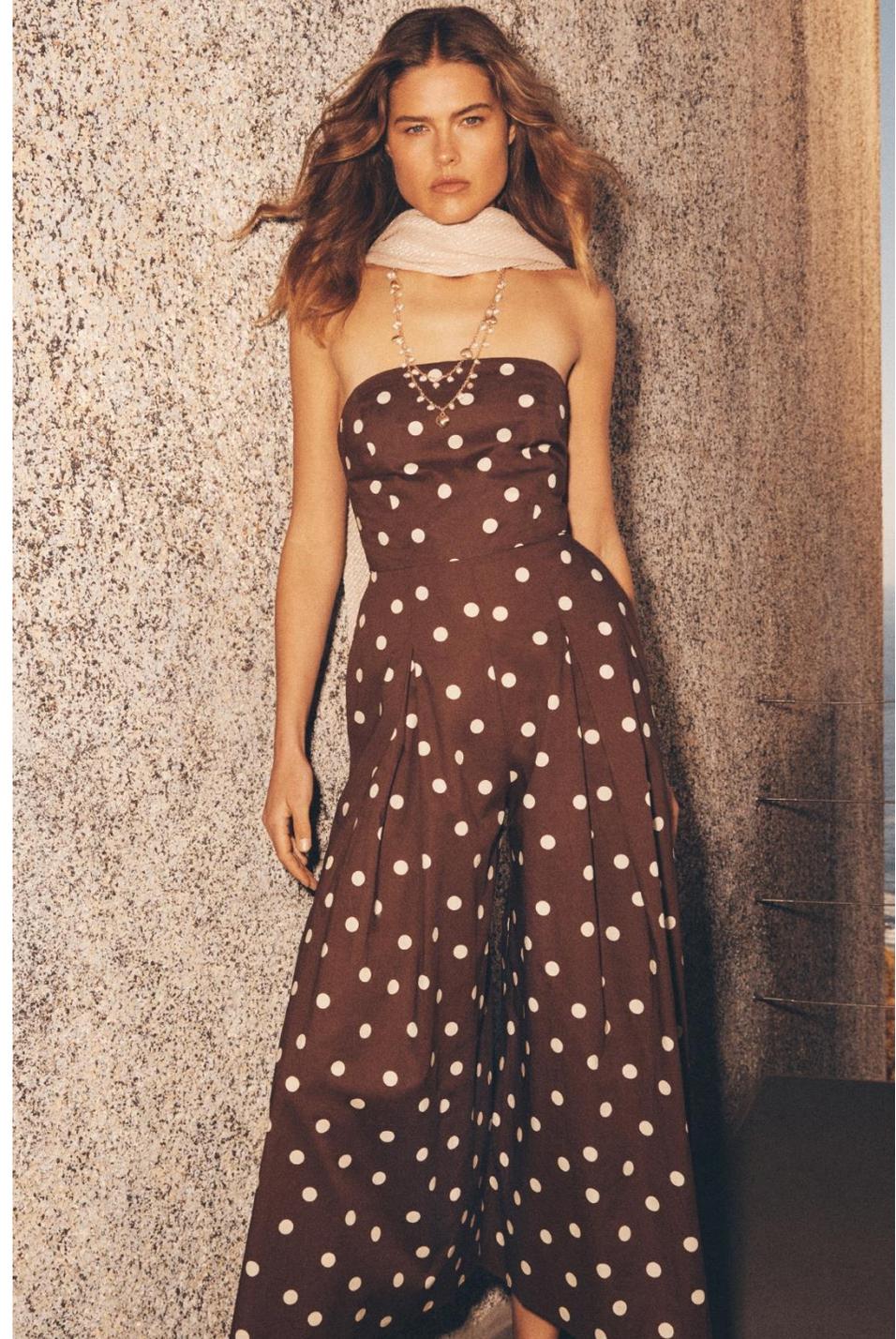


APRICOT

Gender Pay
Gap Report | 2025



Introduction

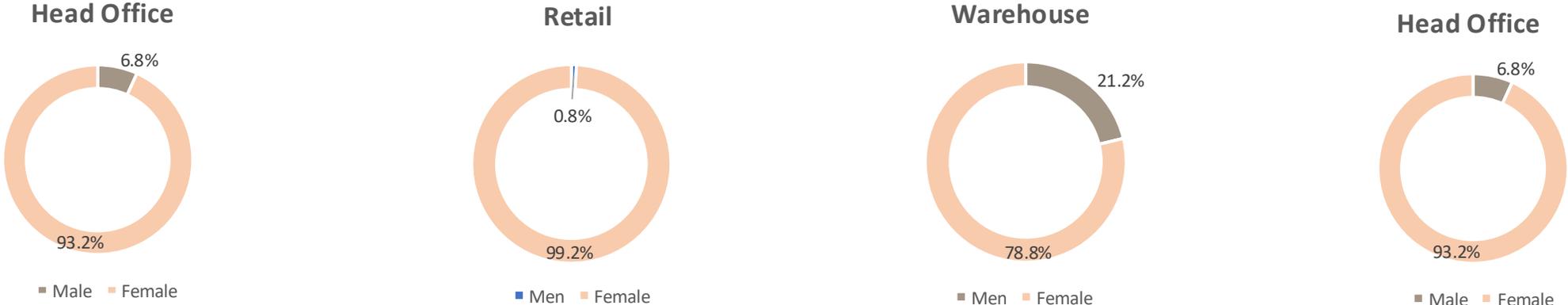
Apricot is a women’s fashion brand with a focus on great quality, effortless design and playful prints. In addition to our online store, we have 14 standalone stores across the UK and 1200 global concessions, as well as an established wholesale business in America. We also trade from a number of marketplaces, including Very, QVC and Zalando.

The Gender Pay Gap Report contains the data on our amazing UK employees who are split across our head office, warehouse and retail teams.

As of 05th April 2025, of the 374 staff employed in the UK business, 93.2% were female and 6.8% were male. This has remained relatively static when compared against the data from 2024.

Apricot is committed to treating all job applicants and employees fairly and equally, regardless of protected characteristics such as sex and gender. Although entirely unintentional, a gender bias towards female employees can be seen in the illustrations below, as it has been seen in previous years. This bias exists due to the nature of our business in the women’s fashion retail sector and is a similar pattern seen in similar businesses.

Our Employee Demographic



Gender Pay Gap Reporting

What is the Gender Pay Gap Report?

The Gender Pay Gap Report explores and determines the difference between the average pay of men and women within a business, regardless of the role they perform.

The data in our report has been calculated using the guidelines set out in the reporting legislation and primarily assesses the difference between the mean and median hourly rates of pay for the men and women in our teams.

Mean and median gender pay gap figures are taken from staff who received their full contractual pay in the pay period that includes 05th April 2024, rather than from our full population of 374 employees.

What is the mean hourly pay rate?

The mean hourly pay rate is essentially the average hourly pay rate for employees. To find the mean hourly pay rate we added the total hourly pay rates for women and then divided this by the total number of women included. We then did the same for the hourly pay rates for men.

The mean pay gap shows the difference between the average hourly pay rate for women, when compared to the average hourly pay rate for men.

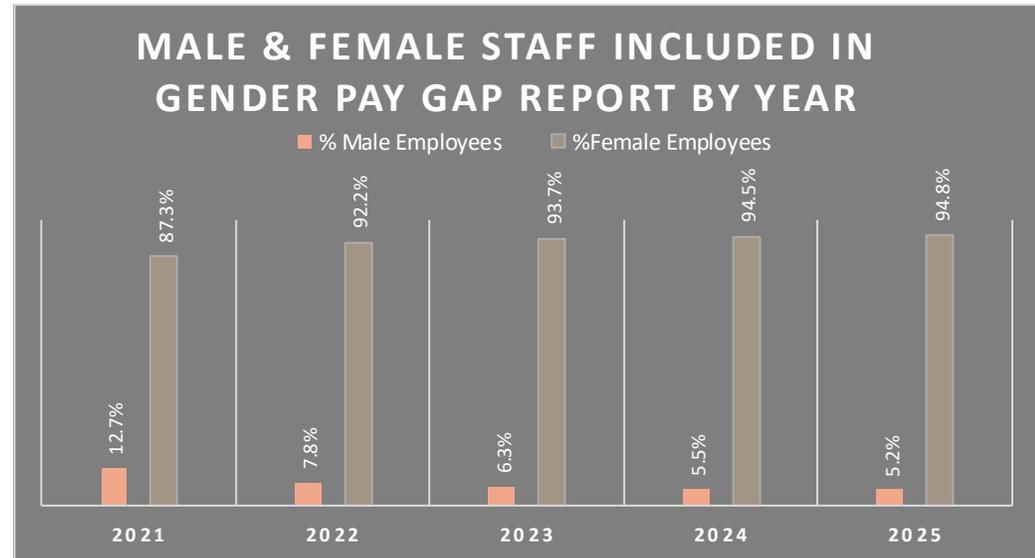
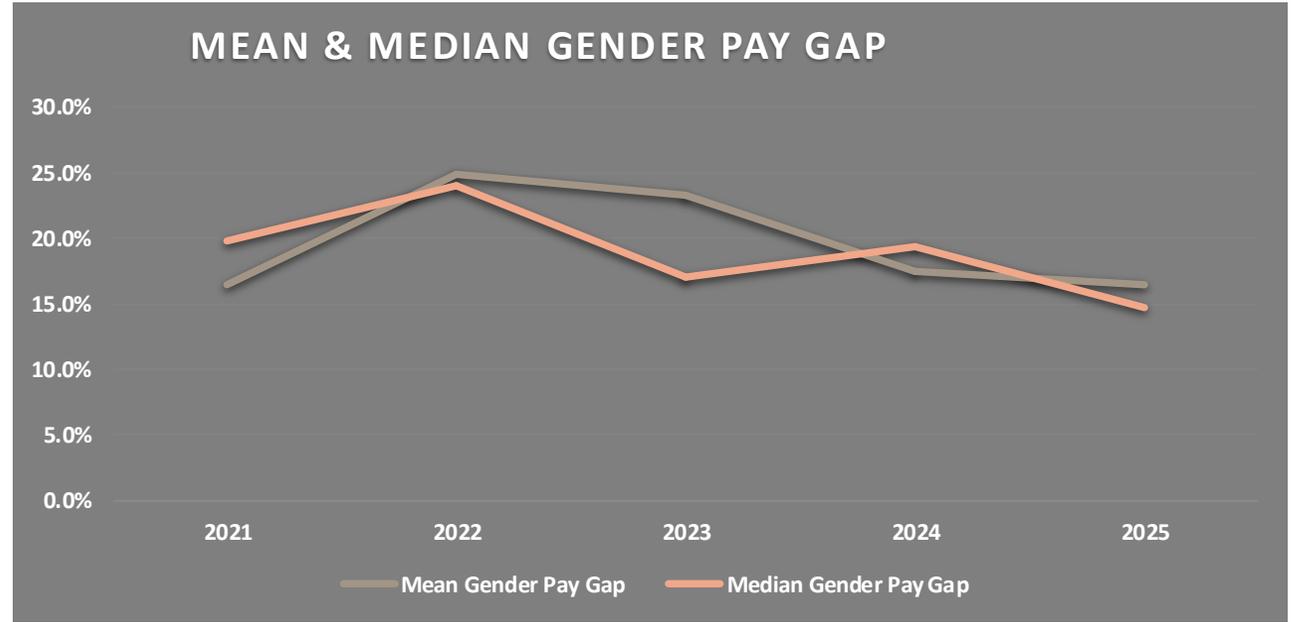
What is the median hourly pay rate?

The mean hourly pay rate is essentially the middle hourly pay rate for employees. To find the median hourly pay rate we put all hourly pay rates for women in order from highest to lowest and then identified the hourly pay rate in the middle. We then did the same of the hourly rates for men.

The median pay gap shows the difference between the middle hourly pay rate for women when compared to the middle hourly pay rate for men.

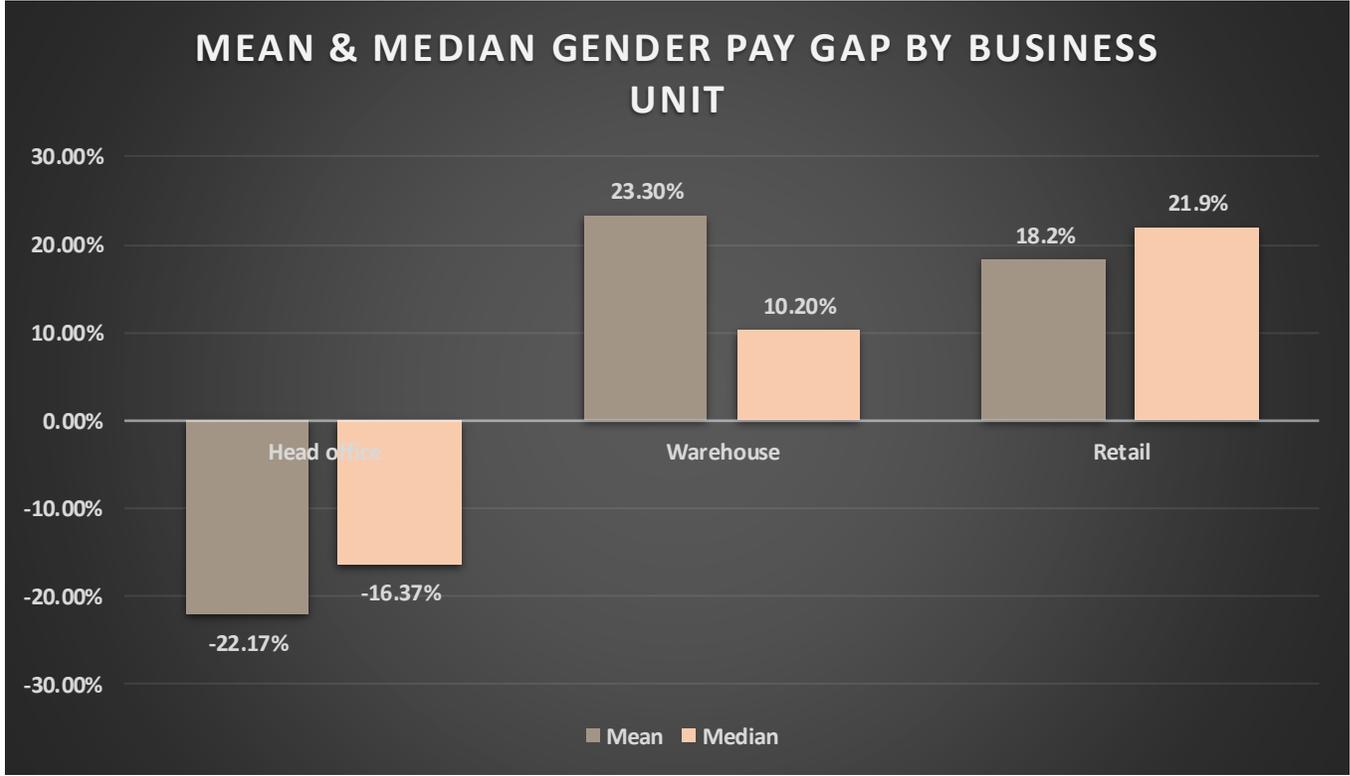


Mean and Median





Mean & Median By Business Sector



- In our head office, female employees are paid on average 22.17% higher than male employees
- In our warehouse, male employees are paid on average 23.3% higher than female employees
- In our retail stores and Field Team, male employees are paid on average 18.2% higher than female employees



Analysis

Our median pay gap for 2025, at 16.4% demonstrates a 6.3% decrease from 2024, following a decrease of 25% in 2024. The median of 14.7% demonstrates an 24% decrease. This pattern of a decreasing mean and median pay gap could be the result of more female staff moving into mid to higher level pay bandings.

Like many other women's fashion retailers, Apricot's Gender Pay gap is primarily influenced by the high representation of female staff across the business, with the highest distribution of women working in the customer facing, retail sector of our business, where they represent just over 99% of the workforce, and hourly rates of pay are generally lower. The highest distribution of male employees sits within our head office and warehouse, where salaries are generally higher however, these 2 areas of the business are still outnumbered by female employees. The previous chart demonstrates the vastly different pay gaps when we look at the pay gaps for head office versus retail and the warehouse – where just one male appointed into a mid level pay band can significantly impact the gender pay gap.

Our pay quartiles further demonstrate our workforce demographic, with the Upper Quartile comprised of 92.5% female employees, the Upper Middle Quartile of 94% female employees, the Lower Middle Quartile of 94% female employees and the Lower Quartile of 98% female employees, all of whom are employed within the retail part of the business, where the primary reason for working for the brand is an affinity with the product.



Analysis (ctd.)

In our head office where we have some of the highest paid roles in the company, women represent 100% of our top 10 earners, leading to a gender pay gap that reflects this with female staff being paid on average, just over 22% more than male employees. We believe this reflects our practice of offering equal opportunity to all employees, regardless of their gender.

Whilst we are committed to paying above the National Living Wage and National Minimum Wage, a majority of the lower paid roles in our business are those in our retail stores, where just over 99% of our staff are female, which has remained consistent with previous years. While we believe this is mainly driven by women having more of an affinity with our product, we also believe that the demographic of the retail sector of our business is driven by the fact that a large majority of retail employees were employed on a part-time basis, where part-time roles are generally more attractive to females. Our gender pay gap is primarily driven by the area of the business that not only has the largest proportion of female to male employees, but also where the roles tend to be the lowest paid.

Our Commitment

As a women's fashion retailer with a predominantly female workforce, we are unlikely to see any major changes to our Gender Pay Gap in future years. However, some fluctuation can be expected, especially when the appointment of just one male member of staff appointed to a mid to senior level pay band can significantly impact our Gender Pay Gap.

We remain committed to equal pay for all employees, free from gender bias and will continue to appoint candidates for all roles based on their ability and best fit for the role, rather than by gender or any other gender related characteristic.

Philip Chaimo, Managing Director

