

## Yell Gender Pay Gap Report – 2024/25

We are reporting key pay and bonus statistics by gender<sup>1</sup> for Yell Sales Limited ('YSL') as at 5 April 2025. 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 | 11.2% |
| Mean   | 9.2%  |

At 5 April 2025, YSL employed people in Sales roles (telesales and face-to-face/field sales) and a range of Corporate and Service functions including customer services, finance and HR, of whom around 500 are in scope for this period's GPG reporting. The mean gender pay gap of 9.2% has increased for this period, against the trend of our narrowing pay gap across all previous reports. This is attributed on this occasion to some very large bonus pay-outs in our (largely male) sales function, even greater take-up of part-time flexible working options among females and several of our most senior females being out of scope for this year's report due to the statistics calculation rules. At a function level, the gap is minimal in Corporate and negative in Service.

#### 2. Bonus payments

|        |       |
|--------|-------|
| Median | 22.4% |
| Mean   | 23.4% |

Our bonus payments, and therefore bonus pay gaps, are naturally variable between reporting periods, but both gaps for this period are lower than last year and below the average of the corresponding metrics from previous periods. 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 28% 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 ('OTB') figure, which reflects their individual contracted work pattern, we see females have higher attainment against OTB than their male peers.

#### 3. Receipt of bonus

| Female | Male  |
|--------|-------|
| 92.1%  | 93.4% |

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        | 37%    | 63%  |
| Upper middle quartile | 35%    | 65%  |
| Lower middle quartile | 55%    | 45%  |
| Lower quartile        | 41%    | 59%  |

Females make up 42% of the employees in scope for this period's GPG reporting, compared with 41% in our previous report. It is disappointing females are currently over-represented in the lower middle quartile but we are pleased to have improved representation in the upper quartile, despite the senior moves referenced above.

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

## **Our actions**

### **Recruitment and progression**

We continue to analyse our recruitment and selection processes and outcomes to identify and remove any barriers to the best candidates succeeding. This includes testing our advertising language choices for gender neutrality. We use 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 to increase equity in access to senior roles. Alongside this, we continue to encourage women to develop their careers and move into more senior and higher-paid roles.

### **Learning and development**

Apprenticeships are just one of the ways we are supporting our people's development, with the leadership and multi-channel marketing apprenticeship proving particularly popular; nearly 80% of participants across these programmes are female with many of those who have completed achieving a rating of distinction. This helps to build a pipeline of women for higher-paid roles.

### **Wellbeing and support**

We have built 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. Our online communities using Viva Engage include one for inclusion, diversity and belonging, which provides a forum for company-led and employee-led interactions.

### **Culture and engagement**

We are pleased to see consistently high scores in our engagement surveys from both female and male colleagues in response to the statement 'This feels like an inclusive place to work.'

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