



Ideal Shopping Direct Limited (ISD) is required by law to publish an annual gender pay gap report.

This is its report for the snapshot date of April 2020.

- The mean gender pay gap for ISD is 8.2%
- The median gender pay gap for ISD is 14.6%
- The mean gender bonus gap for ISD is -156.4%
- The median gender bonus gap for ISD is -232.5%
- The proportion of male employees in ISD receiving a bonus is 1.7% and the proportion of female employees receiving a bonus is 1.3%

Pay quartiles by gender			
Band	Males	Females	Description
A	40.8%	59.2%	Includes all employees whose standard hourly rate places them <b>in the lower quartile</b>
B	46.9%	53.1%	Includes all employees whose standard hourly rate places them <b>in the lower middle quartile</b>
C	56.5%	43.5%	Includes all employees whose standard hourly rate places them <b>in the upper middle quartile</b>
D	51.4%	48.6%	Includes all employees whose standard hourly rate places them <b>in the upper quartile</b>

The figures set out above have been calculated using the standard methodologies used in the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.

### **What are the underlying causes of ISD's gender pay gap?**

Under the law, men and women must receive equal pay for:

- the same or broadly similar work;
- work rated as equivalent under a job evaluation scheme; or
- work of equal value.

ISD is committed to the principle of equal opportunities and equal treatment for all employees, regardless of sex, race, religion or belief, age, marriage or civil partnership, pregnancy/maternity, sexual orientation, gender reassignment or disability. As such, it:

- Carries out pay and benefits audits at regular intervals
- Evaluates job roles and pay grades as necessary to ensure a fair structure.

ISD is therefore confident that its gender pay gap does not stem from paying men and women differently for the same or equivalent work. Rather its gender pay gap is the result of the roles in which men and women work within the organisation and the salaries that these roles attract.

The pattern from the UK economy as a whole is reflected in the make-up of ISD's workforce. This can be seen above in the table depicting pay quartiles by gender. This shows ISD's workforce divided into four equal-sized groups based on hourly pay rates, with Band A including the lowest-paid 25% of employees (the lower quartile) and Band D covering the highest-paid 25% (the upper quartile). In order for there to be no gender pay gap, there would need to be an equal ratio of men to women in each Band. Within ISD, 59.2% of the employees in Band A are women and 40.8% men. The percentage of male employees increases throughout Bands B and C to 46.9% (B) and 56.5% (D) then decreases in Band D to 51.4%.

### **How does ISD's gender pay gap compare with that of other organisations?**

The mean gender pay gap for the whole economy (according to the November 2019 Office for National Statistics (ONS) Annual Survey of Hours and Earnings (ASHE) figures) is 16.2%, while in the retail and wholesale sector it is 17.5%. At 8.2%, ISD's mean gender pay gap is, significantly lower than both the whole economy and that for our sector. However, we are associated results with the wholesale retail sector, and as our business is a combination of both retail and media our results are not an entirely true comparative and only proportionately retail.

The median gender pay gap for the whole economy (according to the November 2019 ONS ASHE figures) is 17.3%, while in the retail and wholesale sector it is 17%. At 14.6%, ISD's median gender pay gap is, therefore, lower than both for that of the whole economy and for our associated sector.

Comparison with other organisations			
	ISD	2019 ONS ASHE whole sector	2019 ONS ASHE retail and wholesale sector
Mean gender pay gap	8.2%	16.2%	17.5%
Median gender pay gap	14.6%	17.3%	17%

The mean gender bonus gap and the median gender bonus gap for ISD is -156.4% ISD does not regularly pay bonus to members of staff, this is reflected in the result being a minus. There was 1 employee in receipt of a bonus payment within the 12 months prior April 2019, in the 12 months prior to April 2020 there were 9, the mean gender bonus gap is significantly lower than both ONS Survey for all employees and also within our same sector/industry.

The proportion of men at ISD who received a bonus in the 12 months up to 5 April 2020 was 1.7%, while for women this was 1.3%.

At -232.5%, the median gender annual bonus gap is significantly below the whole sample figure. It is significantly below the figure for organisations in the same sector and significantly below the figure for organisations in the same industry

I, Jamie Martin, Group Chief Executive Officer, confirm that the information showing for ISD Limited gender pay gap is accurate.

DocuSigned by:  
  
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Signed

Date 06-oct-20