



# GENDER PAY GAP REPORT 2025

REPORTING PERIOD: 01 JULY 2024 – 30 JUNE 2025

SNAPSHOT DATE: 30 JUNE 2025

This report is prepared in accordance with the Gender Pay Gap Information Act 2021 and the latest regulations

## VISION

Igniting the Trends of  
Tomorrow

## MISSION

Empower Great  
People to Build  
Great Brands

## VALUES

P.A.C.E.



### PIRATES

We **challenge** the establishment; we take **calculated risk** and work as **one crew**.



### AGILITY

We move and respond to opportunities; we are **on pulse** and **stay ahead** of trends.



### COURAGE

We **empower people** to take the initiative, to own what they do and not feel failure.

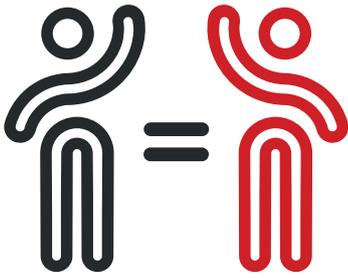


### ENERGY

This sets us apart. It is contagious! We take our work seriously but like to **have fun** along the way.

In order to achieve our goals, we believe we need a diverse culture. Richmond is committed to fostering an inclusive workplace and publishing this report is just one such way we can further build on this commitment while also reviewing ways we can continuously improve. By addressing any unjustifiable disparities that may present, and championing equity, the company seeks to create an environment where talent thrives, and innovation prospers.





## GENDER PAY EQUITY

Gender Pay Equity refers to equal pay for work of equal value. It compares the earnings of men and women with similar jobs, working patterns, competencies, qualifications, or experience.

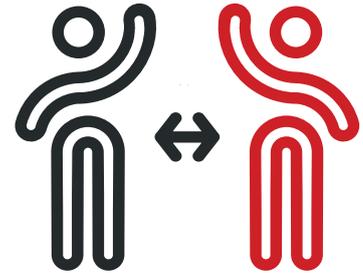
We have established salary bands for each role to ensure that individuals performing the same role receive equal pay.

Gender Pay Equity is not dealt with in this report.

## GENDER PAY GAP

The Gender Pay Gap refers to the difference in average hourly pay between men and women in an organisation. It compares the earnings of all men and women, rather than those in the same or similar jobs.

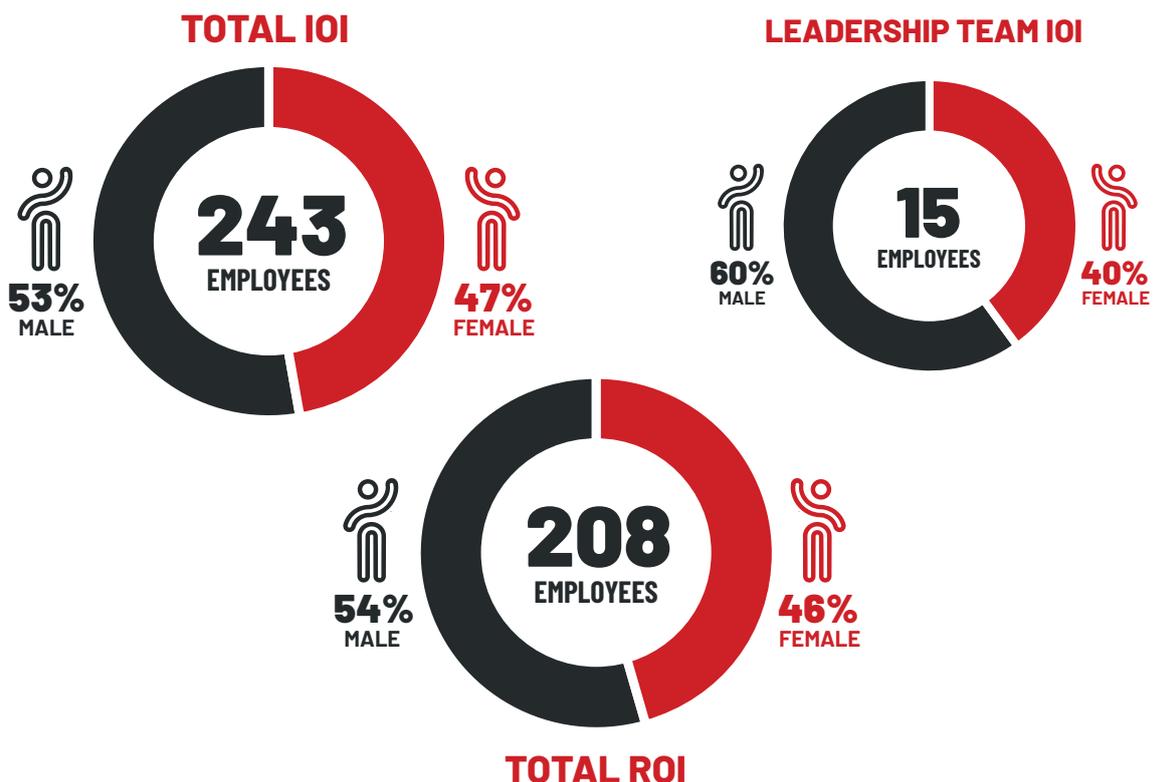
This measurement does not indicate discrimination, bias, or a lack of pay equity. However, it does highlight the gender representation gap and shows whether women are equally represented across the company.



# OVERVIEW OF RICHMOND MARKETING

As an Island of Ireland business (IOI), we have provided an overview of the entire company. However, the comprehensive report is available exclusively for the Republic of Ireland (ROI).

Our ROI workforce grew from 190 in 2024 to 208 in 2025. Full-time employees increased from 165 to 184, while part-time and temporary roles remained broadly stable. This growth reflects our business expansion and efforts to attract and retain talent.



### ADMINISTRATION / SUPPLY CHAIN



### COMMERCIAL



### FINANCE



### MARKETING / INSIGHTS



### WAREHOUSE



### QUALITY



### SALES



### STUDENT MARKETEERS\*



The departmental breakdown above shows the Warehouse, Quality, and Sales teams consist mainly of male members, whereas the Admin, Finance and Student Marketeer teams have a higher proportion of female members. These trends are consistent with those reported in 2024. However, we have achieved an increase in female representation within our sales team, reflecting one of our key initiatives for 2025.



\*Student Marketeters = Part-Time Red Bull Sampling Team

# GENDER PAY GAP STATISTICS

## QUARTILE PAY BANDS

The quartile pay bands refer to the division of employees into four equal groups based on their hourly pay (including holiday, sick, overtime, car allowance among other items). These quartiles are used to analyze the representation of men and women across different pay levels.

### TOTAL EMPLOYEES: 208



### FULL-TIME PERMANENT EMPLOYEES: 184



83% of employees in the lower quartile belong to the Sales, Quality, and Warehouse teams, which are predominantly composed of male employees.

Female representation in all quartiles increased in 2025 vs 2024, with the exception of the Upper Quartile where it decreased from 50% to 41%. We recognise the importance of supporting female progression into senior roles and are strengthening our talent pipeline and development programmes. In the Lower Quartile, female representation increased from 24% to 33%, reflecting improved gender balance at entry and mid-level roles.



## PAY DIFFERENCES

We look at both the mean (average) and the median (middle) pay rates for pay gap reporting.

While both figures are valid measures, the median is a better measure to consider when the data being examined is not evenly distributed. Unlike the mean, it is not influenced by the outliers at the top and bottom of the distribution and therefore reflects the experience of the typical employee.

A positive figure indicates a higher male pay, a negative figure indicates a higher female pay.

### Mean Calculation:

The **MEAN** gender pay gap shows the difference in average hourly earnings between male and female employees, expressed as a percentage.

Add all **males** pay rates together ÷ total number of **males** = mean **male** hourly pay (**A**)

Add all **female** pay rates together ÷ total number of **females** = mean **female** hourly pay (**B**)

$$\frac{(A - B)}{A} \times 100 = \text{Mean Gender Pay Gap \%}$$

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### Median Calculation:

The **MEDIAN** gender pay gap compares the midpoint of male and female hourly wages, expressed as a percentage.

Order all **male** hourly pay rates from low to high and select the mid point = median **male** hourly pay (**A**)

Order all **female** hourly pay rates from low to high and select the mid point = median **female** hourly pay (**B**)

$$\frac{(A - B)}{A} \times 100 = \text{Median Gender Pay Gap \%}$$



# THE PAY GAP IN HOURLY PAY BETWEEN MALE AND FEMALE EMPLOYEES IN RICHMOND

## TOTAL EMPLOYEES



MEAN

6%

MEDIAN

-5%

### Full-Time Permanent employees:

A significant proportion of employees in the lower pay quartile are members of the Sales, Quality, and Warehouse teams, which remain predominantly male. This demographic composition has contributed to both the mean and median pay gaps favouring female full-time employees. However, it is noteworthy that the gap is narrowing compared to the 2024 report, indicating progress towards greater gender balance at entry and mid-level positions.

MEAN

-3%

MEDIAN

-24%

### Part-Time employees:

The limited sample size of 21 participants, including only 5 males, contributes to a skewed representation of the pay gap.

The mean pay gap for part-time employees has widened in favour of males compared to the 2024 report, largely due to a small number of more senior male part-time positions. The median remains in favour of females.

81% of the part-time roles are held by Student Marketeers, most of whom are female. All Student Marketeers receive the same hourly pay rate, regardless of gender.

MEAN

53%

MEDIAN

-5%

### Temporary employees:

The limited sample size of 3 participants, including only 1 male, contributes to a skewed representation of the pay gap.

67% of these roles are held by Interns. All Interns receive the same hourly pay rate, regardless of gender.

MEAN

2%

MEDIAN

2%



## BONUS DIFFERENCES

The percentage of male and female employees who receive bonus pay.



**Total Females: 95**  
**Received Bonus: 70**  
**74%**

### 25 Females did not receive bonus in the reporting period

- 15 employees are in roles that do not receive a bonus, e.g. Interns or Student Marketeers
- 10 employees are not eligible to receive a bonus, e.g. they started after the annual bonus payment date



**Total Males: 113**  
**Received Bonus: 99**  
**88%**

### 14 Males did not receive bonus in the reporting period

- 7 employees are in roles that do not receive a bonus, e.g. Interns or Student Marketeers
- 7 employees are not eligible to receive a bonus, e.g. they started after the annual bonus payment date

### MEAN bonus pay:

The difference between the mean bonus pay for male and female employees.

$$\frac{(A - B)}{A} \times 100 = \text{Mean Gender Pay Gap \%}$$

### MEDIAN bonus pay:

The difference between the median bonus pay for male and female employees.

$$\frac{(A - B)}{A} \times 100 = \text{Median Gender Pay Gap \%}$$

**MEAN**  
**30%**

**MEDIAN**  
**33%**

**It is important to note that these numbers would alter to the following should they exclude the 38 employees without a bonus for reasons explained above:**

**MEAN**  
**17%**

**MEDIAN**  
**24%**

While the proportion of females receiving bonuses increased compared to the 2024 report, males remain more likely to receive a bonus. 82% of our Student Marketeers are female, and these roles do not attract a bonus. This significantly impacts our bonus gap figures as a large group of female employees are ineligible for bonus payments. This structural factor should be considered when interpreting our bonus gap data as it reflects workforce composition rather than differences in policy or opportunity for comparable roles.

Sales, Quality and Warehouse teams all have the potential to achieve a fixed value bonus. The potential bonus amount for the same role is consistent regardless of gender.

For positions that include a percentage-based bonus, the percentage varies according to the role. The potential bonus percentage for a given role remains consistent irrespective of gender.



## BENEFITS-IN-KIND DIFFERENCES

The percentage of male and female employees who receive benefits-in-kind.



**Total Female: 95**  
**Received BIK: 45**  
**47%**



**Total Male: 113**  
**Received BIK: 61**  
**54%**

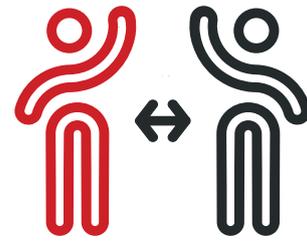
BIK related benefits can include such items as health insurance and company cars. At present, health insurance is provided to certain senior roles. Once a certain level within Richmond is reached then health insurance is provided, following successful completion of probation.

Roles with company cars are primarily Sales and Quality positions, which have a higher proportion of males in those roles.

There was a notable shift in BIK recipients compared to the 2024 report, with the percentage of females increasing from 37% to 47%. This reflects our efforts to broaden access to benefits and ensure fair distribution.



**THE GENDER PAY GAP is a matter of representation rather than about compensation. It is important that we strive for balanced representation of men and women across all levels of the organisation.**



It must be highlighted that in the vast majority of categories, Richmond show gaps in favour of females. From a gender pay gap reporting perspective this is a positive news story and highlights how the initiatives taken over the last number of years have yielded positive results.

Nonetheless, there are some areas where a gap exists as follows:

Part Time employees have a mean hourly gap of 53%, along with the details as provided for under the statistics referenced under bonus and BIK. The rationale for each is provided above.

Where gaps have been identified, the rationale tends to relate to balanced representation of male and females in roles e.g. our part time employee category is 76% female; Sales who will be in receipt of a company car, a BIK, consists of 78% males.

It is important that we strive for balanced representation of men and women across all levels of the organisation. With some departments, the male female ratio tells a positive story, with 40% of our leadership team being female.

We are cognizant that we need to encourage more females into certain areas of our business, notably our field sales teams. As an industry it can be difficult to attract and retain female staff in these roles however, we are keen to continue our efforts to encourage more females to join and develop their careers at Richmond Marketing, including, but not limited to, the following initiatives.

As part of our **LEAD (Learn, Engage and Develop) Masterclass Programme** we provide diversity in recruitment training for all hiring managers increasing awareness of unconscious bias and ensuring we gender balance at all stages of our interview process.

Developing a **talent pipeline**

- Our Reach with Richmond Mentoring Programme provides an opportunity for networking and mentoring across the business and we offer places on this programme to our females in underrepresented areas of the business.
- Our Talent team is focused on ensuring our advertising for vacant roles is wide and diverse to support balanced talent pools

Continue our **family friendly policies** – paid maternity & paternity leave, flexible, hybrid working and continue providing managers with training on supporting their teams with these policies.

As members of **TWIG (Today's Women In Grocery)**, we provide networking opportunities for our female staff to attend TWIG conferences and functions.

**Culture Pulse Conversation Programme** – our people team schedules pulse conversations with all team members with a focus on female staff in underrepresented areas of our business. This allows us to understand areas for improvement and increase engagement levels with our teams

For 2026, we commit to the following:

- Review part-time pay structures and bonus eligibility criteria.
- Continue to monitor and report on our progress, ensuring transparency and accountability.
- Launch targeted awareness and coaching supports for parents, particularly aimed at ensuring that female employees feel fully supported and able to advance their careers at Richmond.

