Ideal Shopping Direct Limited

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 2018.

- The mean gender pay gap for ISD is 22.1%.
- The median gender pay gap for ISD is 11.8%.
- The mean gender bonus gap for ISD is 39.9%.
- The median gender bonus gap for ISD is 71.6%.
- The proportion of male employees in ISD receiving a bonus is 0.3% and the proportion of female employees receiving a bonus is 0.9%.

<table>
<thead>
<tr>
<th>Band</th>
<th>Males</th>
<th>Females</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>39.2%</td>
<td>60.8%</td>
<td>Includes all employees whose standard hourly rate places them at or below the lower quartile</td>
</tr>
<tr>
<td>B</td>
<td>53%</td>
<td>47%</td>
<td>Includes all employees whose standard hourly rate places them above the lower quartile but at or below the median</td>
</tr>
<tr>
<td>C</td>
<td>56%</td>
<td>44%</td>
<td>Includes all employees whose standard hourly rate places them above the median but at or below the upper quartile</td>
</tr>
<tr>
<td>D</td>
<td>56.9%</td>
<td>43.1%</td>
<td>Includes all employees whose standard hourly rate places them above the upper quartile</td>
</tr>
</tbody>
</table>

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, 60.8% of the employees in Band A are women and 39.2% are men. The percentage of male employees increases throughout the remaining Bands, from 53% in Band B to 56.9% in Band D.

**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 2017 Office for National Statistics (ONS) Annual Survey of Hours and Earnings (ASHE) figures) is 17.4%, while in the retail and wholesale sector it is 18%. At 22.1%, ISD's mean gender pay gap is, therefore, a little higher 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 2017 ONS ASHE figures) is 18.4%, while in the retail and wholesale sector it is 17.9%. At 11.8%, ISD's median gender pay gap is, therefore, lower than both for that of the whole economy and for our associated sector.
<table>
<thead>
<tr>
<th></th>
<th>ISD</th>
<th>2017 ONS ASHE whole sector</th>
<th>2017 ONS ASHE retail and wholesale sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean gender pay gap</td>
<td>22.1%</td>
<td>17.4%</td>
<td>18.9%</td>
</tr>
<tr>
<td>Median gender pay gap</td>
<td>11.8%</td>
<td>18.4%</td>
<td>17.9%</td>
</tr>
</tbody>
</table>

The mean gender bonus gap and the median gender bonus gap for ISD is 39.9. We do not regularly pay bonus to members of staff but this reflects that bonuses paid in the past 12 months were awarded to more women than men.

The proportion of men at ISD who received a bonus in the 12 months up to 5 April 2018 was 0.3%, while for women this was 0.9%.

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

Signed

Date 2013/19