

GENDER PAY GAP REPORT

AN OVERVIEW

At wed2b, we design, create and sell affordable luxury bridalwear to customers across our UK and European store network. Our business is built around supporting brides through one of the most important moments in their lives, and our teams play a central role in delivering that experience.

As a business serving a predominantly female customer base, our workforce is also overwhelmingly female. We are proud to provide employment, development and leadership opportunities for women across both our retail network and head office functions.

The gender pay gap shows the difference in the average pay between all men and women working in an organisation. It is important to note that this is different from equal pay, which compares pay for men and women performing the same or equivalent roles.

We are confident that men and women performing the same roles within the business are paid equally for the work they do.

KEY FACTS AT 5TH APRIL 2025

Employees

Total Number of Employees - 418
Total Number of Female Employees - 400
(96% of the workforce)



Senior Management Team

Total Number of Employees in the Senior Management Team - 6
Total Number of Women in the Senior Management Team - 4



WED2B - ALL STAFF GENDER PAY GAP ANALYSIS

Mean Average

67.8%

At wed2b, our gender pay gap is primarily influenced by the structure of our workforce.

As a specialist bridal retailer, the vast majority of our employees work in our stores as Bridal Consultants, assisting brides into wedding dresses within the fitting room, along with providing styling advice. These roles are performed by women due to the expectation of customer privacy and employment legislation allows us to specify gender for reasons of decency for these particular roles.

Median Average

56.1%

As a result, our workforce is predominantly female, with the majority of employees working in customer-facing retail roles. As is typical within the retail sector, these roles are generally positioned within the lower salary bands of the organisation. This workforce composition therefore influences the overall average pay comparison between men and women across the business.

GENDER BONUS GAP

Mean bonus 0% lower

Median bonus 0% lower

Males who received bonus 0%

Females who received bonus 0%

PAY QUARTILES

The below chart shows the pay distribution of males and females across our business in four equally sized quartiles. .

<i>Lower Quartile</i>	<i>Lower Middle Quartile</i>	<i>Upper Middle Quartile</i>	<i>Upper Quartile</i>
Males 0%	Males 2.1%	Males 2.1%	Males 13.5%
Females 100%	Females 97.9%	Females 97.9%	Females 86.5%

These figures reflect the overall gender composition of our workforce. As the majority of our employees are women working within our retail network, women are naturally more highly represented across all pay quartiles.

SUPPORTING WOMEN IN THE WORKPLACE

We are proud to be a business that supports the development and progression of women across our organisation. Many of our managers and senior leaders began their careers within our retail teams and progressed through internal development opportunities.

Women are also strongly represented within our senior management team, demonstrating our commitment to developing female talent and creating opportunities for career growth.

Our training and development programmes continue to support employees at all stages of their careers, including those returning to the workplace or seeking to progress into leadership roles.

We remain committed to maintaining a fair and inclusive workplace where all employees have the opportunity to develop and succeed.

This statement confirms that the published information is accurate at the time of publishing

Jenny Cassidy
HR Director