



carlton greetings

Carlton Greetings

GENDER PAY GAP REPORT 2025



WHY WE HAVE A REPORT...

The Gender Pay Gap is reported as a mean average and median average figure, calculated from individuals' hourly rates of pay as of a snapshot date of 23rd June 2025.

It is the difference in the hourly pay and bonus pay of all men and all women across an organisation, expressed as a percentage of men's earnings. The statistics can be affected by a range of factors, including the different number of men and women across all roles right across the workforce.

Carlton Greetings has two distinct colleague populations in the ROI, a sales division, which is currently fully male, and a merchandising team, which is predominantly female. Within each population we are satisfied there is no gender pay gap, but for Gender Pay Gap reporting purposes it takes an overall view.

It is important to note that the gender pay gap covered here is different from an equal pay comparison. "Equal pay" is about men and women receiving equal pay for the same jobs, similar jobs, or work of equal value.

If we break down each division and we look at each area, we do believe we have fairness in our Gender pay within those areas.





GENDER PAY GAP EXPLAINED

It is the difference between the average hourly pay for all Men and average hourly pay for all women.

The gender pay gap is therefore a measure of whether all roles are evenly distributed between men and women and, critically, whether women are equally represented at the highest levels of the organisation.

This means that the representation of male and female colleagues within our business will have an impact on the gender pay gap. Our gender pay gap at Carlton Greetings is strongly influenced by the high percentage of female colleagues in our merchandising roles.

OUR WORKFORCE

We are proud to have a high percentage of women within our organisation. With women accounting for 92% of our workforce at Carlton Greetings and the majority working part time roles.



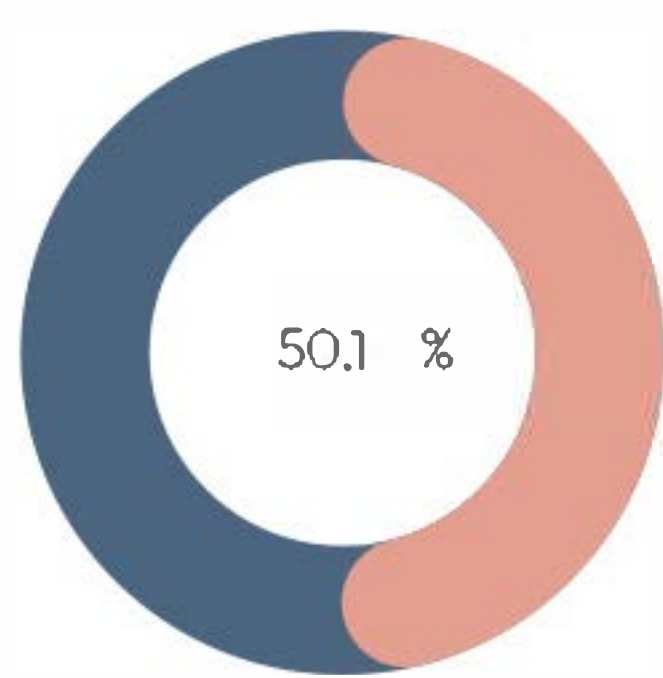
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ROI Gender Pay Gap Report 2025

Mean Pay Gap Explained

The mean gender pay gap is the difference between the average hourly rate of pay for women, compared to the hourly rate of pay for men, within a company.

Our Mean Pay Gender Pay Gap this year in the ROI is 50.1%



Median Pay Gap Explained

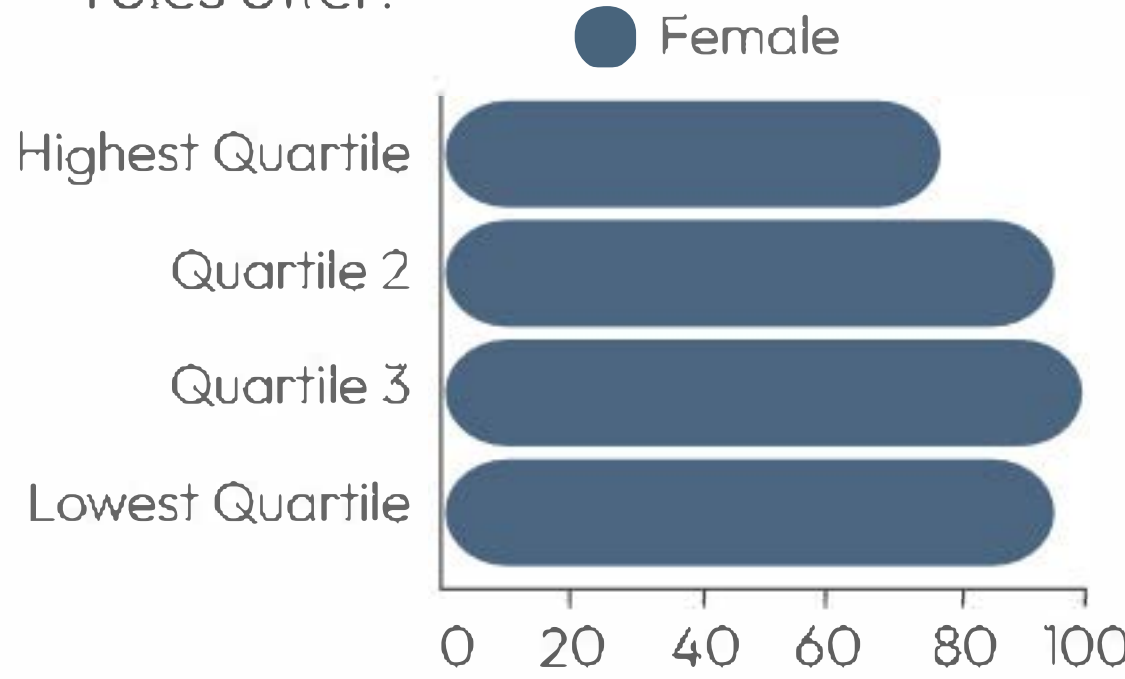
The median represents the middle of a population. Imagine two separate lines of people within a company, the men in one and the women in the other. The median here is the woman in the middle of her line and the man in the middle of his line. The median pay gap is the difference between the hourly rate of pay for the middle woman compared to the hourly rate of pay for the middle man.

Our Median Pay Gender Pay Gap this year in the ROI is 45.6%



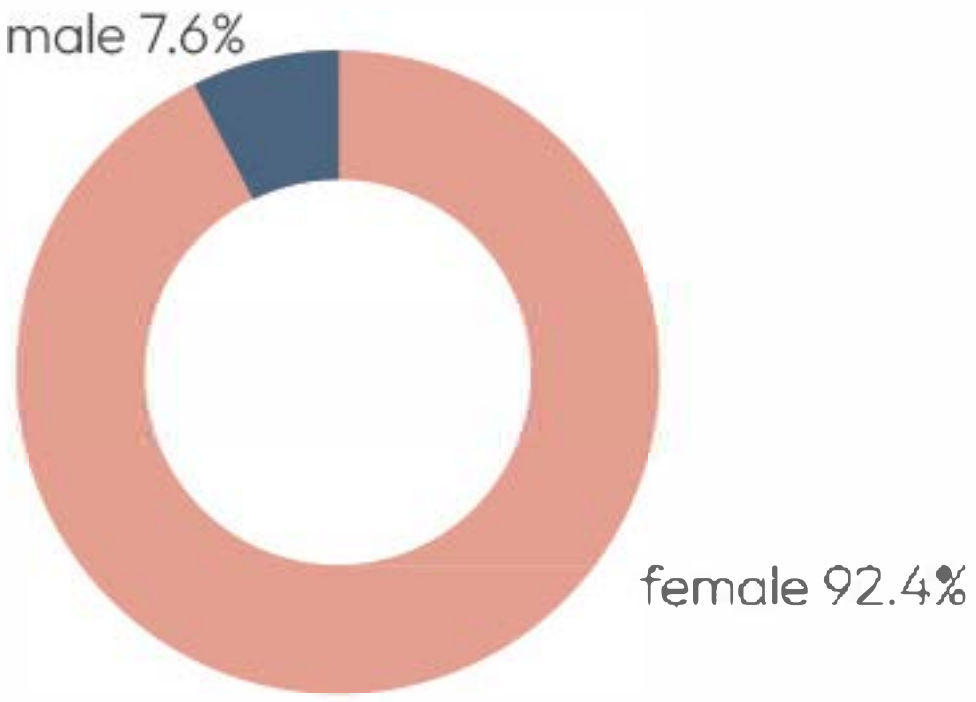
Pay Quartiles Explained

What we continue to see is that we have a high proportion of women across our quartiles due to our Field Merchandising Division, which is the largest Division in our organisation. These roles attract a higher proportion of females due to the part time hours and flexibility the roles offer.



Gender Split Explained

The gender pay gap at UK Greetings is driven by the distribution of male and female employees across our business, not because of our pay policies and practices. Over 92% of our colleague population in the ROI is female.



Bonus Pay Gap Explained

The bonus pay gap is calculated by using the actual bonus that's paid across all colleagues.
Our Bonus Pay Gap this year is 97.8% in the ROI.

Bonus Pay Explained

This shows the percentage of employees paid a bonus.

This year, 4.6% of our female colleagues and 33.3% of male colleagues received a bonus in the ROI. This is due to the differences in roles. Our sales division attract bonuses such as commission as part of their role, and this is not part of our merchandiser role.



Benefit in Kind Explained

Benefit in Kind includes non monetary benefits such as a company car which is relevant to specific roles.

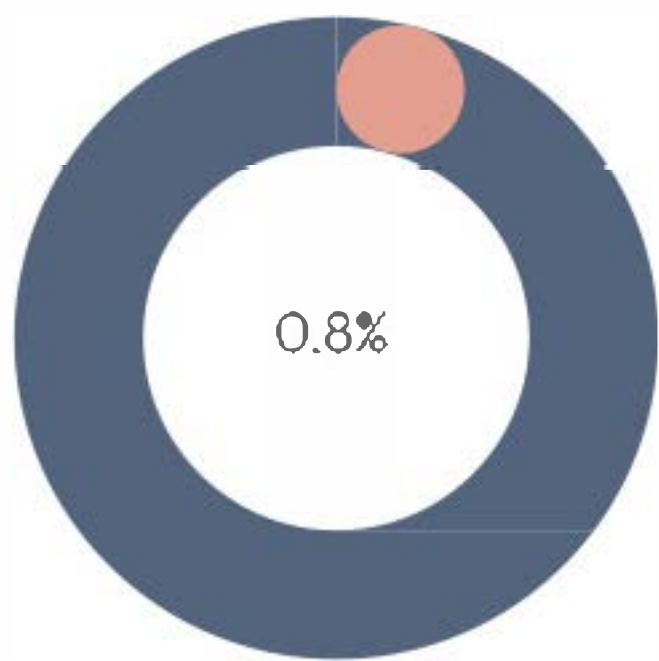
At Carlton Greetings 50% of our male employees received benefits in kind compared to 2% of female employees.

Part Time and Full Time Colleagues

The difference between the mean and median hourly pay of part-time and temporary male and female employees expressed as a percentage of the median hourly remuneration of relevant males on part-time or temporary contracts.

Mean Pay Gap: Part Time

Our Mean Pay Gender Pay Gap for part time colleagues this year in the ROI is 0.8%



Median Pay Gap: Part Time

Our Median Pay Gender Pay Gap for part time colleagues this year in the ROI is 1.6%

The Gender pay gap regulations mean we must identify our people as either male or female. However, we recognise that gender identity is not always binary, and we have adapted our HR system so our colleagues can identify themselves as they prefer as Carlton Greetings is and will always be a safe place regardless of gender.



OUR COMMITMENT

Our journey is driven by listening and challenging ourselves to think and act in new ways. We do believe it is still important to regularly review and understand our data and our recruitment practices. Although the figures may not change significantly in the short term, we continue to embrace diversity and honor the unique cultures, personalities, and perspectives of our people. Staying informed helps us make better decisions around recruitment, promotion, and support for all employees.

Our focus for the future, is ensuring we continue to look at the diversity within our teams and ensure we have a balanced gender across all roles but also to foster an inclusive environment where opportunity and recognition are based on merit and contribution, regardless of gender.



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