


The Pebble Group Gender pay gap 2025

(Covering the 12-month period up to 5th April 2025)

June 2025

The Pebble Group

Building brands.
Growing relationships.
Strengthening businesses.

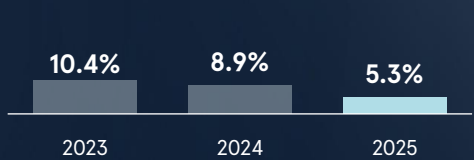


Executive summary

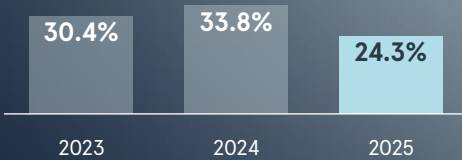
- ➔ In 2025 the Group observed a reduction in the median gender pay gap across all sites.
- ➔ Facilisgroup recorded the largest improvement, with a 9.5% reduction in its median gender pay gap.
- ➔ A key contributor to the narrowing of the gap across all businesses was the streamlining of employee resources during H2 2024.

Median gender pay gap

Group (All results combined)



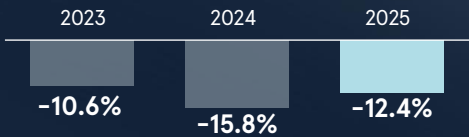
Facilisgroup



Brand Addition



Brand Addition (UK)



Note: A negative pay gap means that women are paid more than men

Introduction

Gender pay gap - explained

Legislative requirements:

- Gender pay gap (GPG) legislation requires employers in the United Kingdom with 250 employees or more to calculate and publish on an annual basis gender pay gap data.

Gender pay is not to be confused with equal pay:

- Gender pay is the measure of the difference between the average earnings of men and women (irrespective of their roles or seniority).
- Equal pay is our legal obligation as an employer to give equal pay for equal work and is different to gender pay. Our pay gap is not the result of equal pay issues.

Gender pay gap calculations are based upon:

- Hourly pay calculated from April (monthly) salary before deductions for 'full-pay relevant employees' (including any bonuses paid in the previous 12 months).
- Bonuses paid to all employees in the 12-month period leading up to 5th April 2025.



Introduction

Gender pay gap - explained

What we need to report on:

- **Mean and median gender pay gap** based upon an hourly rate of pay calculated from pay on 5th April 2025, including any bonuses paid in the previous 12 months.
- **Mean and median bonus pay gap** which considers any bonus pay received in the 12 months leading up to 5th April 2025.
- Proportion of men and women receiving a bonus payment.
- Proportion of men and women in each pay quartile (looking at the proportion in four pay bands when we divide our workforce into four equal parts).
- The gender pay gap is expressed as a percentage of male earnings. **A negative pay gap means that women are paid more than men.**

Mean and median explained

The mean pay gap is the difference in the average hourly pay for one group compared to the other, within our organisation (men compared to women).

The median pay gap is the middle point of a population. If we were to rank our men and women separately (in terms of hourly pay, inc. bonuses) from the lowest to the highest, the middle team member is the median.

The mean and median are important metrics and need to be looked at together. However, the median is the most commonly used when performing comparisons as the mean can be skewed by fewer individuals earning more in the upper ranges.



Results breakdown

The Pebble Group



Gender pay gap – Overview of results

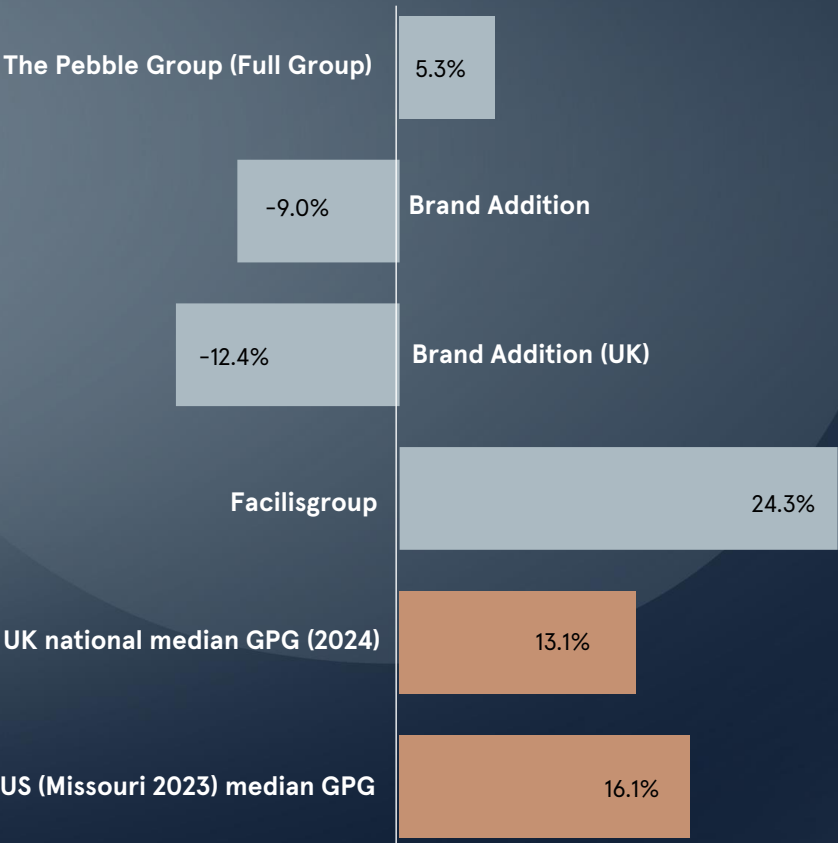
In 2025 we saw a reduction in the gender pay gap across all Group businesses.

Business	Median GPG		Details
Brand Addition	All sites combined	UK only	<ul style="list-style-type: none">There has been an overall reduction in the gender pay gap.This improvement is primarily due to headcount changes implemented during H2 2024. These changes resulted in a higher proportion of male employees in the upper two pay quartile bands, which contributed to narrowing the gender pay gap.
	-9.0% down from -12.7% in 2024	-12.4% down from -15.8% in 2024	
Facilisgroup	+24.3% a decrease of 9.5% from prior year		<ul style="list-style-type: none">Facilisgroup's gender pay gap reduced by 9.5% to 24.3%. The reductions were largely driven by headcount changes, with a greater reduction of male employees compared to female employees.The gender pay gap at Facilisgroup remains high, largely due to the upper pay quartile being 80% male. This reflects broader industry trends, where fewer women generally pursue careers in software, resulting in a male-dominated talent pool, making it more challenging to recruit women into these roles.
Full Group	+5.3% a reduction of 3.6% from prior year		<ul style="list-style-type: none">Over the past 12 months, the Group's headcount reduced by 15%. These reductions have resulted in a larger reduction in male employees compared to female employees which has contributed to narrowing the gap.The fact that Brand Addition has a gender pay gap in favour of women and Facilisgroup has a gender pay gap in favour of men means that, when comparing the Group as a whole, these differences offset each other, resulting in a small overall Group GPG.

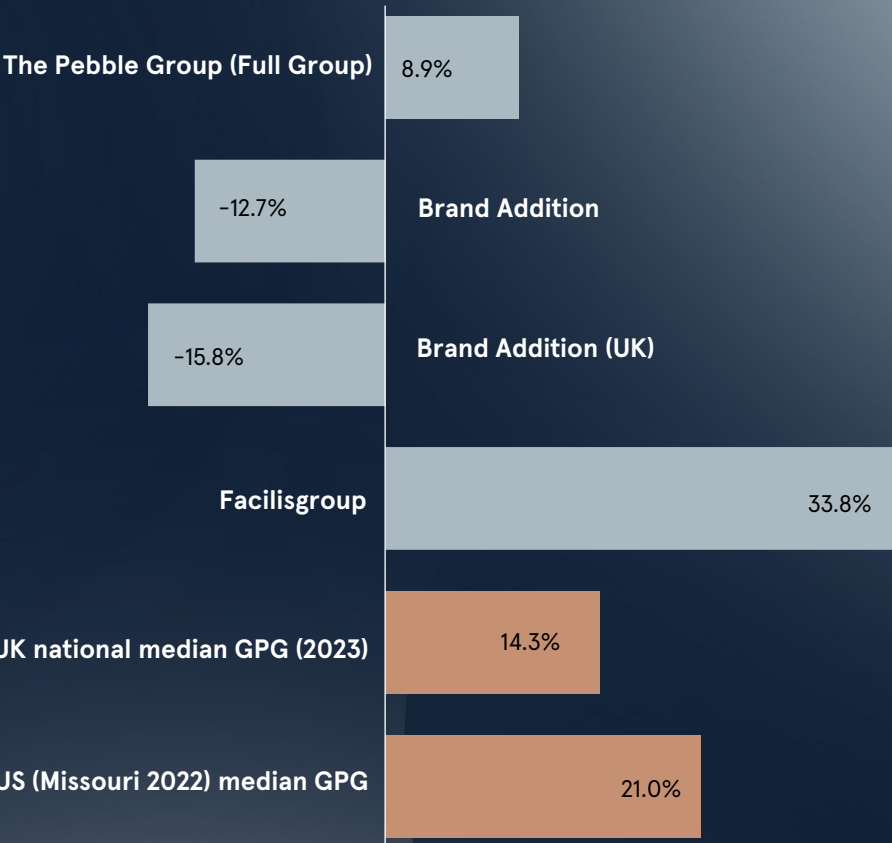
Results summary

Median gender pay comparison

2025 Median gender pay gap



2024 Median gender pay gap



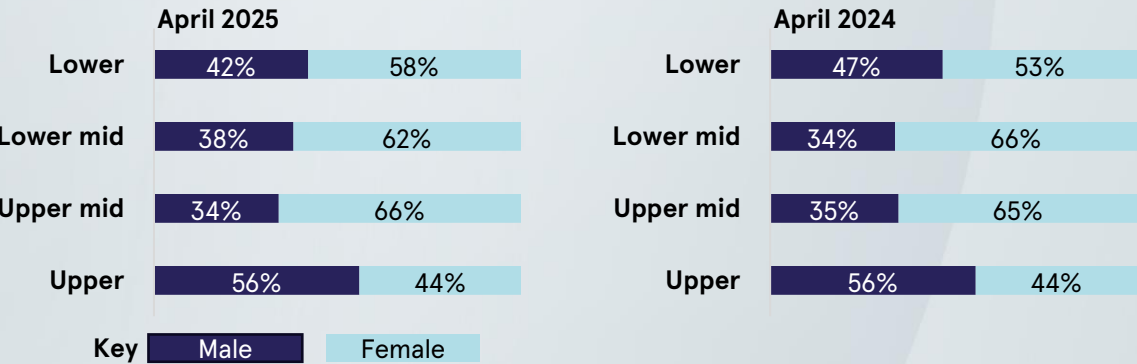
[UK Gender Pay Gap \(ONS\)](#)

Note: A negative gender pay gap shows that women are paid more than men.

Gender pay gap – The Pebble Group

Gender pay gap		April 2025	April 2024	April 2023
Gender Pay Gap	Mean	14.5%	25.4%	20.9%
	Median	5.3%	8.9%	10.4%
Bonus Pay Gap	Mean	37.6%	30.5%	37.7%
	Median	24.8%	19.3%	30.0%
% Employees receiving a bonus	Male	36.7%	14.6%	36.6%
	Female	34.1%	26.7%	38.6%
Headcount (April 2025)		Male 210	Female 299	

Proportion of men and women by pay quartile



Key Points

Since 2023, the Group median gender pay gap has consistently reduced.

The 2025 Group mean and median pay gap reduced and more bonuses were paid to team members across the Group.

Facilisgroup, which has the largest GPG, saw a reduction of 9.5%, bringing its median GPG down to 24.3%. This was driven by a 22% increase in the number of women in the upper middle quartile pay band, contributing to the overall improvement.

The Group’s bonus pay gap has increased this year, due to a higher proportion of men receiving bonuses compared to the previous year.

Comparing the median GPG to the UK ONS figure, the Group remains below the average of 13.1% as reported by the UK Office for National Statistics (ONS)

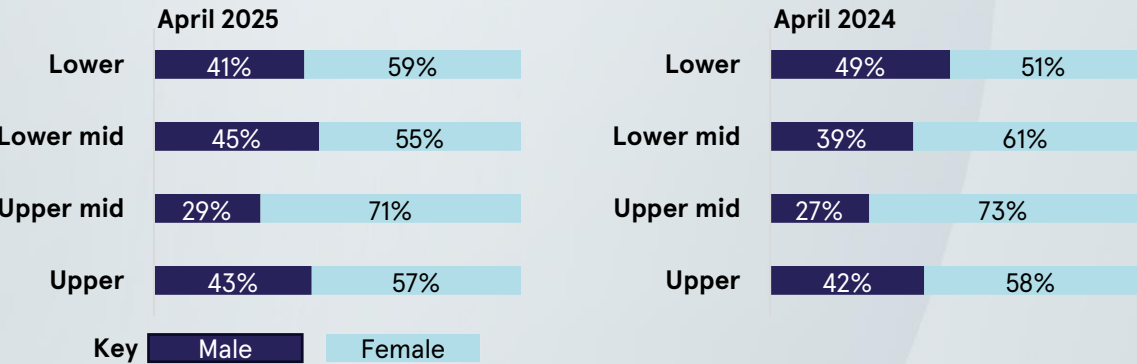
As Brand Addition has a negative gender pay gap (in favour of women) and Facilisgroup has a positive gender pay gap (in favour of men), the combined results help to offset each other, contributing to a reduced overall Group GPG.

A key contributor to the narrowing of the gap was the streamlining of employee resources during H2 2024.

Gender pay gap – Brand Addition

Gender pay gap		April 2025	April 2024	April 2023
Gender Pay Gap	Mean	5.8%	4.2%	8.8%
	Median	-9.0%	-12.7%	0.0%
Bonus Pay Gap	Mean	44.4%	38.5%	17.1%
	Median	40.0%	36.2%	22.4%
% Employees receiving a bonus	Male	21.0%	16.0%	26.7%
	Female	26.0%	29.0%	33.2%
Headcount (April 2025)		Male	Female	
		158	255	

Proportion of men and women by pay quartile



Key Points

In 2025, there has been a 3.7% reduction in the median gender pay gap.

Brand Addition currently has a median gender pay gap of -9%, meaning on average, women are paid 9% more than men. This is largely due to the business having more women than men overall and a higher proportion of women in the upper and upper-mid quartile pay bands.

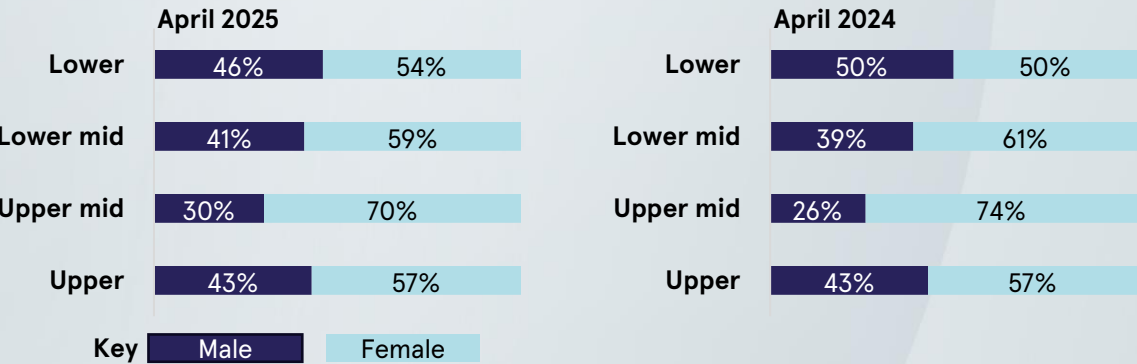
Brand Addition continues to see fluctuations in the bonus pay gap year-on-year. This is caused by changes in the number of men and women receiving bonuses. Given the relatively small number of team members, changes to the headcount can also impact the gender pay gap.

Comparing the median GPG to the UK ONS figure Brand Addition remains below the average of 13.1%.

Gender pay gap – Brand Addition - UK

Gender pay gap		April 2025	April 2024	April 2023
Gender Pay Gap	Mean	0.3%	-0.6%	4.6%
	Median	-12.4%	-15.8%	-10.6%
Bonus Pay Gap	Mean	38.6%	52.1%	-1.0%
	Median	25.0%	25.0%	-1.1%
% Employees receiving a bonus	Male	22.0%	10.7%	12.6%
	Female	39.0%	24.1%	9.8%
Headcount (April 2025)		Male	Female	
		90	136	

Proportion of men and women by pay quartile



Key Points

In 2025, Brand Addition UK reduced its gender pay gap to -12.4%, a reduction of 3.4% compared to prior year.

The 2025 GPG reduction was a consequence of a 13% decrease in UK headcount from prior year, which has resulted in more men moving into the upper-mid quartile pay band, helping to reduce the overall gap.

More bonuses were paid in 2025 to both men and women.

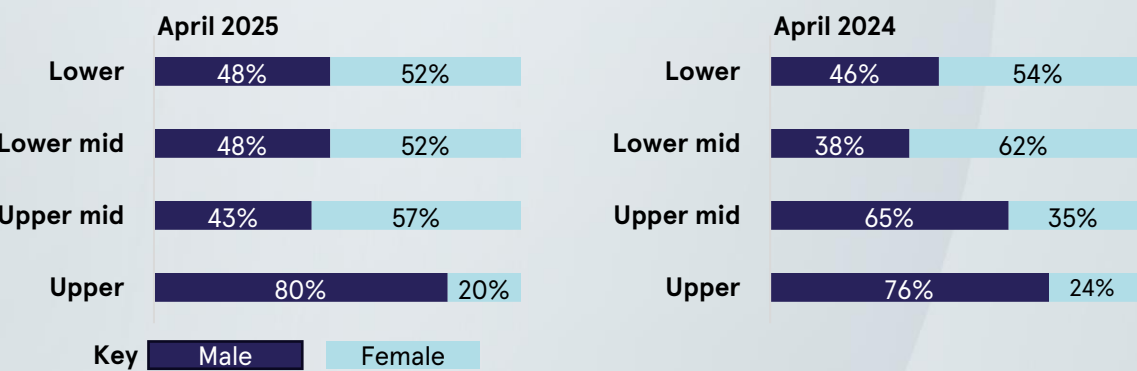
Comparing the median GPG to the UK ONS figure Brand Addition remains below the average of 13.1%.

With the UK headcount now below 250, small fluctuations in employee numbers can have a larger impact on the gender pay gap figures.

Gender pay gap – Facilisgroup

Gender pay gap		April 2025	April 2024	April 2023
Gender Pay Gap	Mean	23.7%	22.5%	22.5%
	Median	24.3%	33.8%	30.4%
Bonus Pay Gap	Mean	56.2%	-62.3%	31.8%
	Median	32.0%	-177.1%	37.9%
% Employees receiving a bonus	Male	86.7%	12.1%	65.5%
	Female	84.2%	15.6%	67.4%
Headcount (April 2025)		Male	Female	
		45	38	

Proportion of men and women by pay quartile



Key Points

In 2025 Facilisgroup observed a 9.5% reduction in the median gender pay gap compared to the previous year. This improvement was largely driven by a 22% increase in the number of women in the upper-mid quartile band, helping to narrow the gap.

Facilisgroup has the largest gender pay gap across the Group, with male team members being paid more on average than female team members. This is largely due to the underrepresentation of women in the software industry. As a SaaS business, most software engineering roles are held by men, who fall into the upper pay quartile, which contributes to the gender pay gap.

In 2025 more bonuses were awarded, leading to large changes in the bonus pay gap.

Unfortunately, there is no quick solution to the broader industry-wide shortfall of women in software roles. As a result, Facilisgroup is likely to continue experiencing a gender pay gap that favours men in future assessments.

Facilisgroup will continue to monitor the gap. However, due to its relatively small workforce, even minor changes in headcount can have a significant impact on gender pay gap figures.



Our actions

The Pebble Group



The Pebble Group

Gender pay gap – our actions

Why do we have a gap?

- Our GPG exists mainly because of the composition of our workforce, with more women working at Brand Addition and more men working at Facilisgroup. These differences in gender distribution contribute to the overall gap. However, we have made positive progress this year and the gap has narrowed.

What actions are we taking to narrow the gap?

Recruitment

- As part of our broader diversity, equity and inclusion strategy, each business continues to enhance its recruitment practices and collaborate with recruitment providers to attract the most diverse pool of candidates possible.

Employee development and appraisals

- We have improved our appraisal processes to foster a culture of continuous improvement, helping team members to achieve their goals while supporting their ongoing growth and development.

Supporting our team members

- We are committed to supporting flexible working practices across the Group to meet the diverse needs of our people. Embracing different ways of working helps us build a more inclusive environment for everyone and it plays an important role in tackling the gender pay gap.





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