

Gender Pay Gap Reporting 2023-24

Benefit Cosmetics Ltd

As required by Government legislation, all employers with over 250 employees must publish their Gender Pay Gap figures. This requirement stems from data showing that, on average, women in the UK are paid 7.0% less than men (ONS 2024). This pay gap is influenced by a variety of factors, however, by making these figures public, the Government aims to promote greater transparency which can help

drive change—a goal that Benefit Cosmetics fully supports. To help our customers and stakeholders better understand the context behind these figures, we have provided some background information below.

About us

At Benefit Cosmetics we have over 800 people representing our brand in the UK, and we are proud that 96% of them are women. The data we have shared are for those solely on our contract and payroll, which reduces the number of employees to 432.

Our Mission: *To create a beauty community for all, dedicated to doing good and feeling good!*

Female empowerment is a strong belief vital to our brand DNA;

- ❖ FEMALE GENERAL MANAGER
- ❖ 41% OF WOMEN IN MANAGEMENT POSITIONS
- ❖ 90% PROMOTIONS GOING TO WOMEN

In 2015, we decided to reach beyond the beauty counter, and launched *Bold is Beautiful*, our global philanthropy program designed to impact meaningful change in the lives of women and girls. As of today, we have activated *BIB* in 10 markets, have 19 charity partners and have raised a total of \$27 Million globally. Each year, we continue to partnership with the UK Charities *Refuge* and *Look Good Feel Better*.

EllesVMH is the Group's global gender equity initiative created in 2007, supporting the professional development of women in all positions and at every level of the organisation through a variety of initiatives. Between 2007 and 2022, the percentage of women in key positions at LVMH rose from 23% to 45%.

What is Gender Pay Gap?

The Gender Pay Gap is a measure of the pay differences between men and women across an entire workforce, rather than comparing individual roles or employees. The gap can be influenced by various factors, including differences in the types of jobs men and women hold, levels of seniority, and varying access to opportunities for career growth. Addressing the gender pay gap is a key goal for promoting equality in the workplace and it is important to note that this is distinct from unequal pay, which occurs when women are paid less than men for the same role.

Our Figures

This report covers the snapshot date of 5th April 2024, all figures are based on a headcount of 432 employees.

Breakdown by Gender

Out of 432 employees 96.1% were female and 3.9% were male, with the following breakdown of full and part time hours.

GENDER	FULL TIME	PART TIME	GRAND TOTAL
Female	60.6%	35.4%	96.1%
Male	3.5%	0.5%	3.9%

Mean gender pay gap; 16.9%

This figure shows that on average across our workforce, the hourly rate for women was 29.7% lower than it was for men.

It is important to note that the overall number of men in the business is significantly lower than women, meaning that even a small difference in pay can have a substantial impact on the mean percentage. Out of the 3.9% of male employees in the business, 58.8% are based in management roles within head office.

In 2022-2023, the hourly pay for women was 0.42% higher than men.

Median gender pay gap; 28.3%

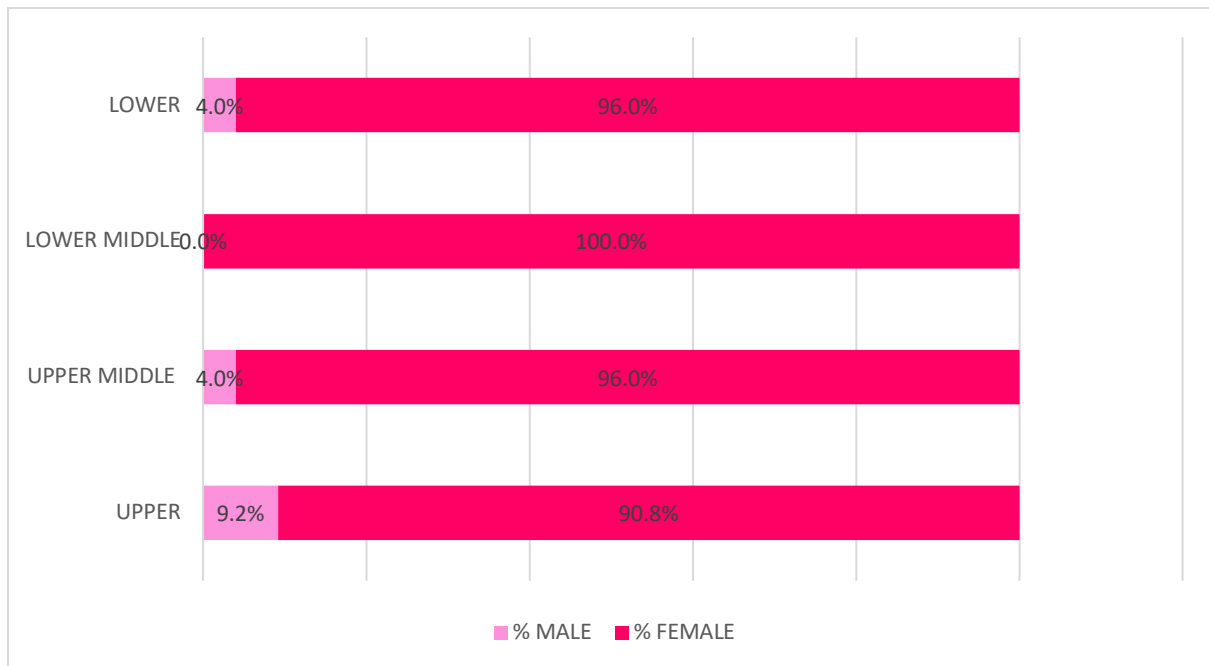
The median gender pay gap is determined by arranging all employees in order of their hourly rate, separated by gender, and identifying the individual in the middle. This method minimises the impact of the highest and lowest hourly rates on the overall figure.

At Benefit Cosmetics, our goal is to attract top female talent. We have a significant number of women working in retail stores, with a relatively small proportion of men. While we recognise that the flexibility of retail is particularly appealing to many women, it does have a notable impact on the workforce demographics.

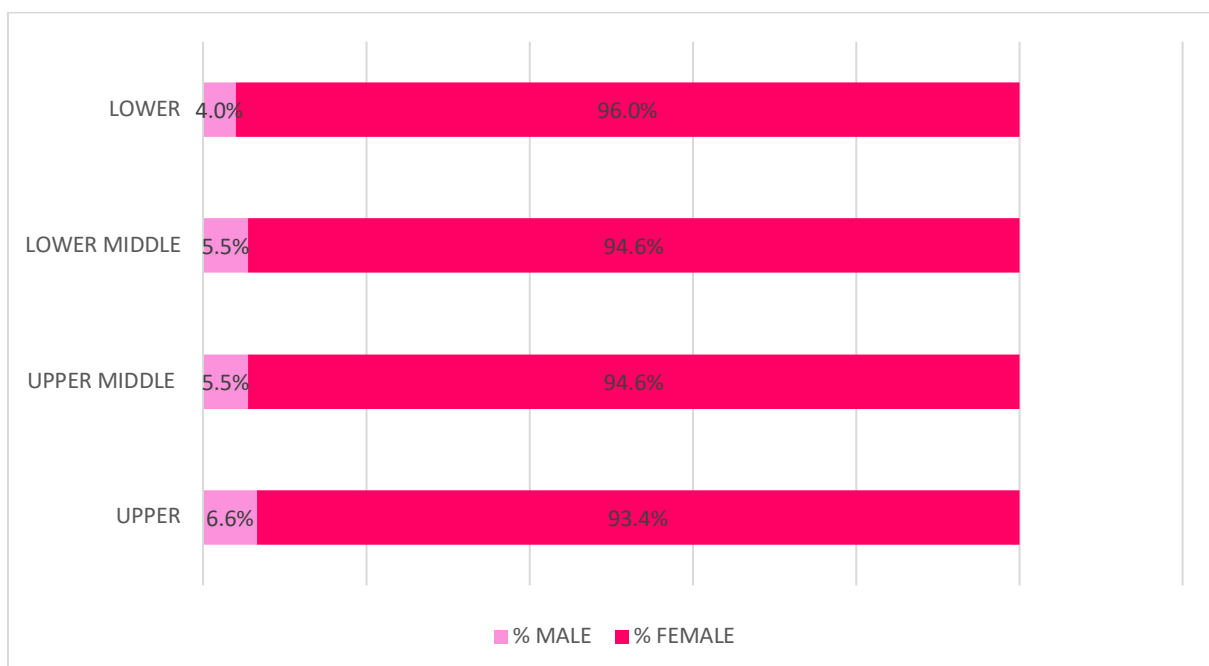
Our current workforce in store is 97.5% female and 2.5% male but when compared to our full company breakdown by gender and location, 65.8% of women and 41.2% of men are store based employees. This means that only 34.2% of women are head office based compared to 58.8% of men, with most head office roles offering a higher salary than those in retail which can distort the median gender pay percentage.

Furthermore, it's important to note we had nine female apprentices who were paid according to the Government's apprenticeship wage. This has had a significant impact on the median hourly pay for women.

In addition, if we were to position our employees by order of their hourly rate and divide them into four equal sections, it would look like this.



2023



When comparing the data from 2024, we observe a significant change in the Lower Middle percentile, which is now comprised of 100% female employees, compared to 94.6% in the previous year. Additionally, there has been decrease in the percentage of female employees in the Upper Quartile from 93.4% in 2023 to 90.8% in 2024. There has been little change in the Lower and Upper Middle quarters.

Bonus

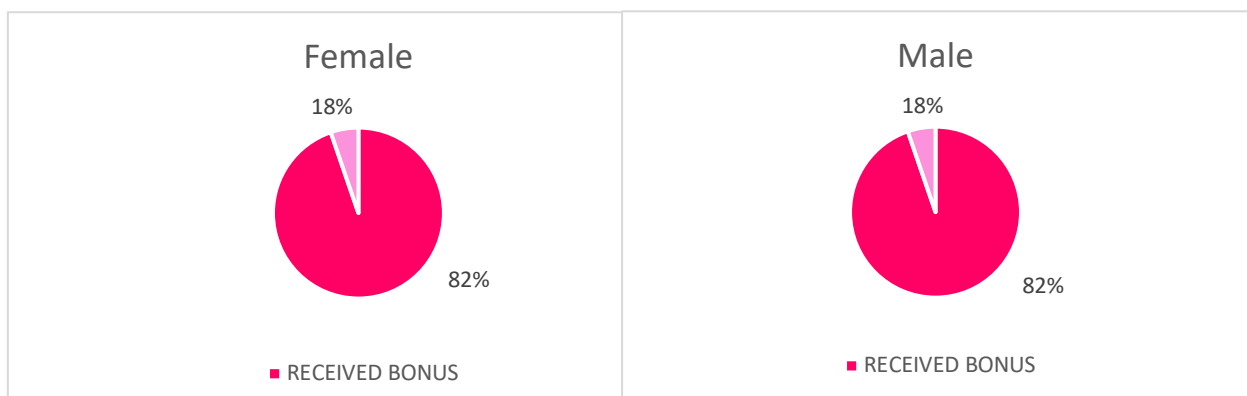
Mean bonus gender pay gap for men; 43.0%

The mean bonus paid to women is influenced by the fact that 58.8% of men are based in the head office, compared to 34.2% of women. Since office-based roles generally offer higher salaries than retail-based positions, this contributes to the observed difference. Additionally, it is important to note that the retail workforce consists of 97.5% female employees and 2.5% male employees.

At Benefit Cosmetics, we offer competitive pay rates for each role, determined by experience and not gender.

Median bonus gender pay gap; 66.3%

The median bonus gender pay gap of 66.3% is in favour of men; however, it is important to note that the overall bonus distribution reflects strong support for women, with both 82% men and women receiving a bonus. This indicates that women are still receiving bonuses at an equal rate to their male counterparts, despite the median gap being influenced by factors such as the distribution of male employees in higher-paying roles.



Next Steps

Benefit Cosmetics is committed to providing equal opportunities and support for women to pursue any career path they choose. While we recognise that meaningful change will take time, we are dedicated to moving forward by implementing the following initiatives:

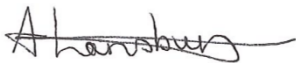
Family-Friendly Policies – We offer flexible working hours to all employees. Additionally, we provide a flexible benefits package, allowing employees with family responsibilities to select benefits that best support their needs. We have also increased our statutory maternity pay to 16 weeks full pay maternity leave, for both our Head Office and Retail based employees.

Talent Pipeline – Our "Passport to Success" development scheme supports employees in advancing from one level to the next within our store and sales management roles. This program has seen

significant success, with 41 promotions in the year leading up to the snapshot date of April 5, 2024, 90% of which were awarded to women. We also offer apprenticeships, graduate programs, and international mobility schemes to further foster career development.

Reward & Recognition – Our annual salary review process ensures that all employees' salaries are aligned with their roles and awarded fairly. Additionally, we provide an inclusive benefits package, giving eligible employees the flexibility to choose the benefits that best meet their individual needs.

I confirm the information above is correct and compiled in accordance with regulation.

A handwritten signature in black ink, appearing to read 'A Lansbury', with a stylized flourish at the end.

Andrea Lansbury
HR Directory
Benefit Cosmetics Ltd.