



LONDON

# WHISTLES

## Gender Pay Gap Report 2025

Whistles is a London-based style destination known for timeless design, led by an all-female senior leadership team.

We are proud of our inclusive culture where everyone is valued and supported in reaching their full potential irrespective of age, gender or ethnicity. We have confidence that our internal processes and gender pay policies are robust and fair but recognise we can always do more to champion diversity at all levels of our business and encourage future leaders here at Whistles.

### Gender identity

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As an employer aspiring to be fully inclusive, we recognise that some of our colleagues might self-identify as non-binary or agender. Whilst Gender Pay Gap regulations require us to identify our employees as men or women we fully support our colleagues who choose not to be identified that way. We continue to capture the relevant data in line with our Inclusion and Diversity Strategy and will report on it in our future statements.

### Gender pay gap explained

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#### *What is the Gender Pay Gap?*

A gender pay gap is the difference between average pay of a male employee and that of a female employee, averaged across the whole organisation, regardless of the nature of their work.

#### *The Gender Pay Gap*

The gender pay gap reporting regulations ensure that all organisations calculate their gender pay gap in a consistent way. They also make it clear on how to present data. We believe that to understand our

figures, it's important to understand how they are calculated.

There are several calculations that together, show the difference between male and female pay, a full explanation for each calculation is as follows:

#### **Relevant full time employees**

Includes anyone employed under a contract of service, a contract of apprenticeship or a contract to personally do work (agency workers and partners excluded).

#### **Pay calculations**

Based on the FTE-adjusted total pay received in the month of April 2024 and includes basic salary, sector pay, variable pay, share payments, commission, loyalty bonus (on a prorated basis) and any other bonus payments paid. The calculations exclude any overtime payments.

#### **Mean and median**

The difference between the mean (average) and the median (mid-point) pay and bonus earnings for male and female employees (expressed as a percentage).

#### **Proportion of males and females**

In each pay quartile band: the hourly rate pay bands ranked from lowest to highest in four quartiles (dividing the workforce into four equal bands).

#### **Pay quartiles**

Quartiles are where an organisation is split into four equally sized chunks of employees based on their hourly earnings (including bonuses), and then the gender split is recorded.

## Gender pay gap results

As a retailer of female clothing, the Whistles brand appeals to a predominantly female customer base and attracts a majority female workforce, particularly at store level. At the April 2024 snapshot date, the company employed a very small number of male colleagues who made up less than 2% of the relevant employee base for reporting purposes.

Whistles has an exclusively female leadership team, which is reflective of the number of women employed throughout the organisation as a whole and the opportunities available for women to rise to the very top of the business.

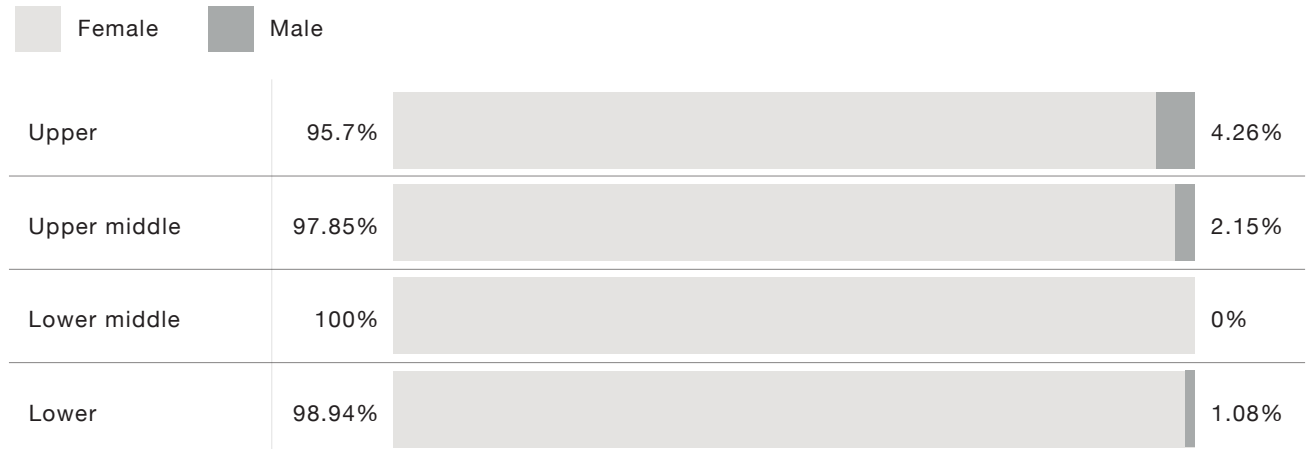
The driver for our gender pay gap is an overrepresentation of women in our retail roles which make up the largest proportion of our jobs, who typically receive lower pay than professional roles within the corporate areas of the business. The latter also tend to attract more male candidates in comparison to store roles. Over 98% of our employee base is female which therefore significantly impacts the gender pay gap figures, particularly on the median measures where the sample size for male colleagues is very small.

In terms of our gender bonus pay gap, the bonus paid during the 2024 reference period was paid to the majority of our central team colleagues and only a proportion of our store-based colleagues. The results show a higher proportion of male colleagues receiving a bonus, however, both the median and mean bonus pay gap figures are significantly affected by the very small sample size of male colleagues within the central team population.

|               | Gender pay gap (%) |        | Gender bonus pay (%) |          | Proportion of employees receiving bonus |        |
|---------------|--------------------|--------|----------------------|----------|---|--------|
|               | Median             | Mean   | Median               | Mean     | Male                                    | Female |
| Whistles 2024 | 26.94%             | 17.95% | 96.50%               | 24.30%   | 57.14%                                  | 35.28% |
| Whistles 2023 | 20.50%             | 13.80% | 66.90%               | 26.30%   | 50.00%                                  | 57.87% |
| Whistles 2022 | 33.80%             | 19.00% | 61.60%               | -264.80% | 33.30%                                  | 53.70% |

### Gender split by pay group quartiles

The proportion of male and female employees in each quartile pay group.



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