the proportions of males and females in each quartile as shown in this table:

	Female	Male
Upper quartile	42%	58%
Upper middle quartile	35%	65%
Lower middle quartile	51%	49%
Lower quartile	46%	54%

Females make up 44% of the employees in scope for this period's GPG reporting, compared with 43% in our previous report. Females are slightly under-represented in the upper middle quartile but we are pleased to have improved representation in the upper quartile, from 38% in our last report. Yell is continuing to encourage women to develop their careers and move into more senior and higher-paid roles.

<sup>1</sup> In accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017

### **Our actions**

Our Recruitment team continues to publicise our opportunities for flexible and part-time working internally and externally, which include working patterns that can fit around school hours.

We have continued to embrace remote/home/hybrid working as options for almost every role, giving our people even more flexibility to manage their careers in balance with their personal lives. In this reporting period, 95% of our starters were home or field-based as we welcomed new employees from Aberdeen, Norwich, Portsmouth, Swansea and many more locations across the UK into our teams.

We continue to analyse our recruitment and selection processes and outcomes to identify and remove any barriers to the best candidates succeeding, including testing our advertising language choices for gender neutrality. We have introduced campaign diversity reporting to continue to drive awareness across our hiring process. We endeavour to achieve a balanced shortlist where possible and a balanced interview panel. This has driven an uplift in female representation within our manager population.

We have been delighted to build on the positive response to the implementation of our Menopause Policy, manager training and the introduction of Menopause Champions, a network of volunteers providing a safe and supportive environment for anyone to share experiences and seek support from their colleagues. This has been complemented by a broader programme of health and wellbeing communications and events to enhance our employee experience and support our values, including a Company-wide mandatory training initiative on Unconscious Bias. We have introduced online communities using Viva Engage including one for inclusion, diversity and belonging, which provides a forum for company-led and employee-led interactions.

Our commitment is to continue to review our policies and initiatives to encourage our people to reach their full potential, regardless of gender, age, disability or ethnicity.

### **Our statement**

I confirm on behalf of Yell Sales Ltd that the data in this report is accurate.  
Mark Clisby and Luke Taylor, Co-Chief Executive Officers