



# WHSmith **Ireland Gender Pay Gap Report 2025**

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**WHSmith is a leading global travel retailer which today employs over 9,000 people across more than 30 countries.**

**At WHSmith, we are driving and embedding long-term positive change and are committed to building an inclusive workplace, where our people can be themselves.**

We are reporting for the second time, on our Gender Pay Gap as per The Gender Pay Gap Information Act 2021.

The data represents our overall gender pay gap and includes all WHSmith Ireland Ltd employees.

As we move through this year, we will continue to challenge ourselves to build an equitable environment for our people.

Sarah Austin  
People Director- International



# Understanding the Gender Pay Gap

## What is the gender pay gap?

Under the requirements of the of The Gender Pay Gap Information Act 2021, organisations with more than 50 employees are required to report on their hourly gender pay gap across a range of metrics.

The gender pay gap shows the difference in average earnings between female and male colleagues across our business, regardless of their roles.

## How is the gender pay gap calculated?

We are required to report on both the median and mean gender pay gaps.

Median (the middle) - If we lined up all our female colleagues from lowest to highest paid and did the same with our male colleagues, the median gender pay gap (as a percentage) is the difference in hourly pay between the female and the male in the middle of their lines.

Mean (the average) - If we add up all the hourly rates of pay for female colleagues and calculate the average and do the same for male colleagues, the mean pay gap (as a percentage) is the difference in pay between the average female and average male hourly rate.

Mean and median pay gaps are also required for part -time and temporary colleagues.

A positive percentage figure indicates a positive pay gap towards men, and a negative percentage figure indicates a positive pay gap towards women.

## Gender population by pay quartile

Pay quartiles are calculated by dividing all hourly rates paid across the business, from lowest to highest, into four equal sized groups of colleagues and calculating the percentage of males and females in each.

## How is the gender bonus gap calculated?

The mean and median bonus gaps are calculated in the same way as the gender pay gaps. We are also required to report the number of female and male colleagues receiving a bonus (as a percentage of the total female and male population).

We are also required to report on the percentage of male and female colleagues receiving benefits in kind.

## Snapshot date

The snapshot date for this report is 30<sup>th</sup> June 2025. The reporting period is the 12- month period immediately preceding and including this date. As of 30th June 2025, we employed 238 colleagues in WHSmith Ireland. 51.26% of our colleagues are female, with men accounting for 48.74%.

# Gender Pay Gap

**Gender pay gap information within this report has been calculated using pay data from the 12 months prior to 30th June 2025.**

The pay data used is not limited to basic pay, but includes other types of pay such as overtime, allowances, holiday pay, shift premium pay and pay for sick leave.

It does not include pay relating to redundancy/termination of employment, pay in lieu of leave, expenses- such as travel and subsistence, or the value of benefits which are not in the form of money.

While WHSmith employs temporary colleagues to support our business during peak trading times, there were no temporary employees at the 30<sup>th</sup> June snapshot date for this report.

In comparison to last year’s Gender Pay Gaps, all metrics now indicate a positive pay gap towards women. This has been driven by a higher number of female workers on full time contracts in comparison to last year.

## Gender Pay Gap

**Mean (average)**  
-1.60%

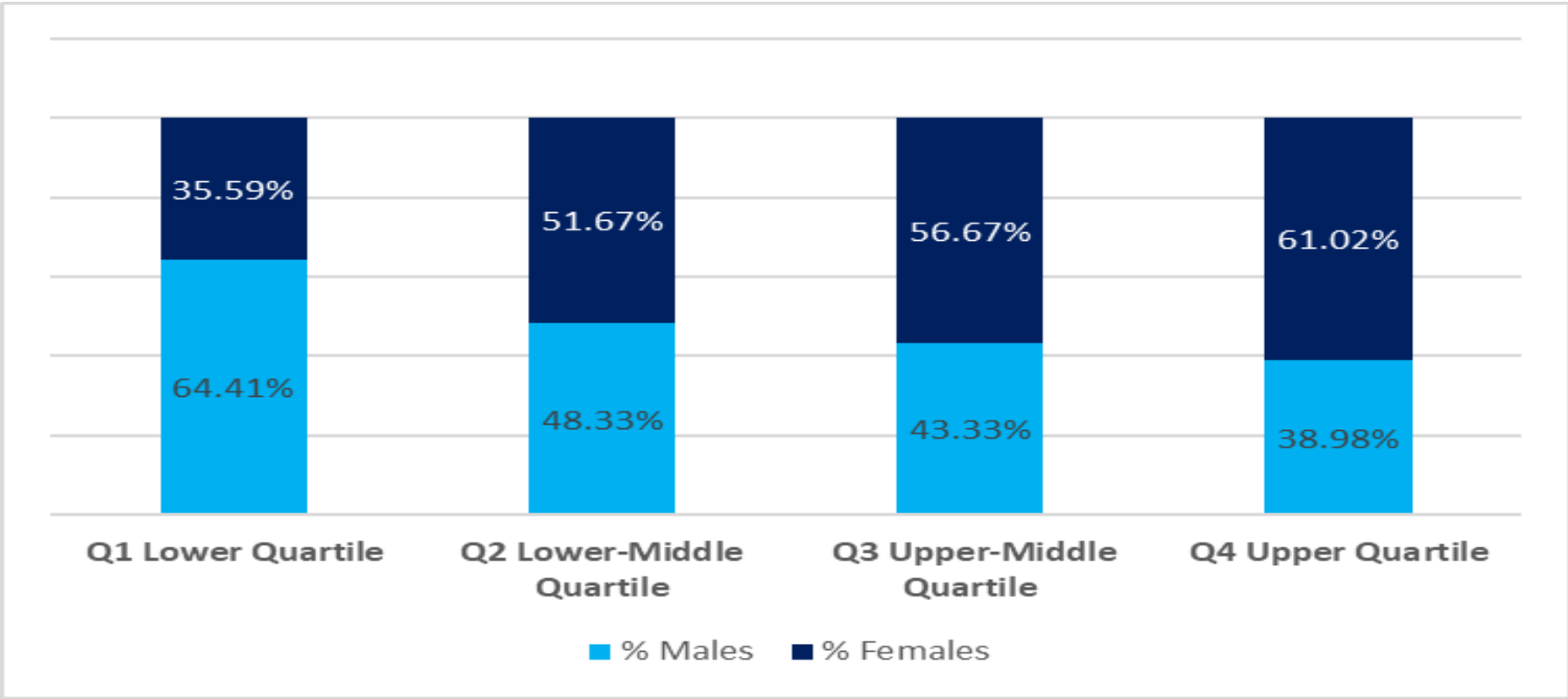
**Median (middle)**  
-4.01%

## Gender Pay Gap- Part Time

**Mean (average)**  
-1.85%

**Median (middle)**  
-1.91%

Proportion of females and males in each pay quartile



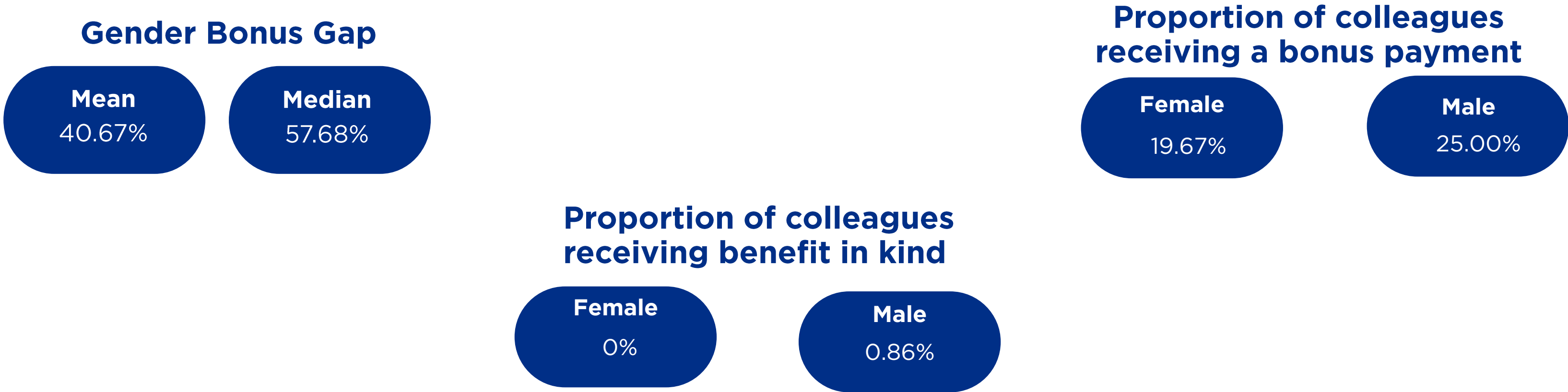
# Gender Bonus Gap

**Gender bonus gap information within this report has been calculated using bonus pay data from the 12 months prior to 30<sup>th</sup> June 2025**

Bonus pay includes all bonuses awarded to a colleague for the period in question, such as any additional performance related pay relating to annual bonuses, commission or long-term incentives paid under the Company’s executive share plans. A commission scheme is in place for colleagues working in our InMotion branded consumer electronic stores in Ireland.

It is important to note that we are required to calculate the bonus gap by using the actual bonus that is paid to all colleagues. This means the calculations do not consider where bonus is pro-rated for part-time hours. Our bonus scheme is open to all colleagues in an eligible role and those at the same work level or in the same job role have the same bonus opportunity.

While a higher percentage of male colleagues work in our InMotion stores where a commission scheme is in place, when analysing the commission bonus gap only, this is positive towards women, albeit it at a lesser percentage in comparison to last year. At a headcount level, while more women than men received payment via our annual incentive bonus plan (excluding commission), this gap has widened in favour of male colleagues, where the proportion in senior roles remains higher when compared to our female colleagues. Both of these factors have contributed to the widening of the overall Gender Bonus Gap.



# The future

## Diversity, Equity, Inclusion and Wellbeing Strategy

As a business, we continue to develop and challenge ourselves to ensure we are supporting our people. We remain committed to driving and embedding long term change to ensure our people can be themselves.

Driving further awareness on all matters relating to Diversity, Equity, Inclusion and Wellbeing is an integral part of our overall people and organisational strategy.

We continue to focus on key areas such as women in leadership, our level of ethnic diversity and how we ensure our culture reflects inclusivity for all. Our Diversity, Equity and Inclusion (DEI) Committee (chaired by our CEO) continues to focus on any potential internal and external barriers that can be addressed to support our continued drive for a fully inclusive environment. The Committee also holds the business and leadership to account, acting like an inclusion compass.

## Networks and Community

Our WHSmith Gender Network launched in 2023 and has proven to be extremely effective. We have provided a safe space for our people to shape and influence our broader Diversity, Equity and Inclusion strategy moving forward. Our employee networks all have a member of the Group Executive acting as the Executive Sponsor for a particular Diversity Dimension, with our CFO Max Izzard now taking on this

role for GEN (Gender Equity Network). We have seen some impactful events take place, including fireside chats with senior women from across our business, including Board members. GEN also work with other network groups to ensure we are working with an intersectional lens wherever possible; with a recent empowerment round table held between the senior sponsors of the Pride Network and GEN, on stereotypes women can face.

We are excited to have launched the InternationALL network, made up of colleagues from across our international businesses. Meeting monthly, key learnings are shared from our UK networks, whilst also shaping approaches specific to each country. We also ensure there is representation from the InternationALL group at the Group DEI Committee.



WHSmith

## Talent Attraction and Retention

Talent conversations continue to form a regular part of our internal discussions, enabling us to identify opportunities to create a pipeline of women who may be ready for promotion. Succession planning is also a lever that we intend to utilise further as we continue our journey. In addition, we actively encourage and support women with suitable mentoring and coaching opportunities. We have built out our talent attraction strategy for our graduate program to ensure we are reaching as many candidates as possible. We have also rolled out training for hiring managers, which has a strong focus on how to hire inclusively.

## External Partnerships

As part of our ongoing Diversity, Equity and Inclusion strategy, we have several external partnerships. These not only allow us to build our external profile but also allow us to benchmark ourselves and the work we do, especially as part of the audits they provide. We are seeing the benefits of these engagements and the impact they can have on our brand. An example of one of our external partnerships is with Diversity in Retail. They offer their members resources, development programmes and participation such as Women’s Leadership programmes and Ethnic Future leaders, and we have seen our colleagues in 2024/5 included in the Women to Watch and Role Models for Inclusion lists.

## Policies

We continue to drive the importance of work life balance and promote flexible working. We have recently launched a new policy, supported by training, regarding the Right to Disconnect.

We have worked closely with our employee networks to review our policies on an ongoing basis and ensure they are meeting the needs of our colleagues.



## Education Opportunities

We also continue to evolve our learning and development interventions across the organisation, to drive awareness and education through our teams. Updated DEI training, promoting respect in the workplace, was launched in the last year, including a focus on unconscious bias and allyship.

Inclusive leadership forms part of our learning plan and new programs- Leadership Gateways and WHShine were both launched during 2025.

# Commitment

“The Board and senior management team remain committed to taking positive steps to improve gender balance within our organisation, whilst building and maintaining a truly inclusive environment. We are making positive progress and continue to challenge ourselves to do more”.

**Gavin Wood**

Managing Director (EMEI)



## Declaration

This statement confirms that the published information is accurate and meets the requirements of the regulations

**Gavin Wood**

Managing Director (EMEI)

**Sarah Austin**

People Director- International

